

PoolNaturally

Case Studies: 20,000-Gallon Pool – Phoenix, AZ

Nelson Keimer, National Sales Manager for All Water Solutions

The Believer

Once Skeptical, Now Sold on PoolNaturally

“Was I skeptical at first about using a moss to give me better water conditions in my pool? Absolutely!” exclaims Nelson Keimer, the owner of a 20,000-gallon pool in the Phoenix area who was one of the early beta testers of the product.

“PoolNaturally has a lot of good selling points like totally controlling the pH and alkalinity of a pool, plus it really gives you high definition water clarity and performs well with any pool that uses a salt generation system,” Keimer says. **“Its potential for reducing the amount of phosphates in the water had me particularly interested. Phosphates can greatly inhibit chlorine production from a salt chlorine generator.”** He should know: the company that he co-owns, All Water Solutions, installs and repairs salt generation systems. **“I’ve seen a lot of things come along in this category, but this one truly is an all natural, healthier alternative. My wife and two boys are in the pool all summer long, so the idea of using less chemicals appeals to us.”**

Harsh Pool Climate? Not A Problem!

Keimer heard about the product from a sales rep in the industry and wondered how a species of sphagnum moss could give his pool greater water clarity and help reduce his chemical load, especially in one of the toughest climates for swimming pools in the country. **The product not only helped balance pH and alkalinity, it provided other key benefits for a pool exposed to some of the toughest conditions anywhere.**

“Arizona has the harshest pool climate in the country,” Keimer notes, “and maybe the hardest water in the country, too. But when I started using PoolNaturally, I noticed how the water became softer and I didn’t need to put so many chemicals in to balance pH. Plus, it seemed to have positive effects on the calcium level in the pool. I began to notice a significant reduction of the calcium line on my pool tile.”

The pool industry expert isn’t fond of having to replace the moss once a month but the tradeoff is more naturally conditioned water – less chemical usage – and less maintenance. And that means more time to enjoy the pool under that unforgiving Arizona desert sun.