

# *The Aqua Journal*

Spring 2009

**Aqua Pool & Spa Pros**  
**Gold Award Winning**  
**Pools, Spas, and Service.**

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## *Company News*

Spring is here and we are all excited about the upcoming pool and spa season. It has been a long, cold, drawn-out winter but summer is surely right around the corner. Thanks to Andy our store shelves are fully stocked, our pool and spa technicians (the pool boys) have been setting up their trucks and have opened quite a few pools already. Kerry and Dean are working long hours repairing spas and installing new pool equipment. Kim has done a tremendous job completely taking over the office responsibilities, and Mike is ready to come out of hiding, so to speak, and appreciates all of your kind thoughts extended last year. All is good once again at Aqua Pool & Spa Pros. Bring on the heat!

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The news on the economic front has many small businesses concerned about their future. The pool and spa industry has been hard hit with bankruptcies, consolidations, a downturn in pool and spa sales, and price increases.

Our company being quite diversified is standing strong. We have made some cut backs like many of you however, we also continue to realize that it is our loyal, valued customers that make our company thrive. We pledge once again to make **customer service** our number one priority. This is one reason why we continue to produce the Aqua Journal so we can keep you updated on new products, services and our Annual Spring Sale.

# 11<sup>th</sup> Annual Pool & Spa Pre-Season *Store Wide Sale* April 25th – May 3<sup>rd</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 11<sup>th</sup> Annual Store Wide Sale

*10% off  
Pool & Spa Chemicals*

*15% off  
Synergy & Baquacil*

*10% off all Heaters,  
Filters, Pumps, Covers  
**ON Sale NOW!!!***

*Have your new pool equipment  
installed by May 1<sup>st</sup> before your  
pool is opened to avoid delays.*

*20% off all toys,  
Games and floats*

## **Aqua Pool and Spa Pros Spa Sale** **April 17<sup>th</sup>, 18<sup>th</sup> & 19th**

All New and floor model *L.A. Spas* and select used 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 2009 and floor model 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.

***Floor models & used spas available while supplies last***

# Annual Pool School

## Saturday, May 2<sup>nd</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, fax, or email your reservation ASAP. Ph.265-5280 Fax 265-5282. The seminar runs from 9:30-10:30.

### 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](mailto:kim@aquapoolspapros.com)

### Pool School Reservation Form Saturday, May 2<sup>nd</sup>.

Name \_\_\_\_\_

Phone \_\_\_\_\_

FAX Reservation to:  
847-265-5282

OR

Email Reservation to:  
[kim@aquapoolspapros.com](mailto:kim@aquapoolspapros.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 2009

## **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.

## **How much does it cost to operate my pool or spa pump?**

This depends on the length of time the pump runs each day and the horse power/ motor amp draw.

To figure the cost use the following formula:

Amp draw of the motor x voltage=Watts.

Watts divided by 1000= kilowatt hours(kWh)

KWh x hours run/day= daily kWh

Daily kWh x cost per kWh = cost per day so.....

12A x115V=1380 divided by 1000=1.38kWh

1.38 x .12 cents/hour x 12 hours= \$1.99 per 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.

## **Replace Dangerous Main Drain Grates Before an Accident Happens**

Pool owners that have a bottom suction fitting called a main drain should always check to be sure that it is secured properly and meets the new safety requirements. If your main drain grate is a type that is flat then it may be a hazard waiting to happen and should be replaced with an antivortex main drain grate. We have the replacement grates and can have it replaced for you if need be.

## **Is your vinyl liner getting old?**

The average life of a swimming pool vinyl liner is 8-10 years. Many need replacing after 4 or 5 years. Factors that effect liner longevity include water chemistry, sun exposure, excessive ground water, usage; meaning dogs or teenagers, and good old mother nature.

Poor water chemistry practices, especially low PH and alkalinity, can wrinkle a 2-year-old liner to the point where it should be replaced. High chlorine levels and the sun's UV rays can fade a liner and make it very brittle. Granular chlorine or tablets that sit on the liner surface can bleach and eat right through it. Even if you are a water chemistry expert or follow exactly what our testing lab pros suggest there comes a time when the old liner has seen it's last days and needs to be replaced.

The good news is that a liner replacement makes the pool look new again. There are plenty of new liner patterns to choose from that can transform your existing faded, wrinkled, patched, liner into something you can be proud of again. You may consider having other work done at the same time like replacing your old standard white light with the new colored LED lights, adding a slide, or replacing the concrete deck.

**Call us for a free quote to replace your in-ground vinyl liner today.**

## **The Chlorine Free Alternative**

Sanitize your pool this year the “Green” way with the **New Baquacil System**. It’s now easier than ever to maintain a safe, sanitary, and environmentally friendly pool. Now we know that some of you may already be familiar with the old Baquacil system, but for those of you who are unaware of the benefits of this system lets do a little recap. Baquacil is a completely chlorine free sanitizing system. So what’s the big deal? By being chlorine free, Baquacil is easier on you by not drying out your skin and hair, and by not irritating your eyes. Also Baquacil will not fade your liner like chlorine can. Baquacil provides all of these benefits and is also a better choice for the environment and your health. Now for those of you who used to use Baquacil here’s the NEW part. A few years ago Baquacil began testing a new product called CDX. Customers who tried it said it really works! Last summer we noticed much fewer instances of green pools and/or water mold among Baquacil pools that were using CDX and regularly cleaning their filters. So if you want your pool to be “green” this year try Baquacils’ new CDX System Program.

*Best of all, Baquacil is now offering rebates up to \$20.00 on all of its CDX system Products. This is in addition to the 15% that you will save during our annual spring 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 1 more Gold Award for in-ground fiberglass pool installations and 1 for in-ground spas. This is the 10<sup>th</sup> year that we have won Gold Awards from the APSP.

### ***In-ground Liner Replacements***

We can now offer in-ground liner replacements any time of the pool season.

Other services that we offer include:

- Repairs of all brands of pools and spas
- Pool & spa openings, closings, and inspections
- Weekly cleaning and maintenance programs
- Equipment trouble-shooting and repairs including heaters, pumps, filters, and auto-cover maintenance
- 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 Forms.*

Aqua Pool & Spa Pros

# The *Aqua* Journal

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## Spring Calendar

- April 1<sup>st</sup> Pool Season begins
- April 25<sup>th</sup> – May 3<sup>rd</sup>
- Annual Storewide Sale
- May 2<sup>nd</sup> Annual Pool School

## The month of May is



Please make sure your backyard pool is a safe environment for all to enjoy. Always keep children under close supervision and your fence gates locked. Thank you.

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