



SOAKE POOLS JOINS FORCES WITH TOMU TO PROPEL EXPERIENTIAL HOSPITALITY POSSIBILITIES

The Brands Are Co-committed to Creating Beautiful, Customizable, Ultra-Functional Products While Minimizing Environmental Impact and Ensuring Seamless Installation

Pembroke, N.H. — January 22, 2025 — Soake Pools, a renowned New England-based plunge pool manufacturer, is partnering with Tomu, an innovative prefabricated lodging builder, to redefine the experiential hospitality industry. Soake Pools and Tomu are meeting industry needs by offering both cocktail pools and luxury prefab villas designed for year-round use, which save vacation rental hosts and hotel developers time while reducing costs and common logistical hassles. Their synergistic business models feature smaller-sized wellness products that beautify hospitality spaces and support personal physical and mental health practices.

“Our partnership with Tomu allows boutique hotels, resorts, hospitality properties, or even Airbnbs to maximize efficiency by combining the installation processes of two industry-leading solutions,” said Karen Larson, co-founder of Soake Pools. “From streamlined logistics to shared subcontractors, and with a mutual commitment to delivering exceptional guest experiences, we’re making it easier than ever to create beautiful, functional spaces.”

Soake Pools’ plunge pools are precast from the highest quality concrete in an NPCA-certified plant in New Hampshire, hand-tiled by skilled tile artisans in a controlled environment, then delivered fully finished and ready to install. Tomu’s prefabricated guest units are constructed using premium commercial-grade materials and delivered nearly complete. Both brands require flatbed shipment, and when purchased together at a reduced rate, can be shipped on the same truck to maximize efficiency and reduce carbon emissions. Additionally, Tomu’s Villas and Soake Pools’ plunge pools share identical subcontractor needs—excavation, electrical, plumbing, and exterior finishes—making coordination seamless and straightforward. The similar, sustainable construction, delivery, and installation method shortens on-site build time, allowing projects to open and operate sooner.

“With Soake Pools as a partner, we’re elevating the Tomu experience by creating a truly turnkey solution for hoteliers and property owners,” expressed Chris Osaka, CEO of Tomu, Inc. “This collaboration isn’t just simplifying logistics; it’s about listening to what today’s traveler is looking for in a modern hospitality experience.”

Soake Pools offers 13' x 7', 10' x 6', 8'9" x 5', and 7' x 7' plunge pool formats, a 4' x 4' Soake Cold Plunge, and a freestanding Garden Tub suitable for indoor and outdoor hospitality spaces. Tomu offers unique and customizable Studio, 1-bedroom, and 2-bedroom villas specifically designed for the hospitality industry.

For more information about Soake Pools, please visit soakepools.com. For more information about Tomu, please visit tomuhaus.com.

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About Soake Pools: Karen and Brian Larson, Co-Founders of Soake® Pools, created the company from the ground up in 2014, deeming them the first company to offer precast plunge pools for the home in North America. Soake® Pools are revolutionary, space-saving pools that combine the best of a pool and a hot tub, and provide year-round enjoyment. Each Soake® Pools plunge pool is made in New England using state-of-the-art materials, customizable, and delivered pre-built and ready to install. Today, the Soake Pools team is constantly revolutionizing the industry, offering a steady stream of new dimensions, unparalleled luxury finishes, and a litany of safety, aesthetic, and user-friendly functionalities. Soake Pools are designed to be enjoyed year-round, equipped with the adjustability for a hot dip in the winter and a cold, refreshing plunge in the summer. The plunge pools can even provide athletic training with their resistance systems. Some additional benefits include accessibility in both size and pricing, sustainability in terms of the saltwater contents, lower water usage, and variable speed pumps. Soake Pools offer countless physical and mental wellness benefits year-round and undoubtedly increase home value.

About Tomu: Tomu is redefining the hospitality industry by empowering aspiring hosts and hoteliers to create more diverse and inclusive hospitality experiences. Guided by a mission to "Build Beyond Boundaries," Tomu leverages empathetic design and innovative building practices to make ownership more accessible and the landscape of hospitality offerings more dynamic. With an innovative modular building system designed specifically for hospitality, Tomu enables creators to bring their unique concepts to life more quickly, cost-effectively, and sustainably. Their prefabricated guest units are constructed with premium commercial-grade materials, delivered nearly complete to the site, and require only a few days of onsite installation—helping projects open and operate sooner. Whether through pre-designed models or bespoke creations, Tomu ensures every project authentically reflects the creator's vision while meeting guests' expectations. By supporting passionate creators and exploring new corners of hospitality, Tomu is committed to shaping a more diverse and connected industry.

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