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POOL AND SPA NEWS (ISSN 0194-5351; USPS 793-180) IS PUBLISHED SEMIMONTHLY IN JANUARY, MARCH, AND MAY; MONTHLY IN FEBRUARY, APRIL, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER AND DECEMBER BY ZONDA MEDIA, 1152 15TH ST. NW, SUITE 850 WASHINGTON, DC 20005, AND PRINTED IN THE USA. SUBSCRIPTIONS ARE FREE TO QUALIFIED RECIPIENTS. PUBLISHER RESERVES THE RIGHT TO DETERMINE RECIPIENT QUALIFICATION. PERIODICAL POSTAGE PAID AT WASHINGTON, D.C., AND ADDITIONAL MAILING OFFICES. POSTMASTER: SEND ADDRESS CHANGES TO PSN POOL AND SPA NEWS, P.O. BOX 3494, NORTHBROOK, IL 60065.

PUBLICATIONS MAIL AGREEMENT NO. 40612608. RETURN UNDELIVERABLE CANADIAN ADDRESSES TO PITNEY BOWES, P.O. BOX 25542, LONDON, ON N6C 6B2.

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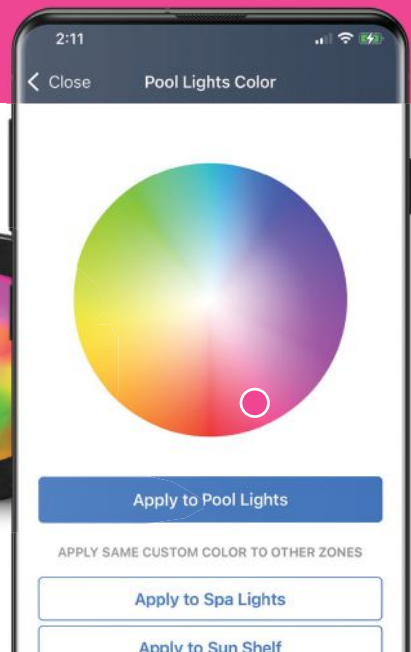
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Making It to the Top



Joanne McClain
Editor-in-Chief, PSN

A few years ago, a salesman for a concrete treatment product stopped by our tradeshow booth. He said his company could see the potential for their product in the swimming pool market; it's a treatment that's designed to strengthen and help waterproof concrete by filling all the tiny capillaries and pores. According to him, this makes the concrete more durable and resistant to salt and other chemicals, among other benefits.

As we chatted, he happened to mention the history of the product. As it turns out, it came out of a need from the oil industry back in the 1970s. At the time, oil wells were in danger of being shut down because oil was seeping into the concrete casing from the buildup of extreme pressure. This made the wells vulnerable to blowing out.

That need led to the invention of the aforementioned concrete treatment, which proved so effective that it was successfully used to save other oil wells and is still in use today.

The inventor went on to refine his product, making it universally applicable for all concrete uses.

It was an interesting story, and it reminded me of just how inspiring all inventors are — they see a problem and tackle it head-on, researching all possible solutions and developing prototypes.

Then, when all testing and tweaking have been done, the incredible amount of work to bring it to market begins, and with it myriad decisions — how best to protect your intellectual property? Should you partner with someone, and if so, who? If not, would you license your product or start your own company?

Each decision brings with it more questions. But the end result is something to be proud of, and none more so than the products you'll find in this year's Top 50 Products issue. Each one was chosen from those submitted in our annual New Products guide last winter.

Whether you're a pool builder looking for new design or construction elements, a service technician searching for ways to make your business easier or more efficient, or a retailer with an eye for the hottest new pool trend, they're all here for you to peruse in one handy guide.

Enjoy!

A stylized, handwritten signature in black ink, reading 'Joanne McClain'.

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Hasa Acquires Orenda

BY REBECCA ROBLEDO



Santa Clarita, Calif.-based chlorine producer Hasa has acquired Orenda Technologies, the manufacturer of specialty pool chemicals based in Fairview, Texas.

The move represents the beginning of a long-term merger-and-acquisition strategy for the company, said Peter Lemputte, Principal at Wind Point, the Chicago-based private-equity firm that owns Hasa. “Orenda represents an excellent addition to the Hasa platform,” he said. “Acquisitions are a focal point of our value creation plan for Hasa, and we are

excited to inaugurate our M&A program with the acquisition of such a high-quality business like Orenda.”

According to Hasa, the move not only will expand the company’s product portfolio, but also its geographic reach across the continental United States. “Ideally it allows Hasa to continue the expansion into professional-grade specialty products,” said Rick Sawin, Vice President of Sales, Pool & Distribution for Hasa.

While Hasa’s liquid chlorine and muriatic acid already provided a means to sanitize the water, Orenda’s line will serve the

function of balancing it, he said. “Hasa is known for liquid chlorine and muriatic acid, then the special products that Orenda is known for work very well together to remove contaminants out of the water,” Sawin added. “We feel like the two companies together add a lot of value to the pool professional to help that segment of the industry have a successful summer season.”

Orenda will continue to operate as its own brand and will retain its staff and facilities, Sawin said.

Orenda President Jarred Morgan will stay on to lead the business. Orenda Chairman & CEO Harold Evans will remain with HASA in an executive advisory role. “We are excited to have this partnership with Hasa, which will significantly enhance the value that our customers receive through additional services and products offered,” Evans said.

Before Orenda, Hasa’s most recent acquisitions included chemical packagers and distributors Inter Valley Pool Supply of Pomona, Calif. in 2018, and Abcana Industries of El Cajon, Calif. in 2019. In 2021, it purchased the Pool Chemistry Training Institute, the chemical-education program begun by the late Bob Lowry and Greg Garrett.

PHTA Hires Chief Strategy Officer

The Pool & Hot Tub Alliance has named Jeff Henriksen as its Chief Strategy Officer. He will work with the CEO and Board of Directors on strategic initiatives, such as increasing PHTA’s position as a thought leader, providing more research and industry forecasting to members, developing business

management courses; expanding state and regional chapters, and creating PHTA’s first Annual Report. Henriksen has worked for publicly traded companies and nonprofit, membership-driven industries alike. He spent more than five years with the Sheet Metal and Air Conditioning National Association.

Clear Comfort Acquisition

Clear Comfort, manufacturer of AOP systems for pools and spas, has purchased Silver Bullet Water Treatment, which offers the technology in agricultural, livestock drinking water and cooling-tower applications.

Silver Bullet CEO Brad Walsh will transition to Clear Comfort’s board.

The Western Pool and Spa Show Celebrates Milestones

BY REBECCA ROBLEDO

This year's Western Pool and Spa Show celebrated a number of milestones: Its 45th show, its 30th year in Long Beach, Calif., and highest attendance in its educational program.

This second show since the pandemic saw brisk activity on the show floor, with its 215 exhibitors visited by just over 10,000 attendees. Classes saw more than 1,800 seats filled by pool and spa professionals — a 20% increase over last year. Thirty-eight states and seven foreign countries were represented.

"It's not just a local show," said WPSS Director Eric Nielson.

Nielson attributed the high seminar attendance, in part, to partnerships with Pool Nation, the podcaster and educational organization geared to the service sector, and Watershape University. The Western Show plans to continue its relationship with both entities, Nielson said. He also expected the National Drowning Prevention Alliance to participate again, providing instruction on water safety.

Also next year, organizers expect to create web pages for each course,

potentially with planned handouts, so attendees will have more information about the subject matter and each instructor to help map out their education for the event.

Next year's event will take place March 28-30, 2024 at the Long Beach Convention Center in Long Beach, Calif.



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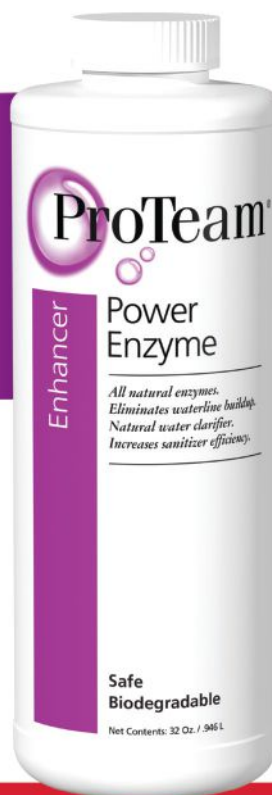
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A Force of Nature

A look at the life of one of the industry's pioneers.

BY DEAN STEVENS

Zelma "Zee" Mabel Allred, the co-founder and former chairman/CEO of Irvine, Calif.-based distributor Pool Water Products, passed away Jan. 30 at the age of 94. In tribute to this industry pioneer, we are republishing this profile from 2011, with some edits for clarity.

"Philanthropy is almost the only virtue which is sufficiently appreciated by mankind," wrote the philosopher Henry David Thoreau.

That was certainly the case in 2011, when Zelma "Zee" Allred, co-founder and former chairman and CEO of distributor Pool Water Products, was honored at a gala and fashion show for the nearly 30 years she's donated to The Segerstrom Center for the Arts, the most prominent theater in Orange County, Calif.

This wasn't the first time in the honoree's seat for Allred. Over the years she's received tributes from a wide range of philanthropic and educational organizations, all of which consider her a key ingredient in accomplishing their mission. Such recognitions round out an already extraordinary life, one in which she has become an industry pioneer.

But the journey to that seat of honor had a rather humble start, and took more than one unexpected turn along the way.

MODEST BEGINNINGS

It was 1952, and the young family was en route from Arizona to Davis, Calif., where Marvin Allred was slated to start a Ph.D. program. Both he and Zee had been chemistry majors, but she had dropped out of college to raise their two sons, Vern and Dean.

Before heading north, the family decided to spend a summer in the beautiful, largely undeveloped community of

Newport Beach, Calif. Marvin took what was supposed to be a temporary office job with a local construction company that built pools, among other things. But rather than continuing on to Davis, the Allreds stayed in Orange County, where Marvin soon became a foreman.

At that time, a strong economy, housing boom and new construction techniques were helping grow the fledgling pool market, and the Allreds saw an opportunity. They borrowed \$500 to buy a truck and pool service route, and soon were in business for themselves.

Marvin worked in the field, while Zee took care of bookkeeping, answered phones, dealt with suppliers and raised the boys.

The couple's timing and strategy couldn't have been better. By 1958 they were ready to open a retail store, Allred's Pool Supply, where they used their technical background to create a unique service for customers. The new concept of in-house water testing gave clients a reason to visit the store, and soon the Allreds started holding pool care classes there.

"We were the very first in Orange County to offer that kind of service," Zee Allred said. "Our customers really liked the fact that we had proper lab equipment and knowledge.... This service was key to our rapid growth and expansion."

GAINING SPEED

Marvin and Zee were partners in every sense of the word. Their desks faced each other, and together they worked long hours building the business. Vern and Dean would come to the store after school and stay until closing time.

By 1964 the Allreds had 18 retail stores — a massive presence back then, taking into account how much smaller the in-



dustry was overall than today. However, the two entrepreneurs saw an even bigger opportunity, one that presented less stress than the daily retail grind. They decided to enter the supply-side of the pool business. So they franchised their stores and opened PWP.

The Allreds' list of innovations continued. PWP offered a nationwide catalog with instructions for using certain products, the company provided air-conditioned showrooms with product literature and cutaways to spare builders and service technicians a visit to the warehouse, and once a month the couple invited manufacturers to drop by and demonstrate their products, providing lunch.

Business continued to thrive, and by the late 1960s Vern and Dean were in college and a daughter, Carol Ann was born. Zee decided to take a year off to care for Carol Ann, and then came another of life's unexpected turns. In 1968, at the age of 42, Marvin suffered a massive heart attack.

The ripple effects were staggering. Zee was forced to go back to work and take the reins of the company while Marvin recovered. But even after open-heart surgery — a very new procedure at the time — his physical condition never returned to normal. "The doctors ordered him to never pick up anything heavier than a pair of shoes," Zee Allred said.

The couple eventually grew apart and divorced but, by all accounts, remained close until Marvin's death in 2005. Zee Allred retained ownership of PWP, and



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- Paul Oman,
CEO, Texas Pools



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SECOND CAREER

PWP flourished under Zee's leadership. In 1973, she opened a second location in suburban Los Angeles, and today, PWP has 21 branches in five states, along with a substantial international business.

The success left Zee Allred extremely grateful, not only to the industry and employees who helped build the firm, but also to her community in Orange County. It served as motivation behind her extensive philanthropy and community service.

"I've made a good living in Orange County," she said. "It's important to me to give back to the community that's given

me so much."

Since her charitable work began in 1975, Allred's list of causes grew steadily. She served on the boards of hospitals, worked on behalf of women and families, and contributed considerable time, energy and funds to a variety of educational institutions and initiatives. "It's like another job," she said.

The Segerstrom Center is a good example. Allred's involvement dated back to 1983, when she joined forces with other business leaders to build a world-class facility for the performing arts. Through the years, the group opened one of Southern California's largest performing arts centers, now a sprawling campus containing two full-scale concert halls, a theater, studio space, education lab and a host of related amenities.

But Allred was equally moved by the good the Center does — particularly for children. All money raised by The Guilds, the support organization that honored her at the March gala, funds educational programs for the center, which served approximately 400,000 children in 2011.

"Schools bring children to watch events at the Center," Allred said. "It's not unusual to drive by and see 20 to 30 school buses in the parking lot."

One of her most visible contributions ties together a passion for education with her standing in the pool and spa industry. In 2008, she funded the Zee Allred Aquatics Center and Olympic Pool at Chapman University, a private college in Orange, Calif.

"We now have top Olympic swimmers who have chosen to attend Chapman because they can train here in this state-of-the-art facility," said university President James Doti.

Chapman found a meaningful way to thank Allred. For all her success, one major regret bothered her over the years — not finishing college. That aspiration was fulfilled in 2009, when she was awarded an honorary doctorate from Chapman University.

"Zee Allred is a force of nature — you have to see her in action to believe it," Doti said.

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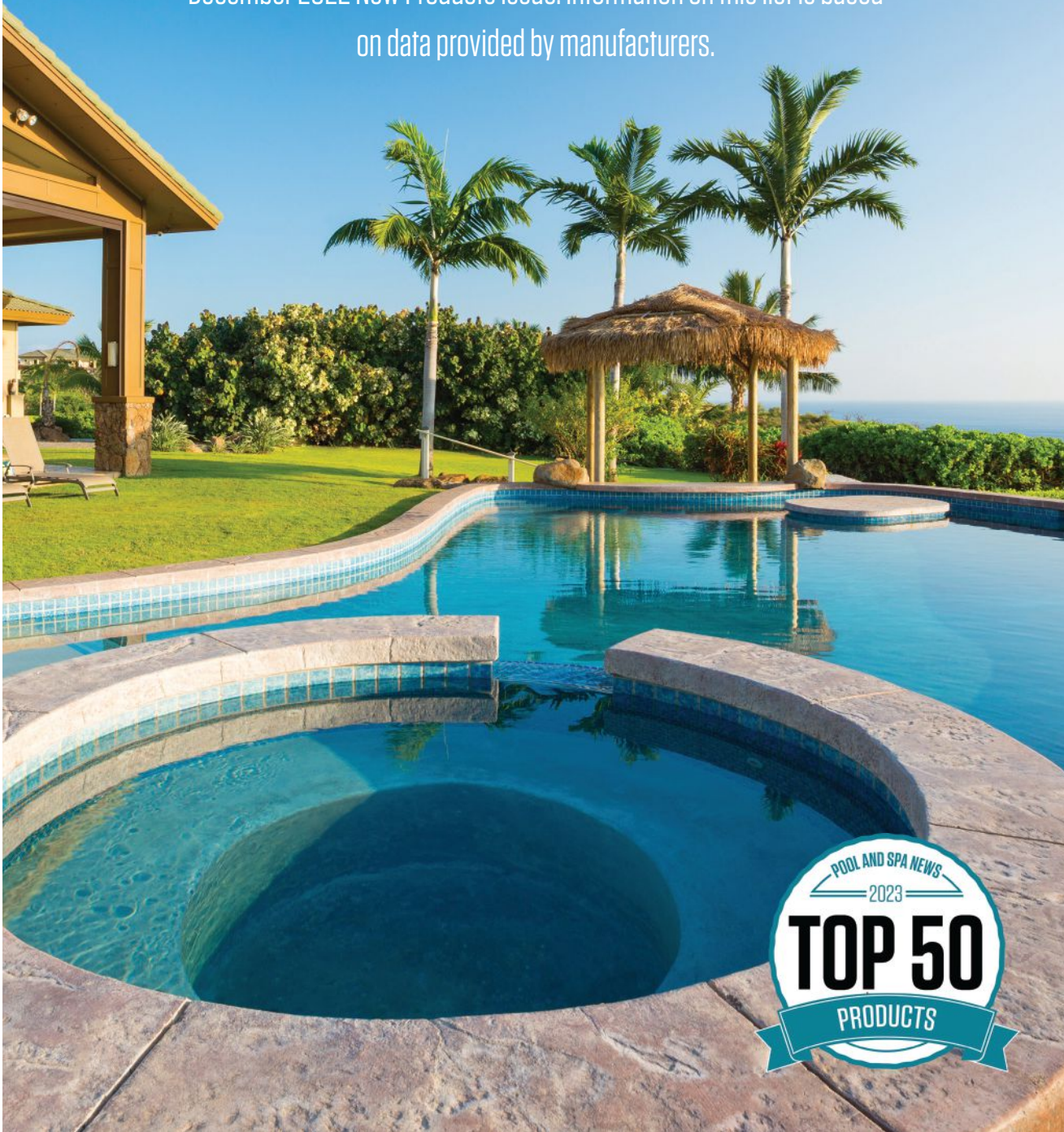


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TOP 50 PRODUCTS

In this special issue, PSN honors the year's top pool and spa products. The chosen products come from those published in our December 2022 New Products issue. Information on this list is based on data provided by manufacturers.





A



B



C



D

A. ANDERSON MFG.

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Contact: leaktools.com

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C. AQUASTAR POOL PRODUCTS

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D. AQUATIC TECHNOLOGY

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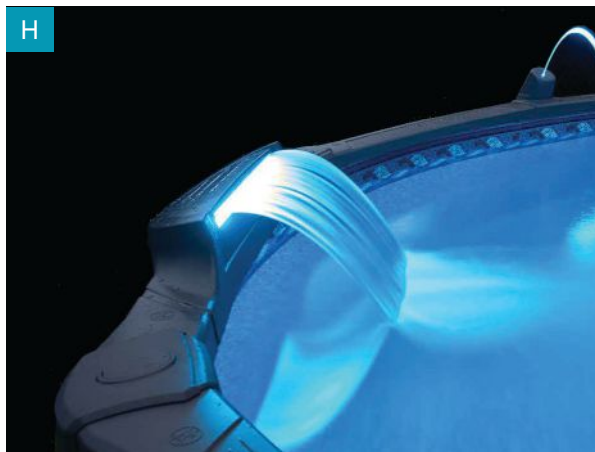
F



G



H



E. AUTOMATIC POOL COVERS

The new APCP-1700-40 pool cover pump with 40-foot power cord removes water from pool covers often without the need for an extension cord and waterproof connector. The pump eliminates risks associated with using extension cords around the pool.

Contact: automaticpoolcovers.com

F. BULLFROG SPAS

The all-new Model A7D is a premium dual-lounge spa and features the JetPak Therapy System for personalized therapy, multi-functional auxiliary controls, Simplicity filtration, app connectivity, ergonomic headrests, push-button waterfall, and more.

Contact: bullfrogspas.com

G. CamerEye

CamerEye is built for the pool industry to monitor, detect and alert on jobsites and for customers' pool safety after construction is complete. It's designed to save time and money, improve job safety and quality control, reduce liability, and provide peace of mind.

Contact: camereye.ai

H. CARVIN POOL EQUIPMENT

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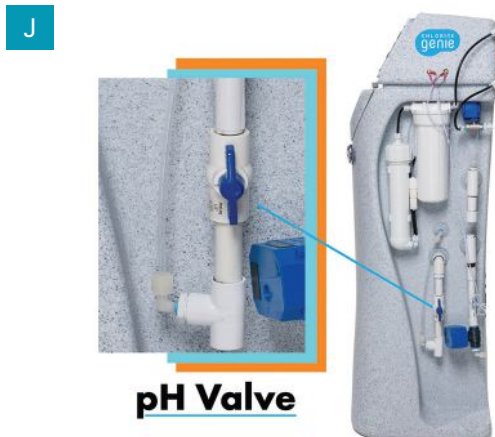


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Contact: na.ccei-pool.com

J. CHLORINE GENIE

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K. CLEARWATER POOL SYSTEMS

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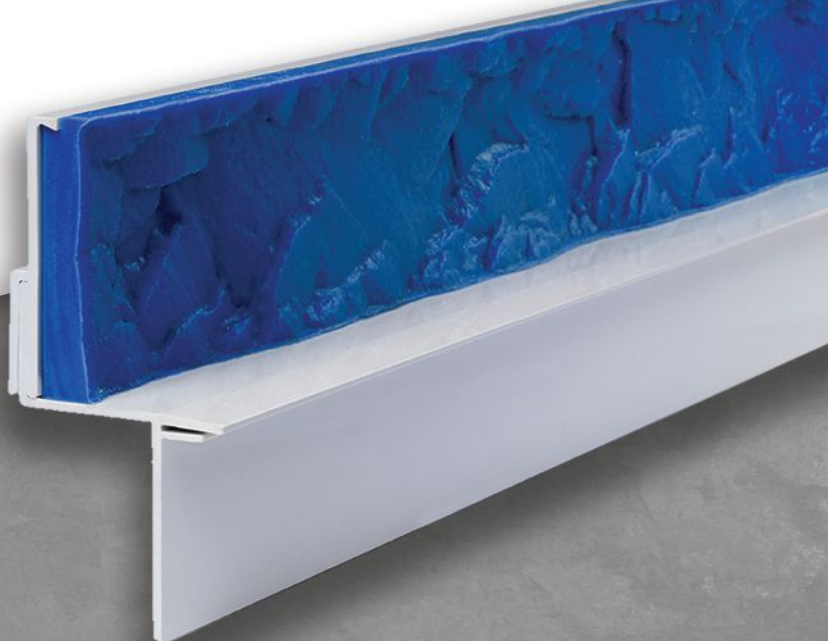
L. CORAL SMART POOL

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“Z Poolform has changed the way we look at cantilevered edging around swimming pools. No more broken styrofoam or pushed forms. Just a consistent, hassle free concrete cantilevered edge that goes well with poured or stamped concrete. Thank you Z Form!”

**- Rob Goodall, Goodall Pools & Spas
PSN Top 50 Builder**



info@zpoolform.com



www.zpoolform.com

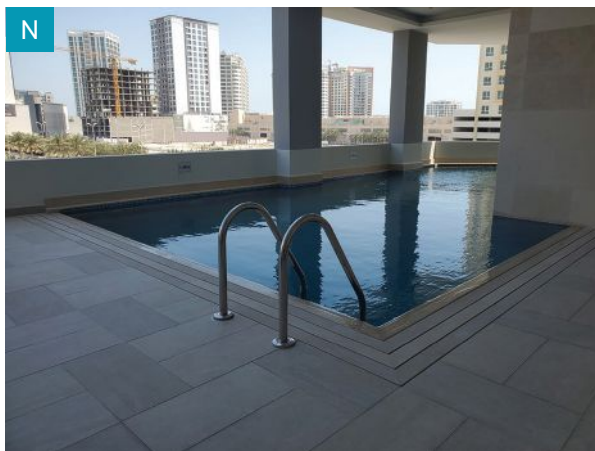


(570) 587-3799

M



N



O



P



M. CYCLONE FILTER TOOLS

The Cyclone Filter Cleaning System is designed to deep clean between filter pleats using water pressure from the garden hose, extending the life of filter elements. The compact and environmentally friendly system can help save time and reduce strain on the user's back.

Contact: cyclonefiltertools.com

N. DALDORADO

The Daldorado DalLUX™ stone and tile support grate system allows designers to take the deck material to the water's edge without sacrificing strength and durability. It features 12-inch wide supports and mitered corners, passing strength testing of 5,000 pounds for tile and stone.

Contact: daldorado.com

O. FLOATING LUXURIES

The in-pool Kai Shelf Lounger keeps users cool and comfortable while partially in the water. Its features include an oversize resort width, built-in cup/phone holders and a drain port. Use on tanning shelves with less than 9 inches of water, and a shelf length of at least 66 inches.

Contact: floatingluxuries.com

P. FLUIDRA

The Jandy TruClear XL Salt Chlorinator combines saltwater chlorination for large inground pools with consistent chlorine dispensation. Its features include a large window to provide convenient blade inspection, and intuitive app-based control using the AquaLink Automation System.

Contact: Jandy.com

PÜR SPAS

Division of



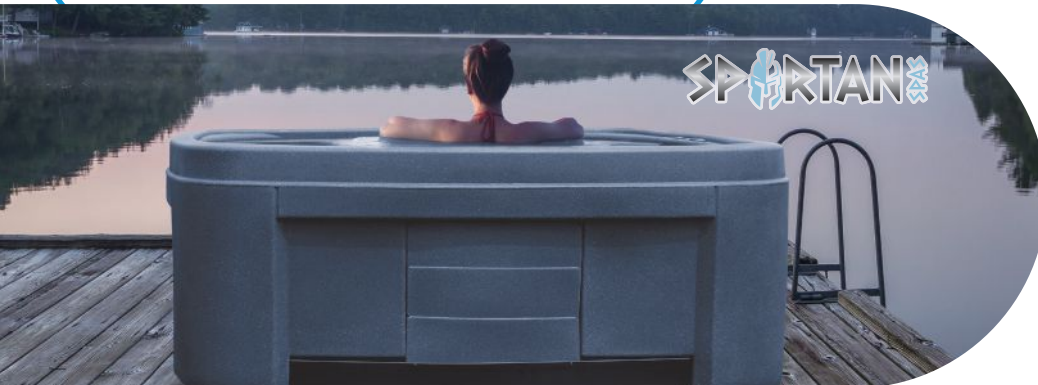
WHERE STRENGTH MEETS COMFORT



Orion



Feeling



SPARTAN



Contact us



purspas.com

MAKE MORE MONEY HYBRID SOLAR POWERED



[SOLARPUMP.PRO/#INTRODUCTION](https://solarpump.pro/#INTRODUCTION)

Natural Current prioritizes energy independence, true sustainability, and sun powered high speed pump gpm water flow, maintaining strong water circulation and filtration safety. Our SunRay pumps are a zero-utility energy-based solution and exceeds all new laws and regulations, making them the best sustainable off-the-grid solution.



NATURAL CURRENT



[SOLARPUMP.PRO/#TOP REASONS](https://solarpump.pro/#TOP REASONS)

- A. Pool customers are demanding a sustainable energy FREE solution.
- B. SunRay pumps work in cloudy weather, variable speed by the Sun.
- C. 30% Federal tax credit on the purchase and installation.



[SOLARPUMP.PRO/#YOUR RESPONSIBILITY \(WATER & CUSTOMERS\)](https://solarpump.pro/#YOUR RESPONSIBILITY (WATER & CUSTOMERS))

It's time to switch things up. The utility-powered AC VS pumps you've been selling have major drawbacks. For starters, these pumps are designed to slow pump during the heat of the day, causing pool water to become stagnant, leading to chemical evaporation, algae growth, and calcium buildup. This results in low water quality, higher energy bills, and missed opportunities for enhancing property value and purchasing power. Ignoring these AC VS pump problems is no longer a viable option.



[SOLARPUMP.PRO/#HOW TO SELL IT](https://solarpump.pro/#HOW TO SELL IT)

- A. Run your pool filter pump All Day for FREE!
- B. Average Annual energy savings \$1,400 + Increased home value \$28K
- C. Removes a major utility power load, like an air conditioning unit.



SELL HYBRID SOLAR POWERED POOL PUMPS
DON'T BECOME A DINOSAUR! 

SOLAR PUMP .PRO

POOL FILTER PUMPS



SOLARPUMP.PRO/#**INSTALLATION**

- A. Pumps install like standard AC pool pumps or in parallel with an existing pump.
- B. Solar panels can be installed in various locations other than the roof, such as above pool equipment, on a shed, deck, gazebo, or hillside.
- C. Solar Panel Size Dimensions: 550w = 89.7 x 44.6 x 1.4 in. Weight: 62.8 lbs



SOLARPUMP.PRO/#**PRICING**

- A. 1/2HP SunRay Solar Pool Pump - (1 550w) | solarpump.pro/#05HP
- B. 1HP SunRay Solar Pool Pump - (2 550w) | solarpump.pro/#1HP
- C. 2HP SunRay Solar Pool Pump - (4 550w) | solarpump.pro/#2HP
- D. 3.5HP SunRay Solar Pool Pump - (6 550w) | solarpump.pro/#3HP



SOLARPUMP.PRO/#**THIS IS WHAT WE DO**

- A. We sell hybrid DC solar-powered pool pump motors and complete kits.
- B. Harness the Sun to circulate and filter swimming pool water for FREE!
- C. Educate & stop the AC variable speed slow pumping Kool-Aid being preached.



SOLARPUMP.PRO/#**ENVIRONMENT**

- A. Zero pump motor energy consumption.
- B. Zero power plant emission from pump motor.
- C. Positive swimming pool economic and environmental impact.



NATURAL CURRENT
MICHAEL EVINGHAM
CALL: (855) 372-8467

EMAIL: PRO@SOLARPUMP.PRO



SOLARPUMP.PRO |

SOLARPUMP.PRO/#VIDEOS



VIDEOS |

SOLARPUMP.PRO/#CONTACT



CONTACT US



Q. FRANK WALL ENTERPRISES

New Skim Buddy cleaning tool is designed to make cleaning skimmer baskets easier and safer. It prevents users from bending over to pull out skimmer baskets, using bare hands to touch chlorine sticks, pucks and tablets, or cleaning out leaves and other undesirable matter.

Contact: frankwall.com



R. HAMMERHEAD PATENTED PERFORMANCE

The REMORA XR1600 portable pool vacuum is designed for DIY or limited-access cleaning and features a wearable lithium battery pack, two-speed Smart Switch, short power cord, battery charger, debris bag, and carry handle. Its run-time is approximately 50-75 minutes.

Contact: hammerheadvac.com/remora

Rely on US for all your residential pool needs!*

Neptune variable speed motors have the ability to connect and communicate with time clocks or automation

**Up to 3.45hp*

**NEPTUNE®
VARIABLE SPEED
POOL PUMP MOTOR**

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Extend Your Swim Season with a Heliocol Solar Pool Heating System!

.....

In 1977, Heliocol became the world's first solar pool heating collector of its kind, featuring a patented individual tube design and mounting hardware combined with a one-piece overmolded construction. Since then, Heliocol systems have been known for their design excellence with a proven track record for efficiency, reliability, and safety.

Residential

A swimming pool is a significant investment that should be enjoyed to the fullest extent. This is why over 200,000 customers worldwide heat their pools with Heliocol. Going solar can also increase your property value while saving energy and money.



Commercial

Our systems also work great in commercial installations for resorts, military bases, universities, hospitals, corporations and more. Heliocol panels were even chosen to heat the olympic pool for the 1996 Summer Olympic Games in Atlanta, Georgia, 2004 in Athens, Greece and 2008 in Beijing, China. On average, a 100 panel system will save 2,400 gallons of LP fuel per month. The United States Department of Energy stated that commercial solar pool heating is the most effective application of renewable energy available today.

.....



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NSF-50

S



S. IMPERIAL POOLS

Imperial Pools' Nexus Double Feature is a steel panel modular pool entry system. The system consists of approximately 31 individual steel components. These components allow installers to configure thousands of stairs, sundeck, and bench side-by-side options.

Contact: imperialpools.com

T



T. INDUSTRIAL TEST SYSTEMS

The new NSF/ANSI 50 L1 Certified Pool eXact EZ photo-meter Kit is engineered to deliver 10 important pool water parameters with lab quality results by the poolside.

Contact: sensafe.com



apiwater.com



OXSP2 2# OXY SPLASH
OXSP6 6# OXY SPLASH
OXSP25 25# OXY SPLASH
OXY SPLASH not available in California

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2# OXY SPLASH

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WORK OF**

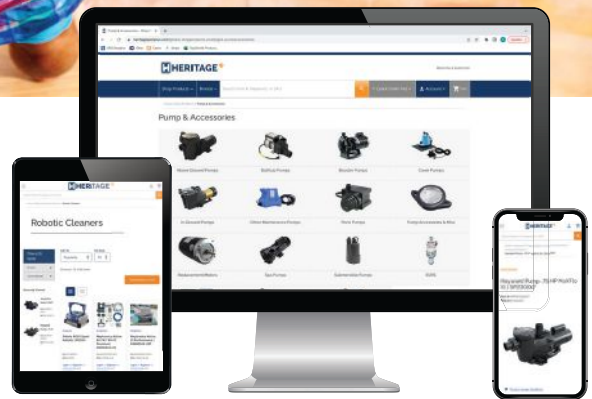


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- Look Up Your Pricing
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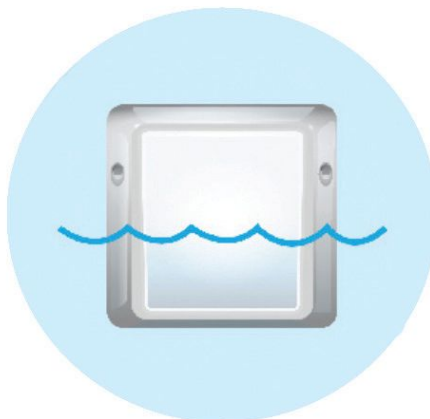
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HERITAGEPOOLPLUS.COM

U



V



U. JACK'S MAGIC PRODUCTS

The Emerald Stuff and the Sapphire Stuff are flocculants formulated as a time-saving method to help clean pools. Use 8 ounces per 10,000 gallons to drop dust, debris and other particles to the bottom of the pool, allowing it to be vacuumed as waste. Resume swimming after 24 hours.

Contact: jacksmagic.com

V. KONA LABS

The LevelSmart Wireless Autofill is a simple retrofit autofill solution for pools, spas, ponds, tanks, or waterfeatures. It eliminates the chore of filling the pool manually and maintains the desired water level. It also features 1,000 feet of wireless communication and overfill protection.

Contact: konalabs.com

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WHAT THE SCIENCE GUYS SAY:

*"OnCore Filters are made with FINE DENIER FIBERS which lead to more CROSSOVER POINTS within the media producing SMALLER PORES resulting in **BEST-IN-CLASS FILTRATION!**"*



W. LUMI-O INNOVAPLAS

Orion, launched in Fall 2022 by Pür Spas, features 28 adjustable jets, whirlpool jet, multi-level footwell and the innovative Sole Mate zone, where users can rub the bottom of the feet back and forth on the uneven, textured surfaces to feel an added relief.

Contact: purspas.com

X. MARQUIS HOT TUBS

Marquis' Crown Collection debuts the Destiny (seven seats) and Wish (five seats) hot tubs. Each features the Dynamic Flow Control valve that delivers zero to 100 percent of water to each seat. Plus, specialized massage seats offer users a unique massage experience.

Contact: marquisspas.com

Cleaning the Water



Image not to scale
Product approx. 50" x 104"

PADDOCK POOL EQUIPMENT COMPANY
REGENERATOR
REGENERATIVE MEDIA FILTER



PaddockIndustries.com
(803)-324-1111

and the Air



Image not to scale
Product approx. 13" x 19"

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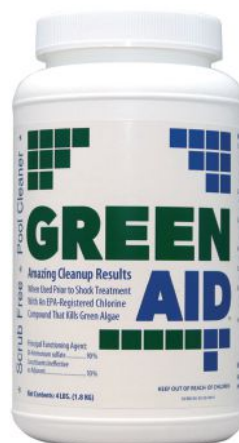


Y. MEDALLION POOL CO.

Primeology is a fully automated, patented pump priming device. Elevation is no longer a limitation when locating pool equipment. Builders can locate as high as 25 feet above the watershape surface. Primeology works with all sizes of pumps and piping.

Contact: primeology.com

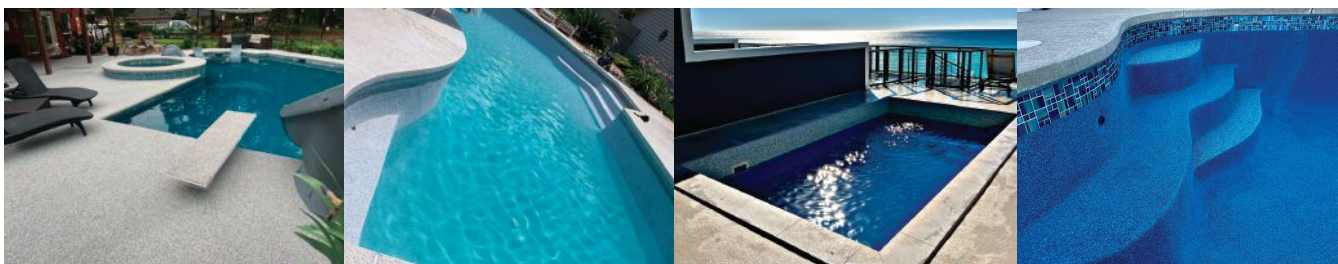
Z



Z. NATURAL CHEMISTRY

Natural Chemistry's improved Green Aid provides green algae cleanup results in pool water when used prior to shock treatment with an EPA-registered chlorinating compound that kills green or mustard algae. Results typically occur in 24 hours and can be used on all pool surfaces.

Contact: naturalchemistry.com



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- ✓ **Highest Purity**
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Hasa.com

LEARN MORE



AA



AA. NATURAL CURRENT

The SunRay Hybrid Solar Pool Pump is an off-the-grid pump that runs off the power of the sun, helping users ditch their reliance on power companies. It's designed to circulate and filter a pool all day long for free.

Contact: naturalcurrent.com

BB



BB. NIDEC/U.S. MOTORS

The new Neptune 3.45 completes the residential line of the Neptune Variable Speed motors. It's designed to extend HP range for pump replacement.

Contact: acim.nidec.com

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Cast Concrete Rock

because foam is too light
and natural stone is too heavy

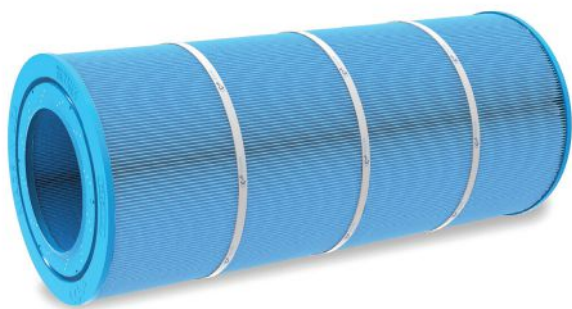


Roger Brocker, Rocky Top Formations, MO

Component Grotto shown above.
8 Waterfall kits install with mortar, right.
Over 14,000 installations since 2003.
888-717-3100 www.ricorock.com



CC



DD



CC. ON CORE FILTRATION

Launching in Spring 2023, the EverFlow+ antimicrobial pool and spa replacement cartridge filters offer a pointbond design to prevent mildew and bacteria buildup. The high-filament count spunbond polyester are capped with chlorine and mildew resistant urethane.

Contact: oncorefiltration.com

DD. ONDECK WATERPROOFING

The OnDeck waterproofing system can be applied horizontally and vertically on decks, patios, and more, providing flexible and waterproof finishes. It can be applied with roller, trowel, hopper gun, or squeegee and can be finished textured or smooth from feathered edge up to 2-inch lifts.

Contact: ondeckwaterproofing.com



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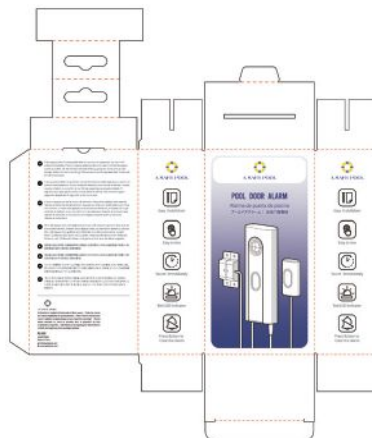
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HH



EE. OUTDOOR FIRE CONCEPTS

The Bluetooth Controlled Battery Powered Electronic Ignition System can be used with natural gas or propane and can supply a maximum of 290,000 Btu/hr. It's powered by three AA batteries housed in a waterproof battery pack. Its Bluetooth range (line of site) is 100 feet +/-.

Contact: outdoorfireconcepts.com

FF. PADDOCK POOL EQUIPMENT CO.

The Chemical Pump Room Evacuator is a plug-and-play solution to create a cross-ventilation airflow while source-capturing and exhausting corrosive chemical fumes. It's now made with PVC, which means the construction is more rigid and can be "welded" together chemically.

Contact: paddockindustries.com

GG. PHOENIX PRODUCTS CO.

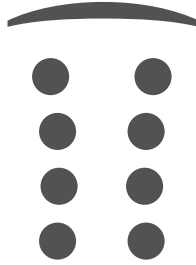
FIXX IT! Water Saver uses evaporation prevention to reduce water loss and conserve water usage. It's easy to use with convenient 32-ounce packaging — add 4 ounces per 20,000 gallons weekly. It's compatible with all chemical programs and formulated to be safe for children and pets.

Contact: phoenixproductsco.com

HH. POOL FENCE WAREHOUSE

The new A Safe Pool Door and Window Alarm illuminates as well as sounds an audible alarm. The light stays on permanently when the battery is at 20% or less capacity to let you know it's time for a new battery so the unit doesn't fail.

Contact: thepoolfencewarehouse.com



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II



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KK



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II. POOLSIDE BY CGT

The new Carrara Marble vinyl pool liner pattern imitates the beautiful appearance of natural marble. It's printed on a white liner material and enhanced with the company's protective topcoat that provides chemical resistance and UV protection.

Contact: poolsidebycgt.com

JJ. PURE COASTAL TECHNOLOGIES

ProValet's new interactive estimator tool allows homeowners to create a service request by taking a video or picture and submitting it to the company via the ProValet Homeowner App. The company can then send an estimate to the homeowner for one-click approval via app or email.

Contact: provalet.io

KK. RB RETAIL & SERVICE SOLUTIONS

For 2023, RB Retail & Service Solutions has improved its 'shopping cart' feature to simulate the Amazon shopping cart experience with a new category and vendor search capabilities, making pool sales management easier.

Contact: rbpoolandspa.com

LL. REBOUND POOL SURFACES

Rebound is a new pool surface that is soft, slip resistant, and available in a variety of beautiful color blends. Designed to install directly over existing pool surfaces, Rebound eliminates the cost and mess of expensive tear-outs. No expensive or complicated equipment is needed.

Contact: reboundpools.com

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eXact® pH+ TESTS FOR:

- pH
- Conductivity
- TDS
- Salt
- Temperature
- ORP (mV)*

*separate probe needed

MM



NN



OO



PP



MM. RELIANT POOL PRODUCTS

The Reliant DE Filter, created by popular request, is the company's newest addition to its equipment line. These high capacity filters are designed to incorporate the latest technology to provide crystal clear water.

Contact: reliantpoolproducts.com

NN. RENOLIT

The new ALKORPLAN RELIEF is a multi-purpose, 70-mil-thick reinforced membrane with a category C slip resistance rating. Its transformative texture gives pools the look and feel of gunite yet is soft on toes and eliminates the maintenance headaches of gunite.

Contact: renolit-alkorplan.com

OO. RICO ROCK

The new 'Creative Application' line of waterfeatures allows pool professionals to create a fully customized waterfeature in just a few days by combining the Rico Rock standard waterfall kits. They are made of compact, lightweight, cast concrete that are easily mortared together.

Contact: ricorock.com

PP. SOLENIS

The new Poollife NST Prime Floater is designed for use with Poollife NST Prime tablets but works with any tablet. The open mesh design slowly dissolves tabs without leaving behind clumps.

Contact: poolife.com

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COMMERCIAL PRODUCTS FOR EVERY APPLICATION



QQ



RR



SS



TT



QQ. THE SPA DRAGON

The Spa Dragon monitors the water temperature in a hot tub. If the temperature drops for any reason, it will activate the heater to keep the interior warm, preventing freeze damage from the cold. Additionally, it allows for delivery of hot tubs and swimspas in cold weather.

Contact: thespadragon.com

RR. SPA PURE

New SpaPure Salt Start is a super-fast dissolving salt that's formulated to keep spa water in balance longer. It's designed to reduce the corrosion found when using traditional salt in spas and keeps spa surfaces and equipment free from scale. Available in 5-pound bucket. Made in USA.

Contact: spapureusa.com

SS. STEGMEIER

Tear Away Plumb Strip are PVC corners strips used to square the top edge of a fiberglass pool (one piece) in preparation for setting a cantilever form. Tear Away Plumb Strips are installed using double faced tape and self-tapping screws.

Contact: stegmeier.com

TT. ULTIMATE POOL TOOLS

The Hyperclip is a replacement clip for pool and spa vacuums, brushes, leaf rakes/ nets, and power vacs. The corrosion-resistant Hyperclips are made of 316 stainless steel, and comes in quantities of 3 per package.

Contact: ultimatetooltools.com

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UU. UltraPure Water Quality

UltraPure Water Quality's new BlueForce product line features an O3 ozone generator and UV system. Both are designed for performance, longevity and ease of maintenance. Package them together for AOP benefits and cost savings.

Contact: waterquality.net

VV. WATERS CHOICE

The SWIM Spa 3 Month Start Up Kit contains everything needed to start up and care for a swim spa for 3 months. Simply add one full bottle of NSF-certified Pure Enzymes for SWIM Spas once a month, balance pH and alkalinity and add minimal sanitizer.

Contact: waterschoice.com

WW. WATER TECH CORP.

The Water Tech Volt Leaf Vac removes leaves both on the water surface and on the pool floors. Included are the Leaf Vac Head with rollers, propeller, two high-capacity leaf bags, a rechargeable, waterproof lithium-ion battery, and wall charger plus "smart water sensor" that detects when it's in or out of water, automatically turns off to save power.

Contact: watertechcorp.com

XX. Z POOLFORM

The Z Poolform AutoCover Form is now compatible with the four largest auto cover makers, including Cover-Star, Cover-Pools, APC and Aquamatic. The reusable form allows builders to create concrete cantilevered coping around any pool including those with auto cover systems.

Contact: concretecountertopsolutions.com



MAKE MINE A MERLIN!

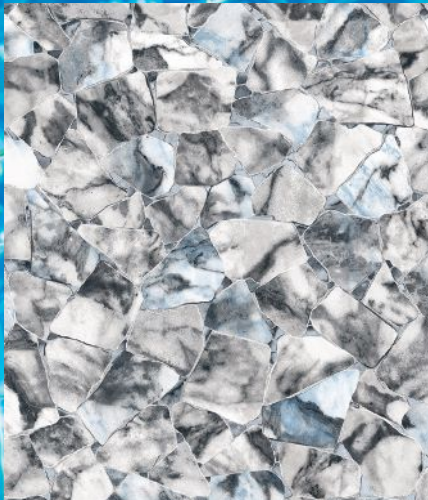
MERLIN'S 2023 PATTERN COLLECTION INCLUDES NEW PATTERNS IN OUR AQUA-MAX AND AQUA-INTENSE COLLECTIONS AS WELL AS INTRODUCING PADDLING PAWS, A PET FRIENDLY LINER AS PART OF THE ECO-FRIENDLY RENEW COLLECTION!



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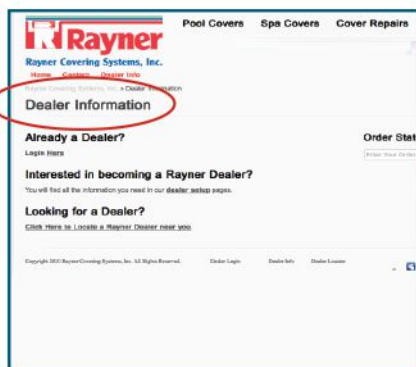


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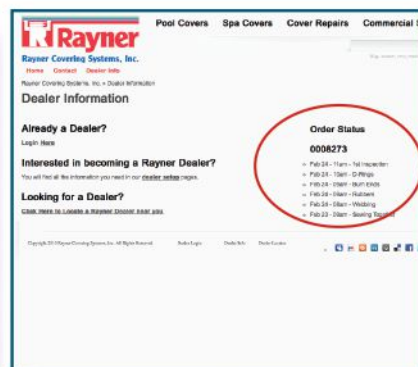
1

Enter the Rayner Website
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from your Web browser.



2

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3

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A Smarter Method of Charging for Overhead and Profit

In the second part of this series, learn how to calculate overhead and profit charges using the capacity/duration method. BY DAVID GERSTEL



Is there a smarter method of charging for overhead and profit? I think so. I call the method the “capacity/duration method (CDM).” In this article, I will turn to calculating overhead and profit charges for a project.

In the next few paragraphs, I will describe CDM in general terms. A friendly warning: If you are unfamiliar with the concept, even though it is straightforward, you may find this first pass through CDM heavy sledding. But the specific examples of applying CDM that we will go into shortly will be easier going and should clarify the concept.

WHAT IS CDM?

Here’s what CDM does not do: It does not rely on the use of percentages to figure charges for overhead or profit on a project. Percentages may come into play when a bid is complete with overhead and profit already included, but only to compare your charges to those of competitors. Percentages are not used to calculate your charges.

Here is what CDM does do: It allows for overhead and profit to be figured independently of one another. That is as it should be. They are such different creatures. Though they are figured separately with CDM, both the overhead

and the profit calculations are based on the same two factors: first, your capacity for work — the number of projects your company can handle at one time; and second, the duration of a project — the length of time it will take your company to build it.

The goals for CDM are simple. With each project, you aim to recapture the overhead with which the project actually burdens you. With each project, you aim for a profit that is obtainable and that makes doing the project worthwhile for your company. To further explore CDM, we’ll look at its use in a range of companies from smallest to larger.

THE CAPACITY/DURATION METHOD

For overhead, use the steps below to figure your necessary weekly and total overhead charges for a project:

1. Project your total company overhead for the year.
2. Divide your projected overhead for the year by the number of weeks you expect to have projects under construction. That will give you a figure for overhead per week.
3. Divide overhead per week by the number of projects your company does at a time. That will give you a figure for weekly overhead on each of your projects.
4. Figure overhead charges for an entire project by multiplying your weekly project overhead by the number of weeks you expect the project to be under construction.
5. Modify the figure to fit the particular project, if appropriate.

For profit, use the steps below to figure your necessary weekly and total profit charges for a project:

1. Set a reasonable profit goal for the current year.
2. Divide that profit goal by the number of weeks you expect your company will have projects under construction during the year. That will give you a profit per week figure.
3. Divide profit per week by the number of projects your company can do at a time. That will give you a figure for profit per week for each project.
4. To figure a profit charge for a project, multiply your figure for profit per week for the project by the number of weeks you expect the project to be under construction.
5. Modify as appropriate for the degree of risk the project presents.

CDM FOR A ONE-PERSON COMPANY

Say that you operate without employees. You are the project manager and lead person at your projects. You may work with trade partners. You may wear your bags. Or you may do both. Off the jobsite, you handle marketing, estimating, bidding, and other office work.

You have enough business savvy that you realize you have overhead (lots of it). You see it as breaking down into two categories: 1) “out-of-pocket overhead” — the money you spend on everything from new tools to truck maintenance and office supplies and 2) time spent meeting prospective new clients, creating estimates, doing administrative work, reading *PSN* to keep up with industry developments, and otherwise running your company.

You also realize that the pay you take for your work on your jobsites is not profit. You understand that it is a cost of construction — just as wages and labor burden would be if an employee did the work. Profit, you appreciate, is something apart. It is your company’s pay. It is necessary to build up working capital. It’s as essential as insurance against all the liabilities that construction businesses take on.



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WEEKLY OVERHEAD FOR A ONE-PERSON COMPANY

How to figure overhead charges for a hypothetical one-person construction company:

Yearly overhead

- Truck: \$10,000
- Other equipment for jobsite and office: \$8,000
- Office and shop rental (or value of office and shop space in home): \$12,000
- Tools, supplies, professional services, other: \$6,200
- Value of owner's work running company: \$76,800
($\$80/\text{hr.} \times 14 \text{ hrs./week} \times 48^* \text{ weeks} = \$76,800$)
- Total annual overhead: \$113,000

Overhead per week: \$2,400 ($\$113,000 / 48 = \$2,400$)

Modify as necessary for particular job conditions.

*48 weeks is used to allow for vacations, dead spots in a schedule, etc. because overhead must be recaptured and profit earned during the time the company is actually in operation.

To ensure top quality on every project, you button up each one before moving on to the next. Therefore, your capacity is one project at a time. How, then, do you use CDM to figure an accurate overhead charge per project?

As you can see in "Weekly Overhead for a One-Person Company," overhead costs for a hypothetical one-person company are \$2,400 per week. Therefore, for a one-week repair job, the company needs to recapture \$2,400 ($1 \times \$2,400$) in overhead. For a four-week deck project, \$9,600 ($4 \times \$2,400 = \$9,600$). And for a larger project that takes 13 weeks, the overhead charge works out to \$31,200 ($13 \times \$2,400 = \$31,200$). If the owner thinks a project will burden them with more than usual overhead costs — say extra paperwork, unusual purchases of equipment, or time spent soothing an anxious client — they might want to modify the charge upward.



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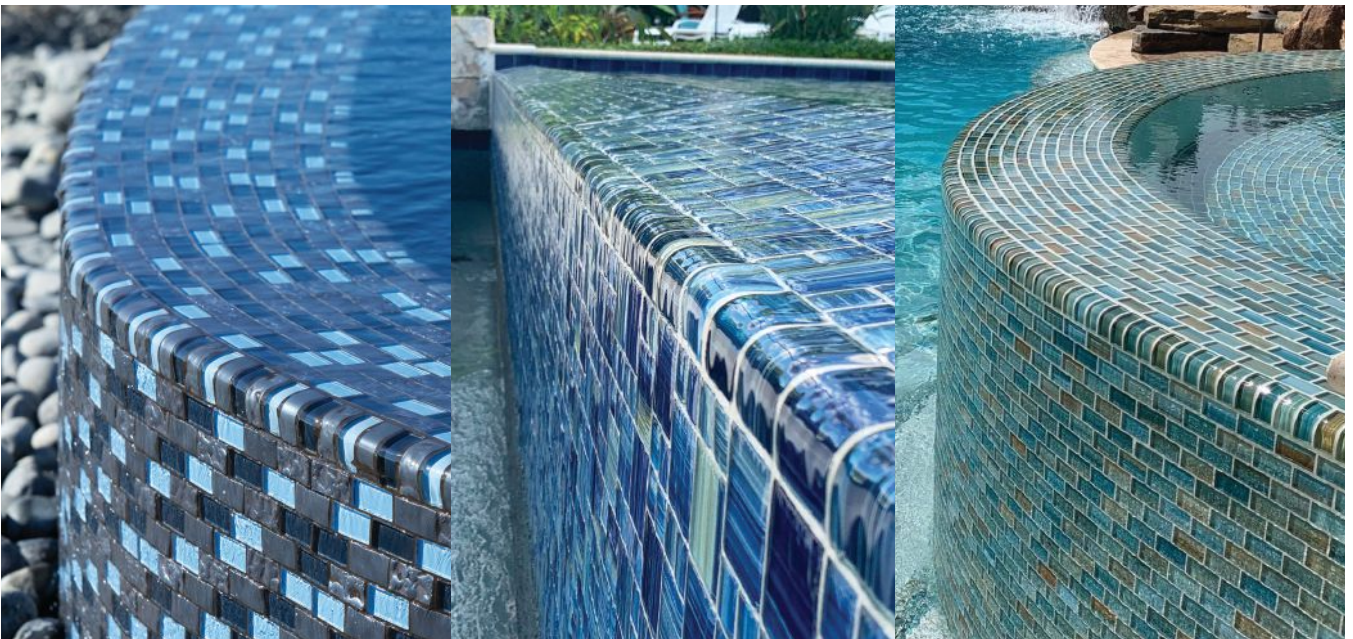
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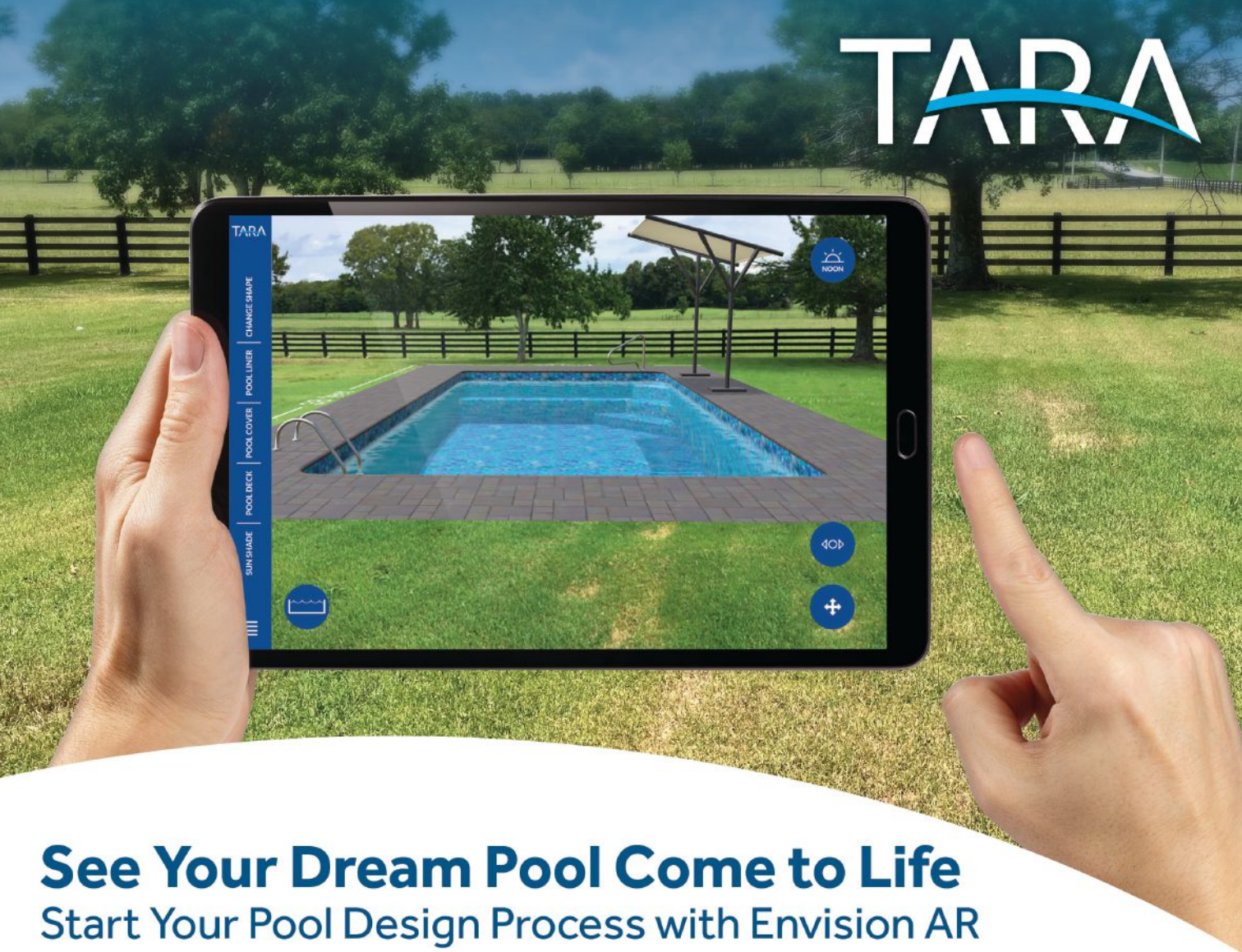
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For your own company, you may, of course, value your off-site management work at a different level than suggested in the sidebar. Likewise, your out-of-pocket costs might run lower or higher. If so, your charges for overhead would vary accordingly. But the key point is that if you establish valid figures, you can calculate a valid weekly average figure for overhead. And using that figure, you can arrive at a valid charge for overhead for small and larger projects.

Figuring profit for projects done by a one-person company can be done with similar steps. For purposes of our example, let's assume that you operate in a prosperous area and that there is strong demand. Solid profits are within reach. You set a profit goal for your company during the upcoming year of \$96K — or \$2,000 a week for each of the 48 weeks you expect to be constructing projects ($48 \times \$2,000 = \$96,000$).

For a one-week job, you would charge \$2,000 in profit ($1 \times \$2,000 = \$2,000$). For a four-week job, \$8,000 ($4 \times \$2,000 = \$8,000$). For that 13-week project, you would charge \$26,000 in profit ($13 \times \$2,000 = \$26,000$). That is, you would charge those amounts assuming you don't need to bump up or lower your profit charges because of contingencies or circumstances. In some cases, it might be prudent or practicable to make an adjustment. For example, if a project involves much unfamiliar work, consider increasing profit charges in your bid to protect your company against unforeseen costs.

On the other hand, at times, you may have to lower or even forgo profit to fill in a hole in your schedule or to ride out a down period in the economic cycle. If things get really bad, you may have to find ways to slash your overhead — like reducing your pay for run-

ning your company. With such moves, you may be able to stay busy enough to at least recapture your remaining overhead during even an extended bad period that makes earning a profit all but impossible.

Finally, when profit is possible, you have to decide what level of profit your conscience and beliefs require. I have known builders who feel guilty about maximizing profit at the expense of clients. At the other end of the spectrum, I have met those who see maximizing profit as a necessity and even as a precious right of an entrepreneur working in our free enterprise economy.

Over time, I came to a middle position. I recognized the need for my company to earn substantial profit — particularly because we had a generous profit-sharing program and because I needed profit for the investments that would give *(Continued on page 72)*



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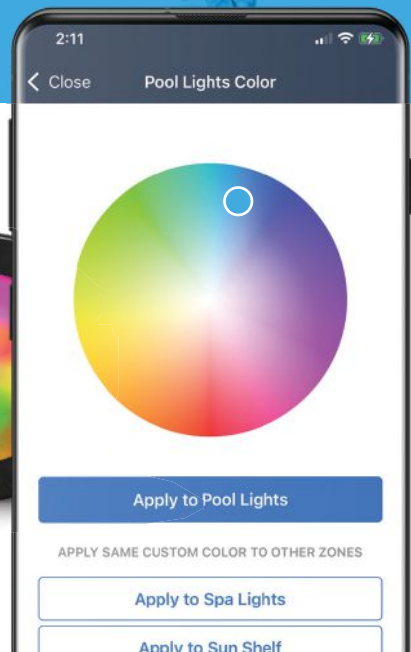
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Product Profiles: Commercial Equipment



Hydramatic Automatic Safety Cover

The motors of Aquamatic's Hydramatic covers run on hydraulic pressure rather than electricity. That means one-fourth the moving parts, no lubrication, and ropes that self-adjust, says Tom Dankel, company vice president.

The Hydramatic's modular design takes only four bolts to assemble, making installation simple. Another time-saver is Aquamatic's patented cable compensator, which automatically aligns both sides of the cover as it extends and retracts. "Technicians are constantly telling us, 'I started your system up, and it worked right away with no fuss,'" Dankel says.

Every Aquamatic cover meets the ASTM F1346-91 safety standard and is custom-fitted down to the half-inch. Consumers can choose from 11 standard colors and six designer colors.

Manuals, brochures and promotional videos are available.

Contact: Aquamatic Cover Systems | aquamatic.com



Scroll Centerpiece

For more than 35 years, Artistry In Mosaics has created lasting, custom tile murals for commercial and residential spaces across the U.S., says Missy Kent, project estimator/marketing coordinator for Artistry In Mosaics.

"Express yourself with a custom one-of-a-kind work of art — the possibilities are unlimited," Kent says. "If you can image it, we can create it."

The ceramic mosaic tile designs are handcrafted from a box of clay and are suitable for all applications. The tiles undergo a seven-step quality control process and are frost proof and meet or exceed TCNA standards.

Marketing materials such as brochures and a no-cost mosaic sample program are available.

The tiles are covered under a full 2-year warranty.

Contact: Artistry In Mosaics | artistryinmosaics.com



Coverlon Swimming Pool Safety Covers

Coverlon's commercial pool covers are made from an industrial grade black fabric. This material's durability and safety features make Coverlon Covers well suited for swim clubs, community pools and hotels.

The commercial grade fabric is recommended for commercial pools but is also available for residential uses.

The covers come with a 20-year warranty.

Contact: The Cover Co. | coverlon.com



REMORA XR1600 Portable Pool Vacuum

The REMORA XR1600 portable pool vacuum is designed for DIY or limited-access cleaning and features a wearable lithium battery pack, two-speed Smart Switch, short power cord, battery charger, debris bag, and carry handle.

Its run-time is approximately 50-75 minutes.

Contact: Hammerhead Patented Performance | hammerheadvac.com/remora



Loop-Loc Commercial Pool Covers

Loop-Loc Safety Swimming Pool Covers not only help keep facilities safe, but they're real money-savers as well, say company officials.

Regardless of a pool's size, complexity or obstructions, Loop-Loc's computer-aided design ensures a perfect custom fit for commercial pools, providing facility operators with peace of mind and big water cost savings since there's no need to drain the pool at season's end.

Loop-Loc covers come with a 15-year prorated warranty, and not only meet, but exceed, the ASTM standard for safety swimming pool covers.

Contact: Loop-Loc | looploc.com



Merlin Industries Professional Safety Covers

Merlin Industries is your best choice for safety covers, says Alyssa Selvaggio, Merlin's marketing manager. "With five professional safety cover choices, there is something to fit everyone's needs."

Merlin's Dura-Mesh II features a combination of sunlight shading, abrasion resistance, tear strength, and burst strength.

In addition, Merlin's patented SmartMesh safety cover is the first and only mesh material to provide 100 percent shade from sunlight and offers 40 micron filtration of debris, says Selvaggio.

Technical support can be found by calling 800-289-1836.

Marketing materials are available upon request.

Covers come with 15-year limited warranties.

Contact: Merlin Industries | merlinindustries.com



Chemical and Pump Room Evacuator (CPRE)

The Paddock CPRE works to keep pump rooms or chemical rooms free of corrosive chemical fumes that, if left unattended, would contribute to rust and corrosion of pumps, valves, heaters, controllers and other expensive equipment.

These corrosive fumes are five times heavier than air and will settle low around the floor and equipment. Most exhaust fans that are mounted up high will have little affect on those fumes. The 1000 cfm CPRE is designed for spaces up to 6,000 square feet. Made of high durability and corrosion proof PVC, the CPRE incorporates a custom epoxy coated fan with superior corrosion resistance for years of life in your facility.

In addition, the Paddock CPRE is easy to install. With its 120V plug-and-play installation all that's required is to duct it outside with one of the company's easy-to-use fabric duct packages.

Contact: Paddock Pool Equipment Co. | paddockindustries.com



Pool Safety Cover

Rayner Covering Systems manufactures duplicate and custom pool covers.

The company uses materials such as mighty mesh, which offers 98% UVA/UVB protection; standard mesh, which offers 93% UVA/UVB protection; or solid vinyl, which provide 100% UVA/UVB protection.

All covers are webbed on top and bottom with 1-inch web that is double stitched with UVA/UVB-protected thread for durability.

Rayner offers free measuring and install (for fee) programs for pools as well as a repair program for existing covers.

"Individual attention is given to each customer for every order," says Richard Rayner, president. "Customers are very pleased with Rayner's ability to successfully cover very difficult or elaborate pools that other companies have turned down."

Rayner offers up to a 25 year warranty on covers depending on the material.

Contact: Rayner Covering Systems | raynercovering.com



Raypak E3T 3-Phase Electric Commercial Pool and Spa Heater

Raypak's E3T 3-Phase electric commercial pool and spa heater includes a more robust controller with an easy-to-use and informative user interface.

"The E3T 3-Phase controls system is both intuitive to the contractor or facility manager, and it provides optimal performance with additional built-in features," says Justin Reyes, Raypak's associate marketing manager.

These built-in features, such as Flow Protection, Load Detection, Low-Temp Operating Mode, Quiet Operation, and 50/50 Mode, enhance operation and performance. The units are easy to use from installation to servicing, and include better onboard diagnostics.

In addition, Reyes notes that the E3T 3-Phase is "the perfect retrofit heater for locations looking to switch from gas to electric. Its compact size makes it easy to install multiple to match the BTU range needed."

Contact: Raypak | raypak.com



Heliocol Solar Pool Heating

For over 40 years, Heliocol Solar Pool Heating Systems have used patented individual-tube design, proprietary hardware, and over-molded construction to deliver sleek, efficient, and cost-free pool heating, says John Antonelli, UMA Solar's director of operations and engineering. \

"Heliocol Solar Pool Heating Systems represent the pinnacle in pool heating not only for residential pools but for larger projects on resorts, military bases, and pools at the Olympic Games," Antonelli says.

Heliocol Solar Pool Heating Systems feature strapless mounting and proprietary connectors which reduce roof penetrations and prevent leaks to create a professional look on the roof. Heliocol is supported by an in-house, licensed design and engineering staff.

Heliocol Solar Pool Heating Systems has a 12-year warranty, and are distributed in North America and the Caribbean by UMA Solar.

Contact: UMA Solar | umasolar.com/heliocol



Pump Shut-off System/ SVRS

Vacless' VGB-compliant SVRSs feature an electrical pump shut-off system with an alarm or siren, which instantly turns the pump off upon entrapment.

The SVRS is automatically resettable in 3 minutes, and features no nonsense programming, no false tripping, choice of air or no-air induction, and no by-passing for pool vacuum cleaning.

It installs in 5 minutes onto the pump in place of the suction side drain plug without the use of tools, and is designed for use with pumps of up to 25 horsepower.

"The best thing about this product is the easy installation, no nonsense programming and unquestioned reliability," says Hassan Hamza, Vacless' president.

Marketing materials and technical support are available.

The units are covered under a 3-year warranty.

Contact: Vacless Systems | vacless.com



34" Horizontal Commercial Fiberglass Filter

Fiberglass vessels are rapidly replacing traditional steel and carbon steel tanks due to superior mechanical and chemical resistance, says Kristina Macias, Waterco USA's business development and marketing manager.

"Waterco USA's 34-inch Horizontal Fiberglass Filter won't corrode or rust, and can withstand damage from water treatment chemicals," she says.

The easy-to-install filter offers the same filtration capabilities in a variety of applications while being more economical in size and maintenance. "These vessels are ideal for smaller spaces and offer a bed depth of 13 inches for excellent water filtration," says Macias.

The filters come with the Waterco 10-year warranty.

Contact: Waterco USA | waterco.us

Product Profiles: Sanitizing Equipment



Sweep Elbows

Westlake Pipe & Fitting sweep elbows are designed for optimal flow performance, says Bryan Jackman, the company's national sales manager. "Each elbow has been engineered using Computational Fluid Dynamics (CFD) software to optimize fluid flow characteristics," he says.

Sweep elbows provide a $\frac{1}{3}$ to $\frac{2}{3}$ reduction in pressure drop versus conventional 90° elbows, depending on flow velocity and pipe diameter. This exceeds the performance requirements of the California Energy Code.

Sweeps are available in 1"-4" sizes, with both Slip x Slip and Slip x Spigot connections. Each sweep elbow is an injection-molded one piece, not fabricated.

Sweeps are certified to NSF/ANSI 61 and NSF/ANSI 372; safe for potable water. They are pressure tested to ASTM D2466, Schedule 40.

Technical support is available by calling 731-772-3180 or emailing customerservice@westlakepipe.com

Contact: Westlake Pipe & Fittings | westlakepipe.com/en/lasco



pH PURE

pH PURE is a new CO2 injection system designed specifically for residential pools for pH control.

The system consists of a control box and a CO2 tank that can easily be installed in under an hour. Trace amounts of carbon dioxide are injected into the pool's water in time-controlled amounts throughout the day with the computerized control system.

"You will never need to use muriatic acid again to control the pH, and balancing the total alkalinity remains fairly steady without using sodium bicarbonate to raise it," says Ryan Duksa, sales manager for Clearwater Pool Systems. "The cost of muriatic acid has skyrocketed and the system is about $\frac{1}{5}$ th the price to operate vs. muriatic acid."

The system is compatible with all sanitizing systems.

Technical support is available by calling 800-756-7946.

ph PURE comes with a 3-year warranty.

Contact: Clearwater Enviro Technologies | ClearwaterEnviro.com



HASA Liquid Feeder

The new HASA Liquid Feeder is an automated daily sanitizer system that feeds Sani-Clor liquid product in regular timed intervals. "This simple innovation saves service pros time and money and offers the best cost per use solution available," says Terry Arko, HASA's product training content manager.

The HASA Liquid Feeder is easy to install and use, non-electrical and feeds chlorine ONLY when the pool system is running. Plus, it virtually eliminates the need for tablet floaters. The system holds up to a 2 week supply of Sani-Clor product.

"For any pool service pro looking to make a permanent switch from trichlor tablets to ... liquid pool chlorine, the new HASA Liquid Feeder provides the optimal way to dose the backyard pool safely and quickly, without adding unwanted cyanuric acid or calcium," says Arko.

The feeders are backed with a 1-year warranty.

Contact: HASA Inc. | Hasa.com/liquid-feeder



Pool eXact EZ Photo-meter Kit

The new NSF/ANSI 50 L1 Certified Pool eXact EZ photo-meter Kit is engineered to deliver 10 important pool water parameters with lab quality results by the poolside.

Contact: Industrial Test Systems | sensafe.com



Pool FROG

Pool FROG is a complete system formulated to kill bacteria two ways, reduce chlorine use and create fresh mineral water.

The Pool FROG Cycler is the core of the system, featuring three easy steps to cleaner, clearer, softer and easier water care, says Lynn Nord, King Technology's product manager:

First, FROG Sanitizing Minerals work with the chlorine to kill bacteria two ways, condition the water and absorb acids to help keep pH balanced.

Then for 90 days, algae prevention is guaranteed with FROG BAM. It's prefilled and self-contained, for no-touch. In 90 minutes, FROG BAM is distributed through the Cycler.

Finally, Pool FROG Bac Pac consistently and evenly distributes chlorine. Prefilled, it works with FROG Sanitizing Minerals to sanitize pool water.

In addition, build repeat business with the new FROG Pool Trade Up Program. To learn more, call 800-222-0169.

Contact: King Technology | frogproducts.com



Ultrapen PT4 FCE Pocket Tester

The Ultrapen PT4 Free Chlorine Equivalent (FCE) Pocket Tester provides one-button, instantaneous, reagent-free pH, ORP and FCE testing in a rugged aluminum field tester.

Daniel Robinson, North American sales manager for Myron L Co., explains how it came about: The firm took decades of industry knowledge and combined that with years of pocket tester user feedback to design and build "the benchmark in accuracy, reliability and simplicity — the PT Series Ultrapens. By fully potting this product line in an aircraft aluminum tubular enclosure, it provides the toughest, most reliable pocket tester on the market."

A quick-start guide, product data sheet/brochure and posters are available for the PT Series Ultrapens. They come with a manufacturer's warranty.

Contact: Myron L Co. | myronl.com



The Attendant

The Attendant is designed to control and monitor any pool equipment from existing manufacturers in the industry.

The cloud-based automation system continually monitors equipment, water quality and temperature to determine energy efficiency, and helps poolowners save money and lower their overall environmental impact.

Contact: Poolside Tech | poolside.tech



BlueForce O3 by UltraPure

The new line of BlueForce O3 Ozone Generators are built to be durable, effective and economical, says Brian Richardson president of UltraPure Water Quality LLC.

It's available with or without a digital numeric lamp life timer to let the homeowner know when it's time to replace the UV lamp.

The all new design utilizes matched components for the highest ozone output and longevity of lamp life, as well as ease of maintenance — lamp changes can be performed in minutes with just a screwdriver.

UltraPure has a BlueForce unit available for pools up to 85,000 gallons. BlueForce O3 ozone generators can be combined with the upcoming BlueForce UV systems to create BlueForce AOP.

Technical support is available by calling 877-281-7603. The units are manufactured in North America. The manufacturer also offers private label services for high volume customers.

Contact: UltraPure Water Quality LLC | UltraPureLLC.com

(Continued from page 64) me financial independence. But I also wanted my company to offer good value to our clients. That generally required keeping profit at levels that were highly competitive with other well-established and respected companies.

OVERHEAD ADJUSTMENTS

At times, you may choose to adjust overhead just as you may decide to adjust profit from an initial figure you arrive at with a capacity/duration calculation. But as with profit, any adjustment of overhead will involve judgment calls. For example, I have thought that, generally speaking, overhead charges for smaller jobs could be discounted by roughly 10%. Conversely, I have felt that for a larger job, they should be bumped up by 10%. Why? Because I have assumed that small jobs generally would burden me with proportionately less office work and wear and tear on equipment used by my crews. In other words, I have thought that weekly overhead is lower on smaller projects.

Michael Anschel — a seasoned home builder who has thoroughly thought through CDM — suggests that I have it backward. A bathroom, he points out, can burden you with more management costs, like client hand-holding. With a small remodel, you are working inside your client's home. They need a lot of attention and reassurance. The reverse, Anschel has found, holds for construction of a new home. He has concluded that his overhead is lower on new construction than on remodels.

There is no hard and fast rule about overhead adjustments. I have done remodels where little hand-holding was necessary. I have built new structures where the client and the designer were both serious PITAs (pains in the hind-quarters). I have concluded that adjustment calls can legitimately vary from company to (Continued on page 74)

ColorQ 2x PRO 7 Photometer Kit

The new waterproof, Bluetooth ColorQ 2x PRO 7 pool and spa professional photometer directly measures Free Chlorine (DPD), Total Chlorine (DPD), Bromine (DPD), pH, Alkalinity, Calcium Hardness and Cyanuric Acid directly on a digital display. The ColorQ 2x eliminates the need to visually determine slight color variations using an innovative dual-optic design with wider path-length. The photometer, testing reagents and instructions are packaged in a compact carrying case for on-site testing.



LaMotte Company | lamotte.com/pool

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WEEKLY OVERHEAD AND PROFIT FOR A LARGER COMPANY

How to figure overhead and profit charges for a hypothetical company with three project leads:

Yearly overhead

- Out-of-pocket costs for construction equipment, office and shop space, office personnel, etc.: \$460,000
- Owner's pay: \$188,000
- Total annual overhead: \$648,000 ($\$460,000 + \$188,000 = \$648,000$)

Overhead per week for the 48 weeks that projects are under construction: \$13,500 ($\$648,000 / 48 = \$13,500$)

Overhead per week per project with each of three leads doing one project at a time: \$4,500 ($\$13,500 / 3 = \$4,500$)

Overhead charges for individual projects

- For a four-week window replacement project: \$18,000 ($4 \text{ weeks} \times \$4,500/\text{week}$)
- For a 13-week addition: \$58,500 ($13 \text{ weeks} \times \$4,500/\text{week}$)

Profit charges

- Goal for year: \$250,000
- Average intended profit per week: \$5,208 ($\$250,000 / 48 = \$5,208$)
- Profit goal per week for each lead and their project: \$1,736 ($\$5,208 / 3 = \$1,736$)

the overhead costs of production. That's apparently a challenge for a manufacturing company with a variety of products; allocation of overhead to different product lines is said to be notoriously difficult. We're luckier in construction. Using CDM, we can allocate overhead to each product — that is, each of our projects — readily and accurately.

Even so, use of CDM to charge for profit when a company is building several projects simultaneously does involve judgment calls similar to those that must be made by the solo operator. You need to consider your familiarity with the work required; the other risk factors such as the reliability of the designer and owner; and market conditions and your need for work as well as your profit goals.

Let's say you have built a respected company and are working in a high-cost metro area where there is a lot of demand for your product. You've set your profit goal at \$250,000 per year — in part because you have inaugurated profit sharing. (You have realized it's one good way to minimize turnover on your crews. And turnover, you have discovered, is a huge headache and eats up much more profit than profit sharing). To bring in \$250K in profit, you will need to charge \$1,736 per project per week (see the sidebar at left for the math).

In the next article, we'll discuss capacity variations, and how to display these charges in your estimate and bid.

David Gerstel has been a home builder for over four decades and is the author of "Running a Successful Construction Company" (often cited as an industry bible) and "Nail Your Numbers: A Path to Skilled Construction Estimating and Bidding." His latest book, "A Construction Pro's Path to Financial Independence," is now available from the bookseller of your choice. You can contact David via his website, DavidGerstel.com. This article previously appeared in sister publication JLC.

(Continued from page 72) company and project to project. Neither you nor I will get them perfectly right. In fact, we won't get overhead or profit charges for a bid or even direct construction charges in an estimate perfectly right. But as construction industry expert Jerrald Hayes puts it, "The idea is to be mostly correct rather than absolutely wrong." And if you are mostly correct, over time, across many bids, the law of averages is on your side. You may run somewhat high on some bids and low on others. But your numbers can average out just where you need them to be.

CDM FOR LARGER COMPANIES

Let's say that over time you build a larger company. You take off your tool belt. You develop your three best employees into project leads. You

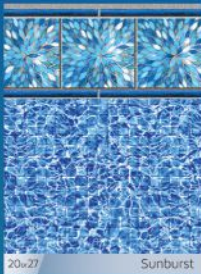
devote yourself entirely to running your company. With each lead running a project, your capacity is three projects at a time. Allowing for vacations and other downtime, you aim to have each lead running jobs 48 weeks a year.

As was the case for a solo operator, you have overhead at two levels, out-of-pocket overhead and owners pay. Running the numbers, you arrive at weekly overhead of \$13,500, or \$4,500 per project per week (see how those numbers were derived in "Weekly Overhead and Profit for a Larger Company," above). To recapture your overhead, you must charge \$4,500 for overhead for each week that a project is under construction.

Let me be clear about the underlying logic here: The purpose of charging for overhead is to recapture



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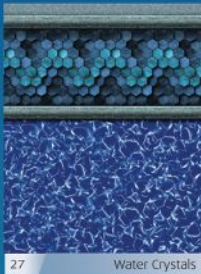
20x27 Sunburst



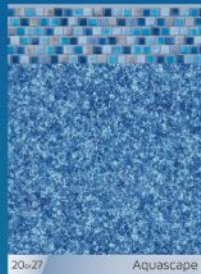
27 Seaglass



20x27 Harlequin



27 Water Crystals



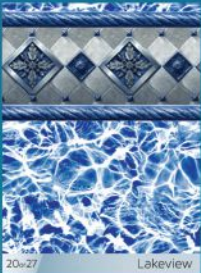
20x27 Aquascape



20x27 Oxford



20x27 Waveburst



20x27 Lakeview



20x27 Bayview



27 Breaking Sea Wall



20 Marina



20x27 Stonebridge



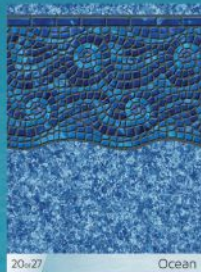
20x27 Rocklyn



27 Rustic



20x27 Mountain Top



20x27 Ocean



20 Luminous



20x27 Braid



20x27 Garden Gate



20 Wavecrest



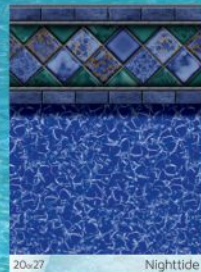
20x27 Brenton



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