Rooted in Humboldt: 40 Years of Pure Water Spas

When Pure Water Spas opened in the Spring of 1986, the goal was simple: build a local business we could stand behind and serve our community well. Here we are 40 years later, some of the faces have changed but the commitment has remained the same.

Over the past four decades, we've experienced economic cycles that tested nearly every small business. The mortgage crisis of 2008, rapid shifts in technology and consumer expectations, and the unprecedented challenges of the COVID-19 pandemic all required constant adaptation. All while remaining locally owned and operated.

Pure Water Spas has grown alongside Humboldt County families, serving customers across generations. We've had the opportunity to create local jobs, provide long term service to customers, and support local causes. Each year 1% of revenue is donated towards local non-profits.

The success in small business teaches you that success isn't just sales. It's measured in reputation, reliability, and relationships. It's measured in how you respond when things are difficult, how you invest back into the community you depend on, and how you treat both customers and employees. Our customers have trusted us for years. Our team embodies that commitment: Amos with 29 years of service, Miles with 14, Kristen with 12, Bradley with 3 and of course Wasabi, our shop cat, with nine years and counting.

Hot tubs may be the product we sell, but wellness, connection, and quality of life are the outcomes we care about most. Over the years, we've seen how consistent care and small daily routines can make a meaningful difference for individuals and families alike. Being rooted locally allows us to support those customers past the buying process.

As we mark our 40th anniversary, we see it as a reminder to continue operating with integrity, to contribute thoughtfully to our local economy, and to support the community that has supported us for decades. As a thank you we are offering 40 days of savings, March 27-May 5.

We're grateful to Jay Sooter and his wife Margaret, the Humboldt County business community, the Eureka Chamber of Commerce, the many local non-profits, partners and all of the customers who have made these last 40 years possible. We look forward to continuing to serve Humboldt County in the years ahead.

Thank you for being a part of our story.

— Amos Sobol Owner, Pure Water Spas