

# The Aqua Journal

## Spring 2008

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## Aqua Pool & Spa Pros Is Celebrating Their 10 Year Anniversary!

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### Company News

That's right, this is our 10<sup>th</sup> year in business here in the Linden Plaza. It feels like only yesterday we were setting up our store at night with the help of many close friends while still working our day jobs. We owe all of you, our loyal friends and customers a huge thank you for helping us achieve a dream of owning our own Pool and Spa Company. It certainly wasn't easy, it took an enormous amount of hard work and dedication to be successful but with your help we did it! Once again, thank you!!!

We are also happy to announce that we have done some remodeling in our store. New carpet, new shelves and displays and some new products that gave our store a fresh new look. Even the renovations to the Plaza are finally done! So come on in and help us celebrate our 10<sup>th</sup> anniversary!!!

### *In Remembrance*

*It is with a broken heart that we must inform you that Mike's wife, Cheryl Dare passed away unexpectedly on Feb. 19<sup>th</sup> while they were on vacation in their favorite town of Negril, Jamaica.*

*Cheryl enjoyed working with all of you and will be deeply missed by all. Mike and his daughter Taylor want to thank you for your kind thoughts and prayers during this sad time.*

# 10<sup>th</sup> Annual Pool & Spa Pre-Season *Store Wide Sale* April 25<sup>th</sup> – May 4<sup>th</sup>

We are excited to announce the dates for our Annual Pool and Spa Spring Sale. It may seem a little early to think about your pool, but this way you will be prepared to open when the weather breaks. Pick up just what you need to open your pool or really take advantage of the sale and buy the entire season's worth. Check what you have left over from last year then come in and save 10% to 20% off your entire purchase. Save on name brands like Baquacil, Synergy, Omni, Spa Essentials, Jandy, Waterford, and more. *Everything in the store is on sale!*

*Know someone looking for a pool, spa or sauna?*

All L.A. Spas, Outback & Evolution Above Ground Pools and Cedrus Saunas will be on sale during our 10<sup>th</sup> Annual Store Wide Sale

*10% off  
Pool & Spa Chemicals*

*15% off  
Synergy & Baquacil*

*10% off all Heaters,  
Filters, Pumps, Covers*  
*Have your new pool heater  
installed by May 1<sup>st</sup> before your  
pool is open to avoid delays.*

*20% off all toys,  
Games and floats*

*40% off Closeout  
Baquacil Ultra Products*  
*\*While Supplies Last*

## **Aqua Pool and Spa Pros Tent Sale** **April 18<sup>th</sup>, 19<sup>th</sup> & 20<sup>th</sup>**

All New 2007 and 2008 *L.A. Spas* and select used spas will be on sale in our parking lot and store **1 week prior to our storewide sale**. Meet with the Regional L. A. Spas sales representative for the best deals possible on all '07 and '08 spas! Don't miss this opportunity to save hundreds of dollars on your very own personal therapy spa. Buy an in-stock model or have one customized to your specific needs.

2007 Floor models & used spas available while supplies last

# 1<sup>st</sup> Annual Spa School

## Saturday, April 26th 9:30-10:30

This will be our first ever Spa School. This hour long seminar is for anyone that has a spa whether you bought it here or not. We will cover topics including water chemistry, filter maintenance, draining and cleaning the spa and cover. If you have questions regarding your spa write them down and bring them to this free seminar. Be sure to stock up on plenty of spa chemicals and supplies that will all be on sale after the Spa School.

# 10<sup>th</sup> Annual Pool School

## Saturday, May 3<sup>rd</sup> 9:30-10:30

We are now taking reservations for our popular Pool School seminar. The seminar is free for all who wish to attend. We will discuss the procedures for opening a pool, review the different sanitizing methods and employ a weekly maintenance program. Any additional questions you may have can be answered at this seminar. Seating is limited. Please call or fax your reservation in ASAP. Ph.265-5280 Fax 265-5282. The seminar runs from 9:30-10:30 AM.

Pool School

Spa School

### Reservation

Name \_\_\_\_\_

Phone \_\_\_\_\_

FAX Reservation to:  
847-265-5282

OR

Email Reservation to:  
Aquapoolspapros@aol.com

## POOL OR SPA REFERRAL FORM

Here is an easy way for you to earn a few bucks towards future purchases. Simply tell your friends and neighbors why you enjoy doing business with Aqua pool & Spa Pros. If they end up purchasing a pool or spa from us you will receive a thank you in the form of a \$100.00 store gift certificate. Just give them this form to bring in when they are ready to buy. Once the pool or spa is delivered we will send you a \$100.00 gift certificate that you can use on anything in our store. It's our way of saying thank you for your support.

New customer \_\_\_\_\_ Phone \_\_\_\_\_

Referred by \_\_\_\_\_ Phone \_\_\_\_\_

Store hours: M&F 9-6:00, T&TH 9-8:00, Sat. 9-4:00, Sun. 10:00-3:00, Closed Weds.

# Products Spotlight for 2008

## **Using Ozonators**

Ozonators have been used on spas for years and years. Now more powerful units are being used on pools. The benefits include reduced chlorine usage, elimination of chlorine shock and heavy chlorine odors, extends filter cycles, gives softer feeling water, and it's environmentally friendly. Check out our manufacturer's web site @ [www.waterquality.net](http://www.waterquality.net) for more information.

## **Simplicity Pool Products**

Simplicity pool products are the same Omni chemicals you have been using for years. Omni just decided to change the label design and give it a new name. One new product that they offer is a stain and scale called Super Metal Control, which we will be recommending for all fiberglass pools and anyone filling their pools with well water.

## **Revive is the "Miracle" Problem Solver**

We tested this product on a few pools that had been green for weeks and guess what? IT WORKED!!

**Revive** removes high phosphate levels, plus copper and iron compounds. It clears the water of organic debris, algae, and captures scaling carbonates. It's compatible with all sanitizers including Baquacil. It's expensive but it works! If you have tried unsuccessfully to clear up your pool or need it done right away try Revive. It just may save the day!!

## **Maximize Your Pool Water**

**Maximizer** helps all pool water programs work more efficiently. It makes the pool water feel much softer on the hair and skin; it reduces algae growth, and reduces chlorine consumption.

It may even eliminate the problem some pool owners have with black mold growing under their vinyl liner that shows through the liner and cannot be removed.

## **Wonder Tabs**

We actually tested this product (Duo Tabs) a few years ago and many of you told us they worked great. It provides simplified pool care by combining a slow-dissolving chlorine layer and a fast dissolving shock into one tablet. This gives you a constant chlorine residual plus a shock treatment in one convenient application. This is a great system for above ground pools.

## **Pool Cleaners**

Dirt Devil D2000 above ground vacuum received rave reviews last year from our customers. It installs in minutes, cleans fast, requires no electricity, and has a 2-year warranty. It's an inexpensive cleaner.

The in-ground Turbobot cleaners also received kudos from customers. This 12V electric cleaner vacuums and scrubs your pool, is completely self-contained and catches even fine debris in it's own filter bag. All you do is plug it in and watch it go.

## Water Chemistry, PH & Alkalinity

We had numerous customers come in with water samples at the end of the year with dangerously low PH and Total Alkalinity readings but their water was clear. These chemical readings can ruin your pool. Low PH and T.A. will cause wrinkles in your liner, eat away your heater which then stains your liner and stairs blue/green from copper (your hair too), and dries out your skin. So keep testing your water even when not in use.

## Spa Owners: Is your spa ozonator working?

That seems like an odd question to ask but if it's not then your spa water may not be sanitary. Most spas use an ozonator, which is a highly effective sanitizer that keeps your spa water clear and healthy. These units typically only last 2-5 years depending on the brand used. We now have a product that can be used by homeowners to check the output of their ozonator. It's simple and easy to use. The test kits and complete ozonators will be discounted during our storewide sale.

### Gold Awards

Once again we have won the Gold Award of Excellence from the Association of Pool & Spa Professionals for outstanding service to our customers. We also received 5 more Gold Awards for in-ground fiberglass pool installations, which Debello Pool & Deck installed. This is the 9<sup>th</sup> year that we have won Gold Awards from the APSP.

### Aqua Pool & Spa Pros Services

Many of you might not be aware of all the services we offer so here is a partial list for you.

- We repair all brands of pools and spas
- Pool & spa openings and closings
- Weekly cleaning and maintenance programs
- Equipment trouble-shooting and repairs including heaters, pumps, and filters
- New equipment installation including heaters, gas lines, pumps, filters, pool cleaners, salt/chlorine generators, etc.
- Automatic pool safety cover installations and repairs
- Mesh winter cover installations
- Concrete deck cleaning & power washing
- We are also the warranty station for most of the products that we sell including L.A.Spas, Jandy Equipment, Cedrus Saunas, Zodiac and Dirt Devil pool cleaners, Sta-Rite Pumps and filter systems, and many more.

*Pool & Spa opening forms have been sent out. You can download a copy off our web site at [www.aquapoolspapros.com](http://www.aquapoolspapros.com) under Services.*

# *Aqua* Pool & Spa Pros

## Spring Calendar

- **April 1<sup>st</sup>** Pool opening season begins
- **April 26<sup>th</sup>** Spa School 9:30 – 10:30
- **May 3<sup>rd</sup>** Pool School 9:30 – 10:30
- **April 25<sup>th</sup> – May 4<sup>th</sup>** 10<sup>th</sup> Annual Store Wide Sale

### **Pool Safety Always Comes First**

Please remember always keep children under close supervision when they have access to the pool area and keep your gates locked!

#### **Summer Store Hours**

**Mon. & Fri. 9:00-6:00**      **Tues. & Thurs. 9:00-8:00**

**Saturday 9:00-4:00**    **Sunday 10:00-3:00**

We are closed Wednesdays, Memorial Day, July 4<sup>th</sup>, and Labor Day

**Phone: 847-265-5280    Fax: 847-265-5282    Web: [aquapoolspapros.com](http://aquapoolspapros.com)**

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