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on the cover



Offering year-round convenience for homeowners, automatic spa covers continue to be in demand. Pictured on the cover is a matching automatic cover for a pool and spa in beige—allowing it to blend in with the surrounding pool area, elevating the luxury esthetic further with safety and ease of maintenance.

PHOTO COURTESY AUTOMATIC POOL COVERS INC.

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Selling the Backyard Dream

As the pool and spa industry continues to evolve, one thing remains constant: customers want more than just a product. They want a lifestyle. This issue of *Pool & Spa Marketing* dives into how industry professionals can meet rising expectations, elevate customer experiences, and turn backyards into dream destinations.

On page 8, Briana Valente from Life Floor opens the conversation with an in-depth look at designing pools for every purpose and user. From competition pools to activity areas and transforming kiddie pools into inclusive splash pads, Valente highlights how the industry is embracing diversity and accessibility.

Building on the foundation of user-centric design, the article on page 16 explores the booming swim spa and hot tub market. See how advanced features such as hydrotherapy jets, automation, and accessibility create multifunctional spaces that appeal to a broad customer base, from fitness enthusiasts to luxury seekers, demonstrating the power of tailored solutions in building loyalty.


Pairing technology with hands-on customer engagement is also key to boosting sales and loyalty. Guy Erlich, founder of Water Tech Corp., highlights how retailers can capitalize on the growing demand for cordless, battery-operated pool cleaners by emphasizing convenience and performance.

"Retailers who tap into this mindset often find it easier to close the sale," Erlich notes on page 20, pointing to consumers' willingness to invest in cutting-edge tools that simplify pool care and replace costly cleaning services. This approach not only enhances the ownership experience but also fosters long-term satisfaction and repeat business.

On page 30, we look at the growing popularity of automatic spa covers. Once a niche upgrade, they are now becoming a standard request, especially for year-round spa users. As Andrew Leyer of Cover Care LLC explains, "While an automatic cover may seem more expensive than a traditional spa cover, consumers are increasingly prioritizing automation and convenience, and many are willing to pay a premium for the added benefits of an automatic cover on their spa."

Upselling strategies further shape the customer experience. On page 26, Lisa Kennedy, vice-president of dealer channel sales at Core Covers, walks us through the delicate art of upselling. From listening more deeply to positioning upgrades as part of the customer's vision, the article offers a blueprint for meaningful, trust-building sales.

"Upselling in our industry doesn't have to be about pushing more products—it's about enhancing the customer's vision for their dream backyard oasis," writes Kennedy. This mindset, paired with product knowledge and empathy, transforms the sales floor into a place of inspiration.

Dive into this issue to stay ahead of trends, sharpen your sales approach, and unlock new opportunities to delight customers and grow your business. 

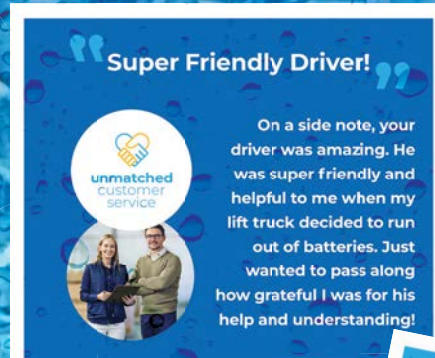
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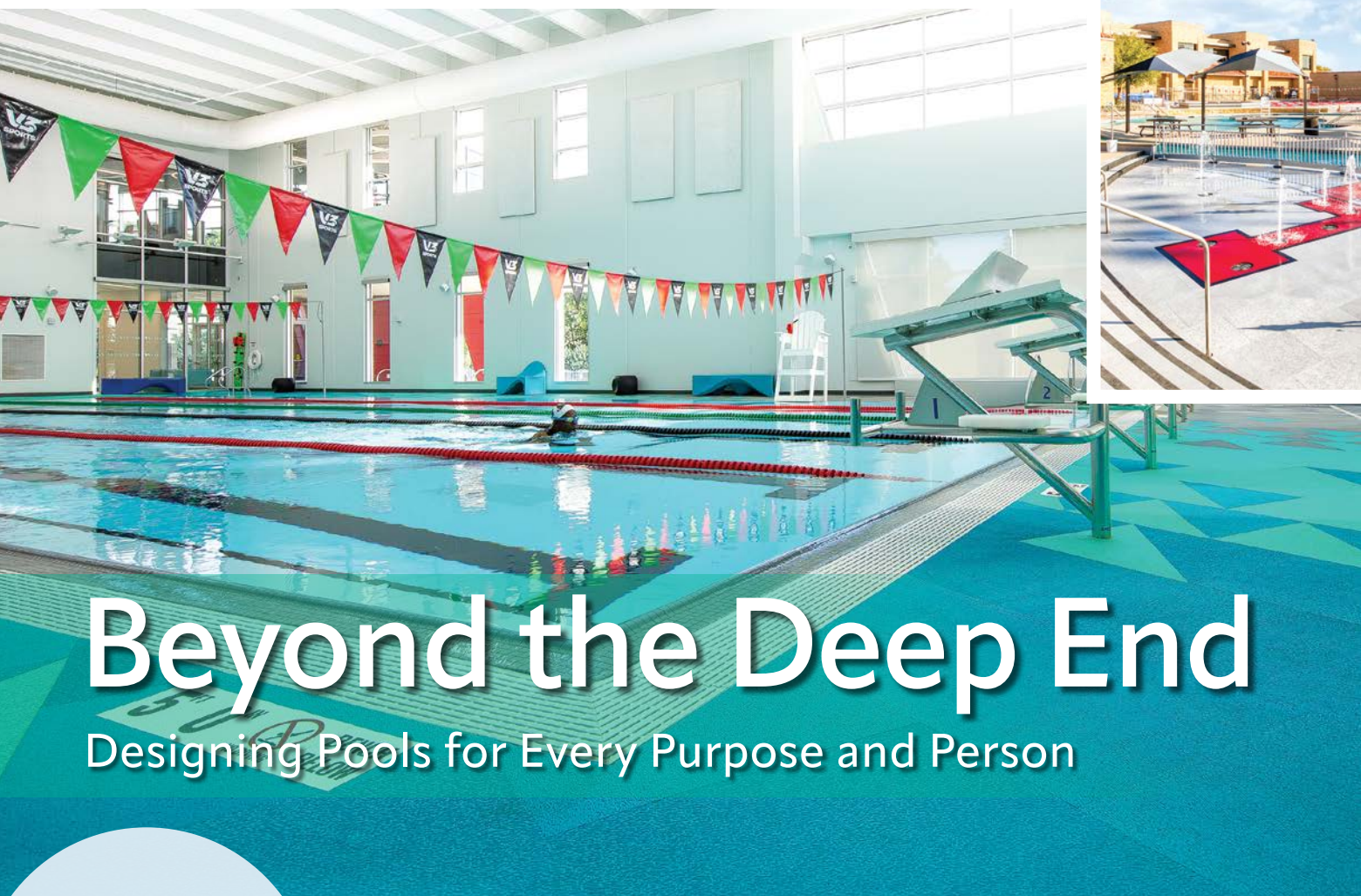
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Beyond the Deep End

Designing Pools for Every Purpose and Person

By Briana Valente

PHOTOS COURTESY
LIFE FLOOR

Over the last decade, the pool and spa industry has experienced a gradual trend towards improved personalization, increased accessibility, and defined user experience. From competition decks to activity pools, there is no single-sized approach to every facility. While that may feel daunting, it is a positive change that has shown significant improvements to risk prevention, whether by surfacing pool edges with cushioned material to lower concussion occurrences or by transforming expensive wading pools into splash pads to improve access to a greater population.

There is a type of pool for every use imaginable: lap, competition, plunge, L-shaped, activity, endless current, therapy, combined recreation, wave, kiddie, surf, and more. Beyond the standard kinds, there are also lazy rivers, zero-depth entries, and custom builds. This article will explore three popular yet different types and the associated trends: competition, activity, and kiddie pools.

Competition pools

There are four common sizes of competition pools:

- Long course metre (LCM) pools are typically 50-m (164-ft) long and often called Olympic-sized, but the term is reserved for those that meet World Aquatics standards.¹
- Short course yard (SCY) pools are 22.86-m (25-yd) long.
- Short course metre (SCM) pools are 25-m (82-ft) long.
- Water polo pools range between 25- and 30-m (82- and 98-ft) by 20-m (65-ft) wide.

Eight swim lanes are typical for competition pools, which translates to 25-m (82-ft) wide, but the exact width varies depending on the amenity's footprint. Schools and colleges often use SCY pools, whereas professional arenas and international competitions will use LCM or SCM pools.



LEFT: The Texas Tech logo designed into the surface of a play fountain, which is part of the facility's recreational amenities.

RIGHT: An indoor pool facility that features several amenities as part of a recreational pool in a municipal setting. The facility is themed as a tropical, sandy vista.

Today, many schools show interest in customizing their spaces to reflect their individualized brands and mascots. Some choose to renovate bleachers or surrounding spaces with school colours, but others are replacing old ceramic tile pool decks with customized safety surfaces which can incorporate logos, depict characters such as mascots, use team colours, or portray specific words, such as rally chants, directly into the floor design. In addition to beautifying

the area, these spaces are more personable, and students can feel greater school spirit.

Activity pools

Activity pools are popular with municipalities since they can be customized and engage a wide range of guests with different mobility types. They can also be zoned for intended activities and fit easily into different unique programming trends such as dive-

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TOP: A zoned zero-depth entry shows how design can offer visual signals around bodies of water. Sand-coloured surfaces show walkways that shift into water areas as the blue-toned surfaces take over.

PHOTO COURTESY
CITY OF MEXICO, MISSOURI

RIGHT: Lilypads designed into the surface are a fun way to include a hopping-style game.

BOTTOM: An example of a highly playful splash pad with multiple options for families to engage.

in movies or water aerobics classes. Zoning spaces can be as simple as colour-coding areas, using lane lines and buoy float lines, or it can include more prominent wayfinding tools such as signage.

Zero-depth entries provide a gradually sloped surface leading from a dry deck into a shallow depth of water that progressively gets deeper. Occasionally, spray features, jets, and toys will be installed where there is no depth of water present or in shallower areas; essentially functioning as small splash pads. Surfaces can also integrate games, shapes, or activities into these areas before the depth of water increases to add additional engagement, create themed designs, and provide improved safety. In states and regions without special variances or surface colour requirements, the surface itself can be a visual signal to guests. As the water deepens, the floor tile colours can gradually darken in a gradient pattern to add theming to an overall immersive experience without impacting overall safety.

Lazy rivers, wave pools, basketball hoops, Lilypad walks, obstacle courses, and floating animal buoys are also common activity pool features that provide

guests with multiple ways to engage in a space while still having their own dedicated zones.

With the ever-increasing trend towards personalization, high-end resorts are choosing custom-built activity pools tailored for their anticipated guest type. Warm, inviting neutral palettes are often implemented to inspire relaxation. Plunge pools, hot tubs, and spas complement main amenities and offer quiet spaces for guests to have a more private experience. Kid-centric activities are more often being nestled away from adult zones with dedicated play spaces to avoid disruptions.

Overarching brand elements can also be incorporated into several surfaces such as walls, floors, and ceilings. When done thoughtfully, facilities create a cohesive, photogenic, and tasteful space that feels welcoming.

Kiddie pools

Over the last decade, the popularity of kiddie pools has declined. They are expensive to maintain as they age and are overly geared for toddler-aged children, which limits the amenity's overall use and offers low playability. To solve this issue, they are being transformed into splash pads, which offer greater engagement for more people and have a lower associated maintenance cost. Splash pads also offer more inclusive play, which is critical for facilities to consider when it comes to holistic community engagement.

While the conversion costs vary based on scope and footprint, operators can expect to reduce risk and



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TOP: A Candyland style surface with complementing spray fixtures provides an opportunity for many people to engage with at once.

PHOTO COURTESY
HITCHCOCK DESIGN GROUP

RIGHT: Indoor pool with several tailored pools for specific types of uninterrupted engagement.

PHOTOS COURTESY LIFE FLOOR

BOTTOM: An indoor activity pool that offers several amenities.

save money over time. Lifeguards are not required since splash pads do not have standing water, water use is lessened, fewer chemicals are needed, open dates can last longer throughout the season, and this type of amenity attracts different users, which can improve neighbourhood desirability.

These kiddie pools turned into splash pads are often focal points for communities and many owners are investing into safety products such as safety surfacing to better protect visitors. NSF/ANSI/CAN, *Standard 50 for Interactive Water Play Venues* is a solid reference to use as the renovation is being planned.

From a surface design perspective, patterns that invoke themes and games are gaining popularity and becoming a staple for splash pads across the world. In the past, surfaces had a history of being treated as background, necessary elements and nothing more. However, with new innovative products now on the market, flooring has become a play feature that every guest can engage with at the same time for a significantly lower investment. This means higher playability with no wait time to have fun.

For example, a 185-m² (2,000-sf) area with a surface that includes games and patterns can engage upwards of 40 guests at the same time, whereas a frog slide that costs the same or more can only

engage one to two children at a time. In addition to the number of guests able to engage together, a safety surface includes all ages and abilities; whether walking, hopping, rolling, or crawling. With these innovations, facilities often see more multigenerational play with longer visits since parents and caregivers can engage as well. They do not have to just stand by and watch. Everyone wins, and everyone has the same equal opportunity to make positive memories to last a lifetime.

Safety in and around pools

Indoor pools are a fantastic way to offer consistent experiences to guests and minimize complications associated with inclement weather or natural interruptions, such as animal traffic or pests. However, these types of facilities often experience challenges related to air quality, acoustics, and product longevity.

Chris Farlow, CPO advisory council member, notes in an article written for the Pool and Hot Tub Alliance (PHTA), “reducing the amount of disinfectant needed to maintain a safe pool is a great way to help keep the formation of DBPs [dibutyl phthalates] low. While requiring every swimmer to shower before swimming may not be realistic, having a clean, well-stocked, and inviting shower and changing room, along with signage, can help increase the number of guests that do. A similar approach should be taken for restroom facilities. Having a well-marked and conveniently located restroom along with space for a diaper changing station can help reduce waste in the pool and potential downtime... In addition, having swim diapers available for guests is a best practice, as regular diapers do not offer enough containment of waste after they become saturated with water.”²

Indoor aquatic amenities also require air handling systems with adequate filtration adjusted for the total area to keep air circulating. ASHRAE Standard 62.1-2004 requires four to six air changes per hour, with the handling system maintained regularly to

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A girl running across a splash pad surfaced with a hexagonal design pattern.

ensure proper working order. Regular inspections are a positive, proactive approach to minimize extensive repair operations. Large open ceilings often feature destratification fans that circulate air and assist with regular air changes. Some indoor facilities also feature retractable roofs that can be opened in pleasant weather and closed to protect the space or when out of use.

Water quality can affect guest experience primarily through cleanliness and chemicals. Proper chemistry uses oxidation in controlled amounts to sanitize the pool and balance the water so it is not in either a corrosive (acidic) or scaling (alkaline) state. When the water chemistry is off, it can lead to excessive oxidation, corrosiveness, or both, which in turn can damage features or cause accelerated colour fading.

Some examples of pool water kept outside of common ranges include:

- Free available chlorine (FAC) is too high, potentially causing high oxidation.
- Combined chlorine (CC) is too high, potentially causing a corrosive state.
- Low pH causes high levels of hypochlorous acid (HOCL) which potentially causes high oxidation.
- Total alkalinity (TA) is too low, potentially causing a corrosive state.
- Calcium hardness is too low, potentially causing a corrosive state.
- Langelier Saturation Index (LSI) is too low, indicating a potentially corrosive state.

Proper maintenance and evaluation of system performance goes a long way, but chemical shocks can quickly wear out equipment or fade colours from structures and surfaces if left out of range for

too long as well. Extreme chlorine values may also negatively impact guest health and cause burns and rashes. Regular water testing and accurate logging best practices can be followed to avoid undesirable outcomes. ANSI/APSP/ICC-11 2019, the PHTA guidelines for chemical operational parameters, and local health codes are useful to reference when setting facility metrics.

Water safety goes beyond drowning prevention and is often a complex network of systems working together without guests noticing, so they can focus on fun. One way facilities can improve a major safety touchpoint is via safety surfacing on the pool deck itself. Installing an NSF/ANSI/CAN 50-certified surface is often implemented since these surfaces are third-party verified for use on pool decks. They meet rigorous criteria for slip-resistance, impermeability, UV resistance, cleanability, and chemical resistance. Plus, it includes cushioning for splash pads, which can be useful for activity pools that include spray fixtures located on the zero-depth entry application area.³

Notes

¹ Learn more at worldaquatics.com/about

² See the article at phta.org/certification/resources/cpo-newsletter/cpo-newsletter-april-2024/take-a-deep-breath-handling-the-challenges-of-air-quality-in-indoor-aquatic-facilities/

³ Current certified products can be found on NSF International's website, [listings.nsf.org/#/certified-productssystems?category=Water&subCategory=Recreational%20Water%20Facility%20Products](https://www.nsf.org/#/certified-productssystems?category=Water&subCategory=Recreational%20Water%20Facility%20Products) (with the filter applied "Product Type: Surfacing for Interactive Water Play Venues")



Briana Valente serves as a marketing manager for Life Floor. She has been with Life Floor since 2018 and has more than seven years of experience in the aquatics industry. She works extensively with industry publications, conferences, and workshops that bring meaningful education to individuals spanning municipalities, resorts, waterparks, and more. She holds a bachelor's in marketing from the Carlson School of Management at the University of Minnesota.

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Hot Tubs and Swim Spas

Opportunities in an Evolving Market

By Farheen Sikandar

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Even in a shifting economy, swim spas and hot tubs present strong sales opportunities as consumers invest in affordable luxury at home. Offering multiple uses for relaxation, hydrotherapy, and even aerobics, these investments go a long way. There are also various ways to market them to users of all abilities and needs, elevating the luxury experience further.

Here are considerations to make when selling swim spas and hot tubs to customers:

Design

Portable swim spas are a great selling point as, depending on the model, they offer the best of both worlds: an area for swimming and exercise, along with a space to enjoy relaxation and hydrotherapy.

Acrylic-shell models are a popular choice for portable hot tubs. Customers can select from various models that accommodate anywhere from two to three people up to more than eight. Entry-level hot tubs typically feature between 10 and 20 jets, while premium or high-performance models can have between 60 and more than 100 jets. These hot tubs also come with insulated cabinetry, automated or time-controlled heating systems, and a thermal hardtop cover, making them ideal for comfortable use throughout the seasons.

Accessibility

Slip-resistant materials and grab rails are integral to a safe experience. Users should be able to access hot tubs from all sides. For both products, there should be easy controls to adjust the water temperature and the intensity of the jets.

Swim spas and hot tubs typically have raised walls, ledges, or steps that users must navigate when entering. The ease of access can differ based on whether the unit is installed above ground, partially recessed, or surrounded by a deck. For customers requiring assistance, both portable and fixed lifts and hoists can significantly improve accessibility. These devices may include features such as automatic operation, battery power, waterproof controls, or a combination of these options, tailored to the user's needs.

Jets

While these are essentials for swim spas and hot tubs, the types of jets can make a product unique, and there are many options that customers can explore. For hydrotherapy, resistance jets work best. Within this category are cluster, rotational, directional, whirlpool, air, and seat jets.¹ Massage seats and footwell jets are also additional options.



Certain materials allow hot tubs to fit in with the desired esthetic of a backyard or pool area.

PHOTO ©BEARBP/COURTESY BIGSTOCKPHOTO.COM



Swim spas offer the best of both worlds: an area for swimming and exercise, as well as space for relaxation and hydrotherapy.

PHOTO ©PIXINOO/COURTESY GETTY IMAGES

Offering a variety of jet types within a single swim spa allows professionals to tailor the experience to meet diverse customer needs. For example, an oversized model might include upright seating with targeted jets for back massage, a full-length bench for a complete hydrotherapy experience, and high-performance swim jets for fitness training. These multifunction setups add value to clients seeking relaxation and exercise features in one unit. However, it is important to account for the increased demand

on the system; more jets will require additional pumps and power considerations during installation.

Digital controls

An adjustable water and air flow feature is a key selling point for performance and comfort. Users can manually or app-control resistance levels for hydrotherapy or fitness routines, accommodating various strengths and mobility needs. This enhances customer satisfaction and broadens market appeal.

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An over-sized swim spa can have a seat with targeted jets for a back massage, a lounging bench for a full-body massage, swim jets to aid swimmers, etc.

PHOTO ©SKODONNELL/
COURTESY GETTY IMAGES



Water features and integrated audio systems can enhance the experience and esthetic of a hot tub and swim spa.

ABOVE PHOTO ©PIXINOO/
COURTESY BIGSTOCKPHOTO.COM
BELOW PHOTO ©PIXINOO/
COURTESY GETTY IMAGES

Customers will always appreciate a self-cleaning feature. Who wants to stand and manually work in extreme heat or cold weather? A self-cleaning function, operable from the user's app on their mobile device, can activate any built-in vacuums, skimmer, and filtration system and make maintenance easy.

Water features

Elaborate water features such as fountains and waterfalls, or even small details, can enhance the esthetic and experience of a swim spa or hot tub.

Additional elements to consider are LED lighting, with the option to change colours and adjust brightness and patterns, and integrated audio systems, with either an in-built control panel or through app controls.

Particularly for swim spas, aromatherapy diffusers/canisters can be infused. Packaging them with different salts and scents can enhance the appeal of a swim spa.

Add-ons

A cover is essential for homeowners with a pool, swim spa, or hot tub. It protects the structure from the elements and keeps dirt and debris out, offering numerous benefits.

Swim spa and hot tub owners should have the option to purchase a cover to their liking—whether automatic, roll-on, or hardtop. An additional feature to consider is offering customers insulated covers, as these are optimal for maintaining water temperatures.

To give customers a more luxurious feel, consider offering swim spas and hot tub models with options such as LED cup holders, ergonomic chairs, seats, and benches.



LED lighting with adjustable colours, brightness, and patterns is a customizable feature customers will appreciate.

PHOTO ©PROCHASSON/COURTESY BIGSTOCKPHOTO.COM

product is, and the more variety it offers, along with services and warranties, the more likely customers will return to a business and remain loyal. 🐟

Notes

¹ Learn more about hydrotherapy jets at poolspamarketing.com/trade/features/aquatic-therapy-equipment-benefits/

Services

Retailers can strengthen customer relationships and add lasting value by pairing swim spas and hot tubs with various services, including installation, setup, and ongoing maintenance. By employing skilled technicians for in-house services, retailers can minimize dependence on third-party providers, simplifying support processes and enhancing the overall customer experience. This convenience boosts customer satisfaction, encourages repeat business, and cultivates strong brand loyalty over time. Mobile apps, where customers record data about the swim spa and hot tub automatically or manually, can help service providers troubleshoot issues quickly and even virtually at times; however, offering in-person service calls is something customers likely expect.

Moreover, a lifetime warranty goes a long way (literally and figuratively). Providing customers with that additional security will put them at ease about owning a swim spa and hot tub.

Staycation at home

Swim spas and hot tubs represent affordable luxury, offering customizable features, various design options, and easy maintenance. Certain materials can blend seamlessly with the desired esthetic of the customer's backyard or pool area.

Explore these options and share them with customers. Consider selling different sizes of swim spas and hot tubs to appeal to customers with various incomes and become a part of creating a dreamy oasis in backyards. The more customizable a

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How Today's Pool Cleaners Are Boosting Retail Success

by Guy Erlich

PHOTOS COURTESY
WATER TECH CORP.

Over the past few years, new pool installations have grown exponentially, so much so that many service professionals struggle to keep up with demand for maintenance. To meet this need, retailers report strong success and increased customer loyalty by offering new pool owners the latest in hand-held, battery-operated cordless pool cleaners.

Retailers agree that advancements in automation and technology have made today's hand-held battery-operated pool cleaners more appealing to homeowners seeking an easier pool or spa maintenance solution. The most successful dealers position these new hand-held battery-operated models as technologically advanced tools for consumers that offer the latest convenience and performance for pool cleaning. Retailers are fostering long-term customer loyalty by highlighting key features, such as long-battery life, spot cleaning and debris-handling capabilities, light-weight ease of operation, as well as specialty cleaners such as leaf vacs. Despite the prevalence of online shopping, many consumers continue seeking specialty retailers who can offer guidance, service, and support for these advanced cleaning systems.

"We have found that pool owners regularly approach our staff and ask about solutions to help keep pools clean without spending countless hours

doing maintenance or signing up and paying for a weekly pool cleaning service. As a result, consumers appear to be quite happy to pay for these products, which makes it easy to keep their pool clean," says Bryan D'Ambro, project manager for Concord Pools and Spas. "We feel it is our job to set up our customers with everything they need for success, and the right kinds of pool cleaners are a key component to ensuring this happens."

Leading pool retailers recognize the value of initiating conversations about pool maintenance early in the customer journey, especially when showcasing how hand-held, cordless pool cleaners can enhance the overall ownership experience. Today's consumers increasingly seek technology and want the latest hand-held battery-operated pool cleaners because they offer convenient, automated solutions for pool care.

Capitalize on technology and app connectivity

When selling hand-held battery-operated pool cleaners, it is important to appeal to homeowners seeking convenient pool care. In many cases, price is a secondary concern for customers who prioritize having the latest technology in their homes and backyards. Retailers note that consumers are often

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TOP: A hand-held, battery-operated pool cleaner in action, making pool maintenance quick and effortless.

BOTTOM: Specialty retailers showcase hand-held cleaners in-store, guiding customers to high-tech maintenance solutions.

RIGHT: Spot cleaning steps and corners is fast and easy with today's cordless, battery-powered pool cleaners.

INSERT: Leaf vacuums like this rechargeable model are ideal for collecting heavier debris from pool floors.

willing to invest in high-tech solutions to stay on the cutting edge. Just as they might upgrade to a new smart TV or a smartphone for enhanced features, many pool owners view hand-held battery-powered pool cleaners as a worthwhile convenience. Retailers who tap into this mindset often find it easier to close the sale. Consumers are impressed that today's hand-held, battery-operated pool cleaners are powerful enough to run for two hours and work great for spot cleaning, but can also clean the entire pool. Being completely cordless also eliminates the frustrations that often come from other types of pool cleaning devices. For those who prefer to save on the expense of a weekly pool cleaning service, a cordless, battery-operated hand-held pool cleaner can provide a perfect solution to keep pools clean.

"The attraction to the use of new technology has become so important for consumers that the price of the pool cleaner often doesn't even come up in the conversation," says D'Ambro.

In fact, depending on the market, owning one of these powerful, hand-held pool cleaners can be an attractive alternative to hiring a professional cleaning service, offering homeowners a convenient, cost-effective solution for routine maintenance.

"In our area, consumers are always going to save money by purchasing a pool cleaner over having to pay for a weekly pool cleaning service," adds D'Ambro.

As a result, hand-held, battery-operated cleaners are often the preferred choice for customers seeking pool cleaning convenience. While cost can be a consideration, retailers report the price tag on these cleaners is rarely the primary or deciding factor for buyers focused on long-term value and ease of use.

Technology builds customer loyalty

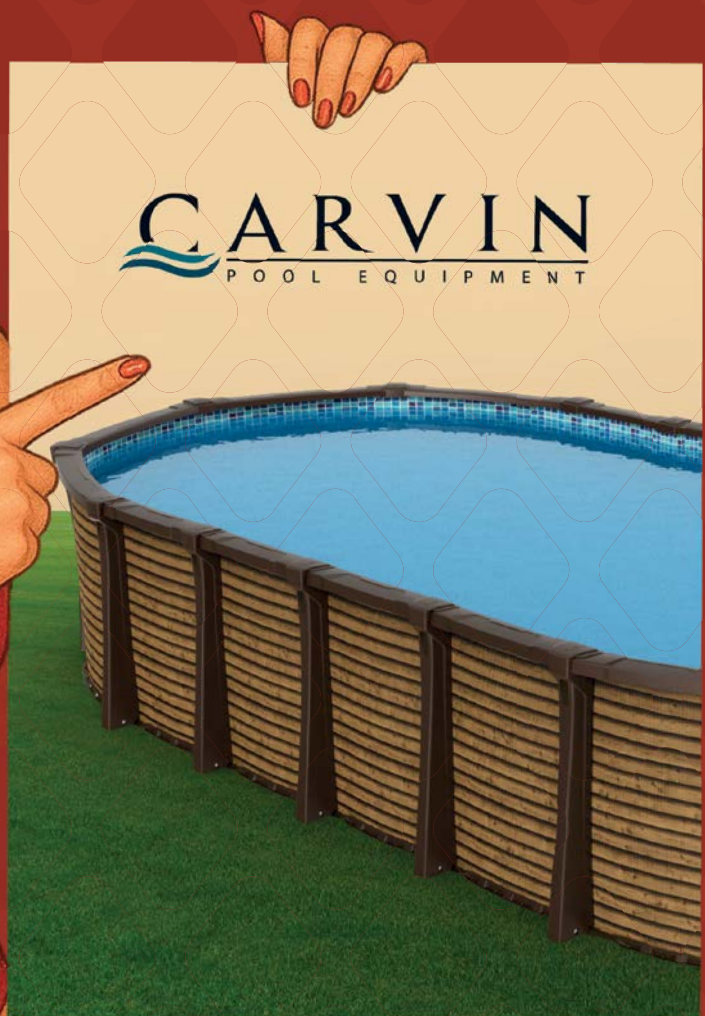
Specialty pool retailers understand the importance of helping customers maintain their pools with minimal effort or frustration. Handheld battery-operated pool and spa cleaners support this goal by offering user-friendly technology that simplifies routine maintenance, making it easier to keep the pool or spa clean, inviting, and ready to enjoy.

"We also offer a customer rewards program and often include incentives on our pool cleaners because we know our customers will find it easier and more enjoyable to own their pool," says D'Ambro.

Some pool companies even encourage customers to share photos of themselves relaxing by the pool with one of these high-tech pool and spa cleaners in the background. This kind of engagement reinforces the value of the purchase, builds brand loyalty, and often leads to repeat business through positive word-of-mouth and ongoing customer satisfaction.

Pool and spa specialty retailers need to initiate conversations about cleaning solutions early in the sales process and to share relatable, real-life examples that illustrate the value of battery-

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Specialty pool staff help customers find the right cleaner to enhance their pool ownership experience.

operated cordless cleaners. These stories not only help validate the purchase but can also contribute to long-term customer satisfaction and loyalty.

Pool owners want their backyard ready for use anytime, especially when hosting impromptu guests. They do not want the stress of rushing to clean the pool beforehand. Hand-held battery-operated pool cleaners help ensure the pool stays swim-ready with minimal effort.

"Battery-operated pool cleaners are a very convenient option for spot cleaning steps and corners in a hurry," says D'Ambro. "Let's say it's a Saturday at 11 a.m. and the pool owner has guests coming over at noon, they need a cleaner that can quickly pick up the leaves and smaller sand or debris from the floor and steps of the pool," says D'Ambro. "This is where cordless pool cleaners come in handy."

Display the technology

In-store displays are one of the best ways to show a hand-held battery-operated pool cleaner or a robotic pool cleaner in action.

"In our retail stores, we have displays that promote our pool cleaners on display, including a looping video showing the pool cleaners in action," says D'Ambro. "Consumers are amazed to see what these pool cleaners can do. This helps with the sale."

Retailers with an in-store display pool should keep cordless, hand-held pool cleaners charged and ready to demonstrate how they work in the display pool. This allows customers a hands-on experience to see how effectively these cleaners navigate around steps

and corners and how simple it is to operate, often making a significant difference in closing the sale.

"At one of our locations, we have a large, 16-by-32-ft [4.8-by-9.7-m] pool that is 8 ft [2.4 m] deep, and we show our pool cleaners in the pool, which helps with the sale of these cleaners. In fact, this past April and May, these products have been selling better this year than ever," says D'Ambro.

Specialty pool and spa retailers should keep robotic and battery-operated cordless pool cleaners, as well as hand-held, smaller spa cleaners, prominently displayed and in stock. Customers become enthusiastic about these products once they understand their features and benefits. Having units readily available on the show floor allows retailers to capitalize on that interest, enabling customers to make an informed purchase and take the product home the same day.

Placing a display of these hand-held cleaners near the water testing station, especially one that includes video demonstrations, is an effective way to introduce the product during a service-focused interaction. These displays are strategically placed because many customers come to the store for water testing when they suspect a chemical imbalance in their pools. However, these issues often stem from inadequate filtration, circulation, or cleaning.

This presents an excellent opportunity to explain how a pool and spa cleaner can improve water clarity and enhance the overall performance of the pool or spa system. By educating customers on the importance of proper circulation and filtration, retailers can steer the conversation toward cleaning solutions, which are often a more effective long-term approach compared to aggressive chemical treatments.

Retailers can use the increasing number of new pool owners by promoting today's profitable hand-held pool cleaners. Best practices suggest positioning these products as advanced tools that provide cutting-edge automation, offering homeowners a simple and efficient solution for ongoing pool maintenance. 🌊



Guy Erlich is the founder and president of Water Tech Corp., a manufacturer of pool and hot tub cleaners in East Brunswick, N.J. He can be reached via email at guy@watertechcorp.com.

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How to Upsell Without Being Pushy

A Guide for Pool & Spa Sales Teams

By Lisa Kennedy

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In these times of unstable economies and a changing landscape in the pool and spa industry, upselling can feel like walking a tightrope and downright uncomfortable for some. On one hand, retailers aim to maximize sales revenue and enhance long-term customer satisfaction by offering valuable upgrades and accessories that add meaningful benefits for their customers. On the other hand, no one wants to come across as pushy. Striking the right balance between the two objectives is essential.

Whether selling hot tubs, pools, or backyard accessories, the key to successful upselling is making it feel like a natural part of the conversation. The following strategies can help teams implement natural and effective upselling techniques.

Deep product knowledge training

Training, training, and more training. Before recommending additional features or upgrades to valued customers, the team needs to know and believe in every fine detail of what the business is offering. That includes a deep understanding of the following:

- Which upgrades align with specific products?
For example: inground pool—waterfall; hot tub—ozoneator; patio furniture dining set—matching side table.
- The benefits (not just features) of add-ons such as saltwater systems, solar blankets, LED lighting, automatic cleaners, umbrellas, or cover lifters.
- Typical customer pain points and common desires within the target market.

- Roadblocks that may come up and how to combat them. For example, if it is not in the customer's budget, a payment plan should be readily available for explanation.

The more confidently and clearly the team can explain why a particular feature matters, the more trust they will earn from the customer and the more likely they will upsell successfully.

Listen to customers, ask questions, and create a vision with them

Successful upselling starts with great listening and strategic questions such as:

- "How do you imagine using your pool/spa day-to-day?"
- "Who will be using your pool/spa?"
- "Are you more focused on relaxation, entertainment, or both?"
- "Have you thought about long-term maintenance or automation?"



Ask thoughtful questions to uncover needs and guide the customer toward a natural upsell.

IMAGE GENERATED USING OPENAI'S DALL-E

- "Do you put away your furniture during the off-season?"

These questions reveal customer priorities, making it easier to offer upsells as smart, relevant solutions rather than random add-ons. Also, use this opportunity to start creating a vision with the

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Genuine customer service is more than just saying "Have a nice day" or reading a script. It is about real human connection: being present, empathetic, and caring about helping someone out, which will lead to a natural, trusted opportunity to upsell.

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Testimonials should highlight specific outcomes related to the upsell being offered, rather than relying on vague or generic praise. Emphasizing real customer feedback that connects the upgrade to a tangible benefit helps build credibility and reinforces the value of the recommendation.

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customer of their purchase and how it will look and feel once it is complete. Props such as maps or design software can help create the visual.

Use upsells as enhancements, not extras

Avoid presenting upsells as afterthoughts; incorporate them seamlessly into the overall vision being developed with the customer.

This approach can be illustrated through simple shifts in phrasing that position upgrades as part of the overall experience, rather than add-ons:

- Instead of "Would you like to add a cover lift for \$300?" say, "Most of our customers who choose this model opt for a cover lift, as it makes daily use much easier and protects your investment."
- Instead of "Do you want lighting?" try, "Let's talk about lighting, it can really elevate the mood, especially if you're using the spa at night."
- Instead of "Would you like to add a blower pump to your hot tub?" say, "Other customers have chosen this blower pump for a more therapeutic experience in their tub."

When positioned as part of the ideal experience and vision, upsells feel like natural upgrades, which makes them easier to add to a purchase.

Use social proof and testimonials

Customers are more likely to accept an upsell when they learn how others have benefited from it. Businesses can create interest and build trust by incorporating testimonials, social media comments, photos, and real-life stories into their sales approach. Guiding customers to the company's website or social media platforms allows them to explore additional options independently.

A well-placed story or real-world example can reinforce the value of an upgrade while making it more relatable and compelling. For instance:

"One of our recent customers added a smart control system to their hot tub and told us they love being able to start it up from their phone before they get home from work."

This builds fear of missing out (FOMO) in a friendly way and adds credibility.

Make the upsell easy

If an upgrade feels like a hassle, people will skip it, even if they like the idea. Therefore, simplifying the decision-making process is essential.

- Offer clear pricing and packages with built-in upgrades, showing a significant monetary value.
- Show options using visual aids or interactive tools, such as tablet slides, interactive PDFs, brochures or leaflets, or a promotional video.
- Visually show the benefits or value over time that the upgrades can add (e.g. energy efficiency or reduced maintenance).

- Integrate the upgrades directly into the quoting or ordering process, so they are automatically included rather than requiring manual input.

When customers can visualize the advantages and have proof of the long-term benefits, the path is clear, and they are more likely to say yes.

Sales techniques are important, but so is empathy

Sales teams should approach interactions as helpful consultants rather than commission-driven sellers. This mindset begins with training that emphasizes empathy and customer service. Practicing real-world scenarios, learning to read body language, addressing hesitation, and building rapport are all essential components.

When team members are authentic and focused on helping customers create their ideal backyard and maximize their investment, upselling occurs naturally, leading to greater customer satisfaction and a more positive buying experience.

Remember, a satisfied customer provides the most valuable and cost-effective form of marketing—a referral.

Follow up the right way

Although it would be ideal to get the sale wrapped up the first time a customer walks through the door, sometimes, customers need a little time to think about their purchase. Do not assume there is no opportunity to upsell the purchase after the sale—follow up with a purpose:

- “Hey, just wanted to check in. A few customers who picked your spa model mentioned they added a sound system later and wished they had done it from the start. Want me to send you some info?”
- “I know we talked about adding the umbrella to your patio set, but I just wanted to double-check that you did not want to add one as they are selling quickly.”

This type of follow-up feels helpful, not salesy, and often opens the door for future sales.

Final thoughts

Upselling in the industry does not have to involve pushing additional products; it is about enhancing the customer’s vision for their ideal backyard oasis. By focusing on listening, offering meaningful value, and delivering a top-tier customer experience, upselling occurs naturally and results in loyal, repeat customers.

In the pool and backyard living industry, upselling should not be viewed as simply pushing additional products; it is about enriching the customer’s vision for their ideal outdoor space. By prioritizing active listening, highlighting genuine value, and delivering an exceptional customer experience, upsells naturally follow, fostering trust and long-term customer loyalty.



Following up with a customer to upsell is crucial to build relationships, increase lifetime value, and provide tailored solutions.

PHOTO ©FIZKES/COURTESY BIGSTOCKPHOTO.

The foundations of lasting success are a knowledgeable, friendly team, a no-pressure approach, and a focus on genuine value. 🦦



Lisa Kennedy, vice-president of dealer channel sales at Core Covers, brings 20-plus years of pool and spa industry experience, specializing in leadership of sales and customer service, strategic business growth, and human resources development.

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Cover Smarter, Not Harder

Builders Using Auto Spa Covers Boost Project Value and Client Satisfaction

By Andrew Leyer

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The luxury of having a spa in the backyard continues to grow with more and more being built in larger sizes in backyards across Canada and the U.S. The owners of these spas want the convenience and ease of opening and closing their spa with the touch of a button. As a result, automatic spa covers are growing in demand exponentially. For example, in certain regions, professionals install 40 to 50 automatic spa covers annually, reflecting strong and consistent demand in those markets.

The owners of these newly constructed spas find that automatic spa covers are the better option for ease of opening and closing the spa while also keeping the spa safe with code-locked convenience. Consumers prefer to instantly open and close their spa without lifting heavy traditional covers. Despite their higher price point, the automatic spa cover provides convenience, safety, and an esthetically pleasing spa cover solution.

More new spas, more automatic spa covers

The increasing demand for automatic spa covers can be attributed to homeowners and builders recognizing automatic pool covers' convenience, safety, and esthetic appeal. This familiarity has also driven interest in automatic spa covers. Pool and spa

builders now readily offer automatic covers for the spas they construct, knowing their clients will appreciate this option. Initially, adding an automatic cover to a spa or swim spa was uncommon, but it has become a standard request among our builder partners.

This trend presents a significant opportunity for builders looking to sell automatic covers to their clients with spas, swim spas, and small pools. While an automatic cover may seem more expensive than a traditional spa cover, consumers are increasingly prioritizing automation and convenience, and many are willing to pay a premium for the added benefits of an automatic cover on their spa.

An automatic spa cover enhances safety and offers significant convenience, especially during the winter months. Many spas are used year-round, making installing an automatic cover practical for some owners. This feature allows them to open and close the spa easily and quickly, even in cooler weather.

Imagine a spa owner at home, ready to enjoy a relaxing soak. The last thing they want is to struggle with a cumbersome cover while standing outside in freezing temperatures, possibly without shoes or a coat. Instead, they can press a button next to their patio door, wait just a minute for the cover to retract, and then immediately walk out to enjoy their spa.



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TOP: Spa owners benefit from automatic covers that open and close quickly, eliminating the hassle of lifting a traditional lid in cold weather.

RIGHT: An automatic spa cover enhances safety and convenience, especially for spas used year-round in cooler climates.



Planning for success

There are esthetic challenges and a few practical considerations when planning an auto cover for a new spa installation. In an ideal situation, builders should consult an expert automatic cover installer before getting started to avoid unnecessary challenges. These automatic spa covers are custom-made, so ensuring everything is perfect the first time is essential.

Esthetic considerations

From an esthetic standpoint, most customers prefer a spa design that resembles a “picture frame” around the perimeter. This effect is achievable because the cavity required for a spa cover box is smaller than that of a pool, allowing for a more visually seamless integration. In most installations, new spas equipped with automatic covers are set at grade or deck level, necessitating placing the cover box below grade. The coping installed over the box is designed to sit flush with the surrounding deck, maintaining a clean and cohesive appearance.

To integrate the auto-cover mechanism into the design of new spa installations, most builders embed the auto-cover box within the spa wall to ensure it aligns with the spa’s overall footprint. Depending on the spa’s size, the additional space required for the mechanism box may increase the spa’s length by approximately 0.3 m (1 ft).

Practical considerations

When planning the installation of automatic spa covers, it is crucial to ensure that the motor unit fits properly within the designated space. This includes making room for the motor itself and the electrical box that supplies power. The space’s design should allow for minor positioning adjustments, enabling the system to shift as needed during installation.

The housing box must have a minimum opening of 356 mm (14 in.) on the motor side and a depth of at least 406 mm (16 in.) from the lower bond beam wall. This is especially important for spa applications since the motor is positioned beneath the reel, making it more susceptible to water exposure. Given the likelihood of water entering the cover box, particularly with multiple users frequently entering and exiting the spa, proper space and drainage considerations are essential to protect the system.

Selecting an appropriate cover for the auto cover mechanism box requires careful consideration of both esthetics and functionality. It is important to clearly define expectations for how the cover will perform in relation to the surrounding design and the way the space will be used.

Typically, the manufacturer provides a standard aluminum lid designed for easy removal, which facilitates servicing the auto cover mechanism and fabric. However, this lid is not intended to bear weight, meaning the client cannot walk, stand, or sit on it.

With spas, consumers typically aim to make the most of the surrounding area. Materials such as limestone, pre-cast concrete, or poured concrete are often preferred for the lid, as they offer visual appeal and a durable, walkable surface. In high-end applications, stone coverings are often selected. To support the heavier stone lids, installers must use heavy-duty brackets specifically designed to bear this weight. It is crucial to communicate to the client that although they may want a stone lid, they should not walk on it as they can on the three other sides of the spa. The stone lid should never be mortared in place and should only be held by gravity, meaning it can shift and move. It is widely recommended that clients be informed that the stone lid will need to be lifted periodically for routine maintenance of the mechanism.

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ABOVE: When planned effectively, an automatic spa cover enhances aesthetics, safety, and ease of use in any spa design.

RIGHT: Automatic covers are safety-rated and include user-friendly, code-protected controllers for reliable, secure operation.

BOTTOM: Builders must ensure adequate space for the motor and electrical box, allowing for proper fit and drainage.



Additionally, planning adequate space for a service technician to perform necessary maintenance on the auto cover is important. Installers should consider how the homeowner and service professionals will access the spa to ensure ease of maintenance.

Sizing and obstacles

While every automatic spa cover is custom-built for its specific application, builders must also account for long-term serviceability. The design should ensure unobstructed access to the cover mechanism, avoiding the placement of water features, faux rock, or sheer walls that could hinder maintenance. Sufficient clearance should be provided to allow service technicians to inspect, clean, adjust, and repair the system as needed.

Automatic spa covers have it all

In addition to offering exceptional convenience and luxury, automatic spa covers enhance backyard safety. As safety-rated covers, they help prevent unauthorized or accidental water access, providing homeowners peace of mind. By integrating automatic spa covers into their spa designs, builders can offer clients a solution that combines ease of use with enhanced protection.

Modern automatic cover systems often include user-friendly, code-protected controllers that help ensure the spa remains securely closed when not in



use. Many models also feature intuitive controls, backlit buttons for improved visibility in all lighting conditions, and tool-free adjustment options to simplify operation and maintenance.

Builders are encouraged to consult with experienced installers to incorporate automatic covers effectively. This ensures proper integration with the spa design and gives clients a reliable, streamlined solution that delivers lasting value in terms of convenience, safety, and aesthetics.

Adding value through automation

As automatic spa covers continue to gain traction in the industry, their value is clear: They enhance safety, user convenience, and a cleaner, more refined finish for any installation. For spa and hot tub professionals, integrating automatic covers into new builds is not just an upsell—it is a way to meet rising customer expectations and differentiate in a competitive market. With thoughtful planning and collaboration with experienced installers, professionals can deliver a premium solution that enhances the customer experience and supports long-term satisfaction. 🌊



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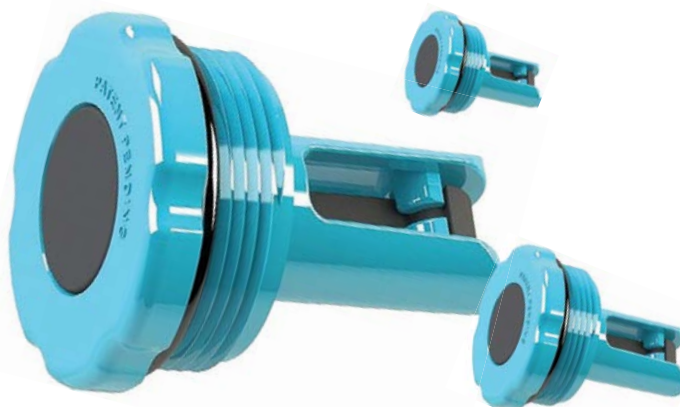


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As we celebrate 100 years, one thing is clear: Hayward is committed to helping you move your business forward—with products that deliver performance, value, and sustainability. No matter what tomorrow brings, we're still building better—one backyard at a time.



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1-888-238-7665 | ca.hayward.com

Welcome to PPEX Pool Parts Distributors



At PPEX, we believe that building and maintaining pools and spas is more than just a profession—it's about creating spaces where families gather, memories are made, and relaxation is paramount. As a proudly Canadian-owned and operated company based in Vaughan, Ontario, we're dedicated to supporting the professionals who make these experiences possible.

Our Commitment to Quality and Service

We understand that our clients—pool builders, service technicians, retailers, and landscapers—rely on dependable products and exceptional service to succeed. That's why we offer an extensive range of high-quality pool and spa components, including:

- Pools & Equipment: From durable steel kits to advanced filtration systems.
- Hot Tubs: Components and accessories for various models.
- Plumbing: A wide array of PVC fittings and plumbing essentials.
- Deck Accessories: Enhancements to complete any poolside setup.
- Chemicals: Essential treatments to maintain water quality.

- Covers & Safety Products: Solutions to protect pools and ensure user safety.
 - Maintenance & Service: Tools and parts to keep pools in optimal condition.
 - Winterizing: Products to prepare pools for the off-season.
- Our focus on quality ensures that our clients receive reliable and durable products for their installations and services.

Your Success Is Our Priority

Our team is dedicated to providing personalized service, recognizing that every client, regardless of size, is vital to our success. We strive to build lasting relationships by offering responsive support, expert advice, and timely deliveries. Our goal is to be more than just a supplier—we aim to be a trusted partner in your business growth.

Joining PPEX is Easy

If you're a pool or spa professional, getting started with PPEX couldn't be simpler. By opening an account, you'll unlock full access to our exclusive product range, unbeatable wholesale pricing, and a level of customer service that's built around your needs.



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Latham, The Pool Company



Latham is the largest designer, manufacturer, and marketer of in-ground residential swimming pools in North America, Australia, and New Zealand. With over 65 years of experience, Latham offers pools that fit every budget and style preference. Latham's family of products bring together the best in fiberglass, vinyl liners, automatic safety covers, solid and mesh safety covers and various pool accessories.

Latham's mission is to provide top quality products, competitive lead times, and customer-centric service makes Latham 'easy to do business with' and the preferred manufacturer in the swimming pool industry.

Latham is one of the only pool manufacturers to receive ICC-ES Certification of its products. This ensures that building products meet code requirements. ICC-ES



certified products are building inspectors' #1 choice for approving building codes.

With a coast-to-coast operations platform consisting of approximately 1,800 employees across over 24 locations, Latham is the established provider of choice with a proven history of quality and customer satisfaction. When it comes to quality, selection, simplicity, and support, Latham is The Pool Company.

latham
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Elevated access and therapy solutions

For over 21 years, Aqua Creek has been dedicated to the meticulous craftsmanship of premium access and therapy equipment. What began as a startup with a small line of pool lifts, quickly grew to what is now a world-renowned family-owned business that handcrafts top-of-the-line pool lifts and adaptive fitness equipment. Serving over 50 countries, what truly sets this manufacturer apart from the rest is their dedication to customization and modern innovations; Aqua Creek takes pride in creating high-quality products that meet and exceed the diverse needs of individuals.

In addition to end-user support, Aqua Creek is well known in the pool industry for their ease of communication and product support.

“Aqua Creek is not merely an industry leader with respect to their ability to provide design professionals the necessary information to specify their product line; Aqua Creek is, in fact, the only company in their industry that is able to coalesce manufacturing excellence with superior client satisfaction and product documentation critical to the needs of design professionals.”

-Dave Acklin, President, Aqua Design International

When it comes to aesthetics, Aqua Creek takes pride in offering a product that can be customized to complement any aquatic environment. They understand the time, energy and investment that goes into building a pool – and believe that your access points should mirror those efforts. That’s why they employ in-house



powder coating professionals to offer you a beautiful array of standard color options, with the ability to choose almost any color imaginable. Color matching is available for those with specific branding needs, such as Universities, Franchised Fitness Clubs, and Professional Sports Teams. Whether you are looking for vivid school colors, or granite textures and neutral tones to blend into a luxury environment, Aqua Creek has you covered!

By truly listening to and understanding the needs of both industry professionals and end-users alike, Aqua Creek is able to produce innovative products that provide harmonious solutions at all levels of the product’s journey. Offering the best warranties in the industry, they stand behind their products and are dedicated to providing you with the consistent and dependable communication that you deserve.



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The perfect pool and wellness experience



Renowned worldwide for quality and reliability, Fluidra is an industry-leading global manufacturer of commercial and residential swimming pool equipment and connected pool solutions with an expansive footprint covering over 45 countries. A leading supplier of customer-focused pool and spa products including equipment, cleaners, sanitizers, and automation solutions, the company has a rich heritage of innovation and excellence dating back more than 100 years and offers an extensive portfolio which includes some of the most trusted product lines in the industry under the leading brand names of Polaris®, Jandy®, Zodiac®, Cover-Pools®, Grand Effects®, Nature2®, iAquaLink®, CMP®, S.R.Smith™, and Taylor®.

Fluidra Rewards® is an industry-leading loyalty program that offers pool builders, retailers, and servicers the most sought after business management tools and rewards,

including the popular Club P® trip. Other program highlights include custom marketing services and exciting reward redemptions like apparel, electronics, charity donations, gift cards, and much more.

Fluidra Pro Academy represents our commitment to helping you become the best pool and spa professional you can be. Through our technical service schools, webinars, videos, and online training courses, our goal is to deliver training that's available how you need it, when you need it.

Fluidra offers innovative and breakthrough strategies to protect and grow your company. Our exclusive brick-and-mortar programs like our Jandy Trade Series Exclusive line, Extended In-Store Warranties, and LAAP Pricing are designed to help you be more competitive in the marketplace. At Fluidra, we are fully invested in our relationships with our builders, retailers, and service companies.

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With over 65 years of experience in safe chemical management and distribution, UBA understands the benefits of chemicals for industrial businesses.

From shock treatments to get rid of contaminants and products used to remove and prevent algae, to sanitizers that clean water and agents that balance pH, UBA offers chemicals used for a variety of applications in the pool and spa industry. UBA's flagship product for this industry is undoubtedly JAVELO, sodium hypochlorite that is entirely manufactured in a state-of-the-art facility using world-class production systems [by Chloretec, UBA's sister company].

UBA can ensure high-quality product and react quickly to meet specific customer requirements. Just-in-time delivery, custom product concentrations and formats are also available. UBA also supplies this



industry with non-selective herbicides: WeedErase and WeedEnder. These products ensure environmentally friendly weed control and are safe for concrete, paving stones, and waterside areas. We currently service Ontario, Quebec, Maritimes & the North eastern U.S.

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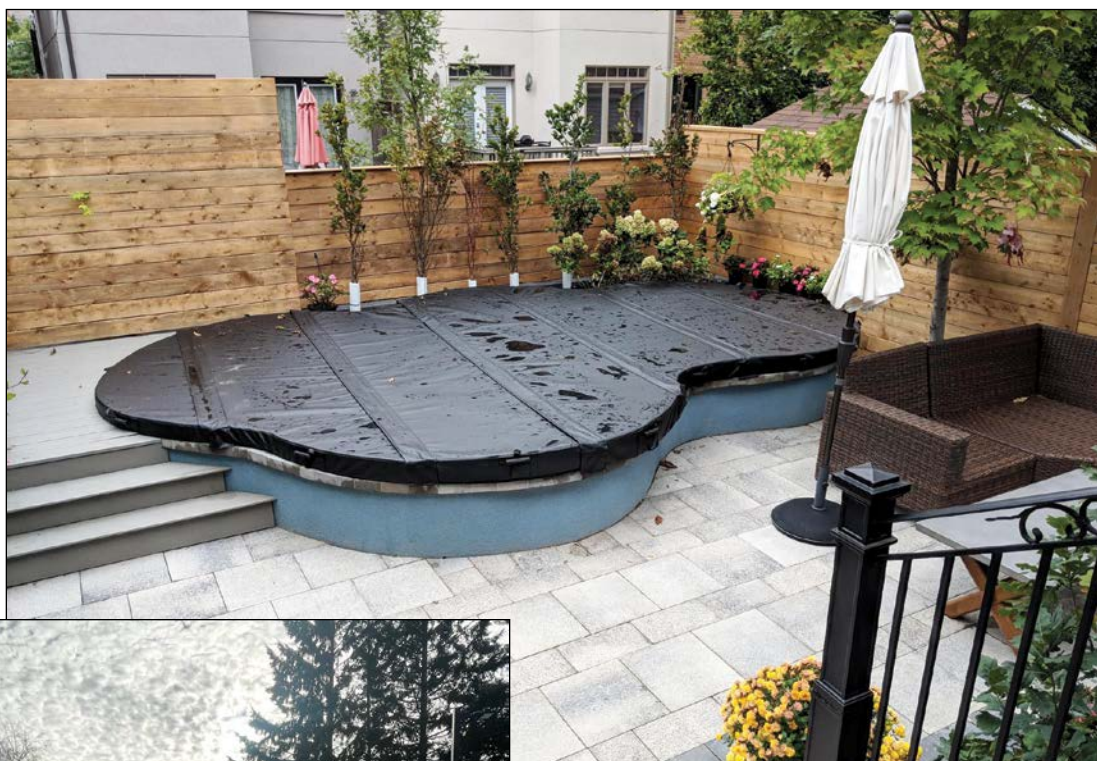
Taylor's Commercial Complete Colorimeter Kit is designed specifically for pool and spa professionals who require accurate/reliable results from a handheld meter. The TTi® 2000 Colorimeter offers water analysts a variety of features to maximize your productivity. This handheld, multiwavelength, microprocessor-controlled, menu-driven, direct-readout instrument employs LED light sources. Its portability and data-logging capabilities make it the perfect choice for use at regulated pools and by service technicians.

The ergonomic design fits neatly to hand and only weighs 21 ounces. Constructed with durability in mind for use under harsh chemical, impact, and excessive heat conditions. Additional tests for analytes such as Iron, Copper, Phosphate, Nitrate, and more. The Colorimeter comes with an industry-best 5-year warranty with lifetime free upgrades as new tests are developed.



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Covering all possibilities



HST Synthetics was one of the first companies to start manufacturing spa covers in Canada and quickly grew into the largest, a position they still proudly hold today. After 50 years of providing quality products and services to the swimming pool and hot tub industry, the management, and staff of HST Synthetics Ltd. continue to make customer satisfaction their number one goal. Starting as a simple manufacturer of basic solar blankets and winter covers, the company has sought to develop or source new and improved products many of which came from ideas and suggestions that were presented by our customers.

Today, we offer a broad line of products that include swimming pool covers, solar blankets, leaf nets, water tubes and other pool accessories plus an extensive line of spa and hot tub covers, cover lifters, pillows, and spa accessories.

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Compact, lightweight design - introducing the Crosswind V



The Raypak Crosswind® V is a high-performance, compact, and lightweight pool and spa heat pump designed for easy installation and advanced automation. As part of the Rheem® family, Raypak brings over 75 years of expertise in pool heating to this innovative product. The Crosswind V is engineered to deliver superior efficiency, quiet operation, and smart energy management, making it a standout solution for both homeowners and pool professionals.

One of the key features of the Crosswind V is its **advanced automation capabilities**. It can control up to six devices out-of-the-box, including actuators, auxiliaries, and pumps, eliminating the need for additional equipment. Dedicated actuator connections support up to two 3-way valves, enabling seamless system automation without external relays. The unit also integrates with the **Raymote® app**, offering free Wi-Fi connectivity and a fleet monitoring dashboard for remote performance tracking and proactive service management.

The Crosswind V supports **hybrid heating**, intelligently switching between gas and electric sources based on pool conditions to optimize energy use. It is compatible with

most variable speed (VS) pumps and includes a removable control junction box and extended control harness for simplified servicing.

Designed with a **smaller footprint and lighter weight**, the Crosswind V fits standard equipment pads and features 2" PVC water connections accessible from the front panel. Its **powder-coated metal cabinet** enhances durability, protecting the evaporator coil better than plastic alternatives. Deluxe models include a **Cool Mode**, allowing users to maintain a steady water temperature even during hot weather.

The unit operates quietly thanks to a four-blade fan and is available in multiple models (4550, 5550, 6550, 8550), each offering varying BTU outputs and efficiencies. All models use R-410A refrigerant and are built for 208-230VAC, 1-phase, 60 Hz power. Deluxe models also include a bypass assembly, which is optional for standard models.

Raypak backs the Crosswind V with a robust warranty: **2 years for labor, 7 years for parts, and 10 years on the titanium tube heat exchanger**. This combination of performance, automation, and reliability makes the Crosswind V a top-tier choice for modern pool heating needs.



Visit Raypak.com or call 1-800-268-6966

Aquiform Distribution: Transforming Canada's pool industry

In the ever-evolving landscape of pool, hot tub and patio furniture distribution, one name stands out for its commitment to excellence: “Aquiform Distribution”. As a key player in Canada’s industry, Aquiform has redefined what it means to deliver premium service, offering unmatched product selection, streamlined operations, and innovative fulfillment strategies that make life easier for retailers and professionals alike.

A Product Selection That Sets the Standard: Aquiform Distribution takes pride in curating a comprehensive range of pool, hot tub and patio furniture products, ensuring customers have access to the latest innovations, highest-quality materials, and most sought-after brands. Whether it’s state-of-the-art filtration systems, energy-efficient heating solutions, or stylish spa accessories, Aquiform’s portfolio caters to the diverse needs of the market while maintaining a focus on cutting-edge technology and sustainability.

Streamlined Inventory & Fulfillment:

Efficiency at Its Best In an industry where timely delivery is crucial, Aquiform Distribution has perfected the art of inventory management and fulfillment. By leveraging advanced logistics systems and a nationwide distribution network, they ensure that retailers and professionals receive their products quickly, accurately, and without hassle.

A Customer Experience That Goes Beyond Transactions:

Aquiform’s success is its dedication to exceptional customer experience. Beyond delivering top-tier products, the company prioritizes strong relationships, personalized service, and expert support. With a knowledgeable team that understands the industry’s challenges and opportunities, they provide valuable insights and guidance, helping retailers



and professionals navigate trends, optimize product selections, and enhance their own service offerings.

Nationwide Reach, Local Impact:

With a coast-to-coast distribution network, Aquiform has established itself as the go-to partner for businesses across Canada. From urban centers to remote regions, their seamless delivery system ensures that every corner of the country has access to top-tier pool and spa products. This expansive reach, combined with a commitment to localized support, means businesses receive the benefits of national expertise with a regional touch.

A Marketing & Retail Strategy Like No Other:

In today’s competitive market, by offering data-driven insights and strategic marketing support, Aquiform helps retailers connect with their audiences, drive sales, and elevate their brand presence in the industry.

As the pool, hot tub and patio furniture industry continues to grow and evolve, Aquiform remains at the forefront of innovation, reliability, and customer satisfaction. With Aquiform, the future of pool and spa distribution is clear—and it looks brighter than ever.



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Deys Fabricating is your clear choice for 100% Canadian made custom vinyl liners. Since 1975, our family owned and operated business has provided the swimming pool installer and service industry with a quality product it requires and deserves. We have always been focused on manufacturing a top quality product with the shortest lead time possible. We strive to provide the highest level of customer service that our clients and suppliers have come to recognize. We pride ourselves on being the longest continually operated independent vinyl liner manufacturer in the Canadian pool industry.

We are proud to be leading the industry in manufacturing technology with equipment such as automated cutting and beading. We are able to keep pace with the ever changing market and are proud to partner with Canadian General Tower, the only Canadian sheet vinyl manufacturer. With Canadian General Tower's continued support, we have been able to manufacture and provide 100% Canadian aboveground and inground liners that are price competitive, yet superior in quality to any import liners on the current market.

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Creating Peaceful Lives. Together.



At Bullfrog Spas, our mission is simple: to create peaceful lives. That mission doesn't stop with spa owners—it extends to our partners, our people, and especially our dealers. Because we believe peace of mind should be part of doing business, too.

Patented JetPak® Technology Sets You Apart

Modern spa shoppers demand more than just a product. They expect personalized solutions that align with their needs, style, and expectations. Bullfrog Spas helps dealers deliver on that demand with a spa system that's built to stand out.

Our patented JetPak Therapy System® offers interchangeable hydrotherapy options that allow customers to personalize their massage experience. This is more than a feature—it's a clear, compelling advantage on the showroom floor. Combined with clean design, efficient engineering, and reliable construction, Bullfrog Spas help dealers attract attention and close with confidence.

From our premium A Series® to our performance Swim Series®, every model is built with today's buyer in mind—and your long-term success at heart.

People Who Truly Partner

We don't believe in one-size-fits-all support. We believe in relationships. When you join the Bullfrog Spas network, you get more than a great product—you gain a team that knows your business matters. From your Regional Manager to our support, marketing, and training teams, you'll work with people who listen first, act quickly, and stay focused on helping you succeed.

Programs That Make Business Smoother

We back our dealers with strategic tools, training, and programs that don't just sound good—they work in real-world retail environments. We also provide showroom assets, digital tools, and data insights that simplify your process and drive results.

When your operations run smoother, your sales grow stronger—and you get back more time to focus on what matters most.

Creating peaceful lives means making it easier to succeed, easier to serve your customers, and easier to love what you do. We're proud to be building that kind of business—together with our dealers.

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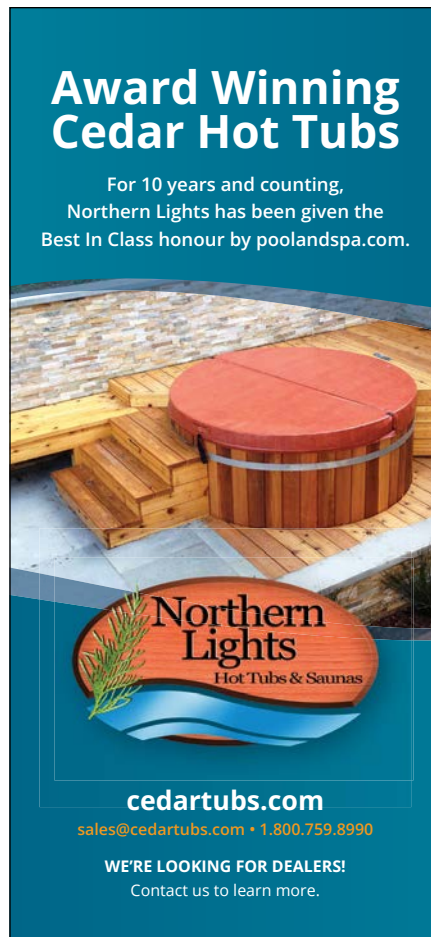
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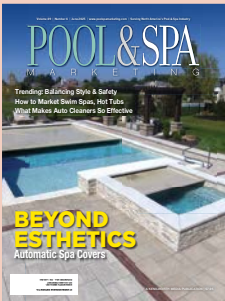

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In search of the perfect relaxation solution. a homeowner enlisted the help of CK Spas Inc. in Saint-Eustache, Que., to complete a luxurious hot tub upgrade. They chose a seven-person hot tub designed to accommodate various relaxation preferences, featuring two side-by-side loungers and an additional lounger facing a different direction. This hot tub is equipped with a high-volume hydrotherapy jetting system that includes 60 fully adjustable stainless steel jets, excelling in providing hydrotherapy for muscle relaxation while offering a luxurious experience. To enhance convenience and esthetics, an automatic hot tub cover that resembles a gazebo was added. This cover opens effortlessly with the turn of a key, allowing easy access while protecting bathers from rain and sun. Additionally, the homeowner's deck was thoughtfully extended to ensure seamless access to the hot tub, further improving the overall experience. 

—Jason Cramp

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