



The Aqua Journal

Spring 2010

Aqua Pool & Spa Pros
Most awarded Pool & Spa Retailer & Service Company
In Lake County since 1999

Company News

Economic times and the recession have brought a new light on small businesses like ours. Will they survive in the hard times or will they succumb to the big box stores, catalogs and the internet? This is the question that we didn't really have to ask ourselves 3 or 4 years ago but in these times it is a very relevant question. What can we do to make sure that we keep satisfying the customers that we have and show potential clients that we are head and shoulders above the rest and a better choice than the aforementioned alternatives?

For one we can be competitively priced which we are. We have worked with our suppliers and lowered some of our prices this year. In fact, we dare you to see if our 25lb 3" chlorine price isn't the best anywhere! We also only sell quality chemicals and products that end up saving consumers money in the long run. Big box stores sell chemicals and in many instances they are diluted or weaker strength than ours. Their calcium based chlorine or copper based algaecides can cause more harm than good to the pool water chemistry in the end and actually cost more to use.

What we also offer is our industry experience and helpful store and technical staff. People need to have a place to come to get expert advice and we are here to serve that necessity as well. Whether you have a water chemistry problem or a question on how to operate a certain piece of equipment or part, we are there to help you solve the problem.

As a matter of fact our in-field service department has once again received a gold award from the local Association of Pool & Spa Professionals chapter for their outstanding service to our customers in 2009. We are very proud that Kerry, Dean, Steve, Ruben and Sammy continue our gold award winning tradition.

We appreciate the loyalty our customers have shown us over the years and will continue to earn that trust.

“The Bitterness of poor quality remains long after the sweetness of a cheap price is forgotten”

Store hours: Monday and Friday 9:00 – 6:00, Tuesday and Thursday 9:00 – 8:00, Saturday 9:00-4:00, Sunday 10:00-3:00

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Special points of interest:

- *Safety*
- *Store Sale*
- *Spa corner*
- *Thinking green*
- *Auto covers*
- *See us on Facebook*



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12th Annual Pool & Spa Pre-Season Store Wide Sale April 24th—May 3rd

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!*

See Close Out Specials on Page 7!

10% off Pool & Spa Chemicals

15% off Synergy

10% off Pool & Spa Covers

20% off all toys, Games and Floats

ON Sale NOW!!!
10% off all Heaters, Filters, Pumps, Covers
Have your new pool equipment
Installed by May 1st before the busy season is here.

\$200 Off
Any In-ground Liner Replacement
Is your existing pool liner looking old and faded? Full of wrinkles, leaks and patches?
Have us replace it with a new custom fit liner that will make your pool look new again.
Book your liner replacement **now** and save \$200 on the cost of the liner. Call now to get on this years list and start enjoying the beauty of your backyard oasis like it used to be.
You can see liner samples @ www.merlinindustries.com and www.vynall.com

Aqua Pool and Spa Pros Spa Sale
April 16th, 17th & 18th
All New and floor model **L.A. Spas** will be on sale in our store **1 week prior to our storewide sale**. Meet with the Regional L.A. Spas sales representative for the best deals possible on all 2010 and floor model spas. Don't miss this opportunity to save hundreds of dollars on our very own personal therapy spa. Buy an in-stock model or have one customized to your specific needs. Sale Dates April 16th, 17th & 18th.





Jandy Products Spotlight

All the Jandy products are on sale **NOW**. Be sure to take advantage of our sale prices before the busy pool season hits.

Legacy Heaters



The Legacy LRZE (electronic ignition) model features a technologically-advanced dual thermostat control. The LRMZ (millivolt ignition) model features a single control with easy on/off switch. You can depend on the performance and reliability of the Legacy heater year after year, season after season—whichever model you select it's sure to provide years of dependable service.

All Heaters 10% OFF

Aqua Pure E: Series Salt Chlorination System

Sale Price \$989

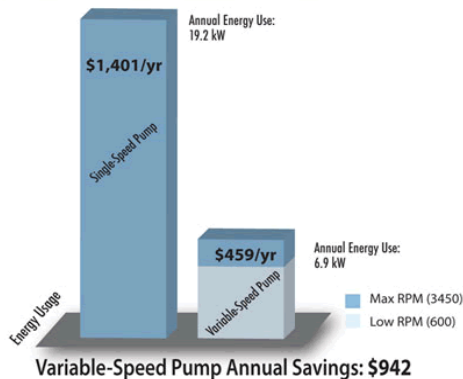
Introducing the world's first DIY Salt Water Sanitizing System: the Jandy AquaPure Ei, a compact, self-contained sanitizing system. Using ordinary salt that is added to the pool water, the cell generates pure, natural sanitizer year-round. When the sanitizer has finished purifying the pool, it reverts back into salt and the whole cycle repeats, making the AquaPure Ei a model of recycling efficiency. The Jandy AquaPure Ei's advanced electronics and auto-reversing polarity mean very little maintenance is required. These sophisticated features and ease-of use make the AquaPure Ei the best choice for an economical and efficient pool sanitizer.



Epump

Variable Speed Pump

The ePump delivers optimal performance while reducing energy usage. By combining an ultra high-efficiency motor with the power of Jandy's premier Stealth pump, the ePump enables overall energy savings. ePump's revolutionary variable-speed motor, allows users to customize flow on all water features for maximum efficiency and reduced energy cost. Available in 1.5 HP and 2 HP versions.



POLARIS 9300 Sport

Premium Robotic Pool Cleaner

The 9300 Sport's innovative aquadynamic design seamlessly integrates bold styling, advanced engineering and unmatched intelligence. It boasts a large capacity filter canister that holds more debris, reducing the frequency and hassle of cleaning. No bags. No mess. The Vortex Vacuum Technology enables unparalleled debris consumption through its revolutionary vacuum flow design, allowing it to pick up large debris quickly and efficiently, while maintaining maximum suction throughout the cleaning cycle. And the powerful rear water propulsion system cleans up the mess in tight corners and step areas, making it a smarter, faster way to clean your pool than you ever dreamed possible. Imagine that.



Sale Price \$1295

Receive a \$150 Factory Rebate through June 30th

Annual Pool School

Saturday May 1st, 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 your pool, review the different pool 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, fax, or email your reservation ASAP.

Ph. 265-5280, Fax 265-5280.
The seminar runs from 9:30-10:30.

Pool School

Reservation Form

Saturday, May 1st

Name _____

Phone _____

Fax Reservation to:

847-265-5282

OR

Email Reservations to:

Come and be our friend on Facebook !

Receive Valuable Updates

Give us your email address so we can send you helpful information regarding pool and spa tips that could save you time and money.

Send email to Kim@aquapoolspapros.com



Earn a Free \$100.00 Gift Certificate

Simply tell your friends and neighbors why you enjoy doing business with Aqua Pool & Spa Pros. If they end up purchasing a pool or a spa from us you will receive a thank you in the form of a \$100 gift certificate to be used in our retail store or for any of our services. Just give them this form to bring in when they make their purchase. Once the pool or spa is delivered we will send you the \$100 gift certificate as a thank you for your loyal support.

New Customer _____ Phone _____

Referred by _____ Phone _____



What services does Aqua Pool & Spa Pros Provide?

We get that question all the time. For instance many people think we are just a retail store. Others think we only have a service company so we must work out of a garage somewhere. Most don't know that we sell in-ground custom fiberglass and vinyl liner pools. Plus we sell above ground pools and spas. We work hand in hand with DeBello Pool & Deck to provide award winning designs and installations.

So to answer the question-we are a full service, retail, sales, repair & installation company.

Our repair department offers the following services to our valued customers:

Pool and spa openings and closings

Weekly cleaning service

Pool and spa repairs-all brands

In-ground liner replacements

New equipment installations

Filter sand replacements

Automatic pool cover installations, replacements, and repair

Concrete deck cleaning and power washing



Spa Corner—F.A.Q.

What is the average life of a spa cover and how do I maintain it?

The average life is 3-5 years. Eventually a spa cover will soak up water and get heavy—extremely heavy at times. To prolong it's life you should always remove heavy snow from the top of the cover. Heavy snow can crack the cover's foam insert. If this happens the cover will take on water and become extremely heavy. The snow also will soak into the cover if left on top for a long period of time. You should also clean your cover at least every 6 months. We like to use a product called 303 Protectant or Spa Essentials Cover Wipes. Both help prolong the life of the cover skin. When the cover gets too heavy it's time to order a replacement. We order spa covers for all brands of spas in a number of different varieties and colors. Call or stop by our store for ordering information anytime.

Do you have people that repair spas?

Absolutely. We have two extremely experienced spa technicians in fully stocked trucks that work on all brands of spas. Some of the brands include, LA Spas, Sundance, Sweetwater, Arctic Spa, Master Spas, Down East, Coleman, Caldera, Cal Spa, Catalina, Dimension One, Hot Spring, Royal Spa, Baja, Coast, Marquis, Leisure Bay, Nordic, Thermospas, Tiger River, Viking, Great Lakes, Vita Spas, and many more. Please call us if you ever need our help.

How often should I drain my spa?

This all depends on a number of variables including how often the spa is used and by whom. Normally spas should be drained and cleaned with a surface cleaner every 3-4 months. The yellow Nature2 cartridge that fits in the skimmer also needs to be replaced each time you drain the spa. Be sure to follow the new water start-up procedure list whenever you re-fill your spa. This handy sheet is available free of charge at our store.



New for 2010

We are proud to announce that we will once again be selling the Omni Brand line of 1" and 3" chlorine tablets this year. This is the same manufacturer that we use for most of our pool and spa chemicals. This will enable us to actually lower the price of some of our chlorine products. Like our sale price on 3" tabs.



25 LBS. 3" Chlorine Tabs Sale Price \$79.99

We Now Carry Soft Swim



Soft swim is a non-chlorine sanitizer that utilizes the same ingredient as Baquacil. Former Baquacil users can make a seamless switch to Soft Swim products since all of their chemicals are 100% compatible.

If you are looking for a new way to sanitize your pool water without the effects that chlorine has then stop into our store and ask about the chlorine-free way to sanitize your pool.

A. Prevent Algae Growth with **SoftSwim® A Algaecide**

B. Effectively control bacteria with **SoftSwim® B Bactericide** (alternative to Baquacil®)

C. Oxidize Pool Waste every 2 -4 weeks with **SoftSwim® C Clarifier**





Close outs and Specials

We have a limited amount of items that have been specially priced in order to reduce our inventory. This stock will be sold on a first come basis starting April 17th, the first day of our annual storewide sale at 9:00. Once these products are gone, they're gone. So don't lose out on some really great deals! Here is a list of just some of the close out items we have for you.

- All remaining **Baquacil** pool chemicals 40% off
We now carry Soft Swim-see page 6
- All remaining **Blue Wave Chlorine** Tabs. 30% off
- Misc. **Spa Covers**-call for sizes 50% off
- Misc. closeout **toys and inflatables** 40% off

	Regular	Close Out
Cedrus AIS-2000 2 person sauna display	\$4195	\$2995
AquaBot Tempo robotic pool cleaner display	\$1099	\$549
TurboBot robotic pool cleaner-used display	\$1199	\$449
15' printed, beaded liner	\$235	\$100
21' All print overlap pool liner	\$255	\$155
24' All print overlap pool liner	\$285	\$185
2-Solar Shower	\$199	\$125
Duck and Dolphin chlorinators	\$19.99	\$10
Outdoor wall thermometer	\$18.99	\$10

Plus much more. Look for the red tags





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Aqua Pool & Spa Pros 2009 GOLD Award Winner

Annual Spring SALE!! April 24th—May 2nd