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MARCH 9, 2026

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Close Up: Vinyl Liners



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- | Pentair Premier Pool Pro Winners
- | Renovation Trends and Tips
- | Everything Under the Sun Expo Guide and Marketplace

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POOL AND SPA NEWS

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Reaching for the Top



Every year, when applications open for our Top 50 Builders program, I hear the same refrain from some corners of the industry: “We’re not ready yet,” or “That’s for the really big guys.” Let me gently — and firmly — push back on that thinking.

The Top 50 Builders program was created to recognize excellence across the pool and spa industry, not just in revenue, but in professionalism, business practices, and commitment to the trade. If you’re doing thoughtful work, running a disciplined operation and constantly looking for ways to improve, you may be far more ready than you think.

The application itself is intentionally comprehensive. It asks about financial performance, yes, but also about staffing, training, marketing, and how your company contributes to the world, both internally (giving back to the industry) and externally (bettering your community). This isn’t busywork. It’s designed to give our judges a clear, well-rounded picture of how you run your business day in and day out.

So how do you make your application stand out?

First, be honest, specific, and concise. Vague answers don’t help you. If you say you focus on training, tell us how. How long do shadowing and mentorship last? If you have an in-house training program, what subject matter do you cover, and how is the training structured and presented? If you invest in your community, explain what that looks like and why it matters to your team. Details bring your business to life.

Second, don’t undersell yourself. Many applicants minimize achievements because they seem routine. But consistency is impressive. Long-term employees, steady growth, an active presence in the industry or meaningful contributions to your community all speak volumes about how well your company is run. Spell it out, but only include details from the year in question. This year’s applications would need details from the previous year (2025) ONLY.

Third, tell your story. Numbers matter, but context matters just as much. Maybe your training was tailored to help navigate a challenging market, expand into a new service line, or improve profitability or work-life balance. The judges want to understand not just where you are, but how you got there.

It also helps to treat the application as a strategic exercise, not just an award submission. Many builders tell me the process itself forces them to step back and assess what’s working — and what isn’t. That alone can be valuable, whether or not you make the list.

Finally, remember that the Top 50 Builders program isn’t about perfection. It’s about leadership, progress, and commitment to elevating the pool and spa industry. If you’re pushing your business forward and raising the bar for your customers and team, we want to hear from you.

So don’t self-select out. Take the time, gather your information, and apply at poolspanews.com by March 13 for the early bird deadline, or by March 20, our final deadline. You might be surprised by what you see when you put your business down on paper — and by where it can take you next. **PSN**

A handwritten signature in black ink that reads "Joanne McClain".

Joanne McClain
EDITOR-IN-CHIEF
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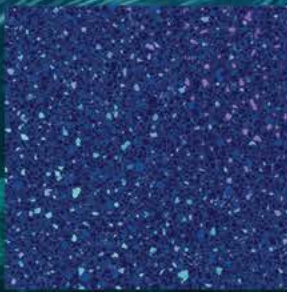
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Northeast Show Enjoys Warm Reception Despite Icy Weather

Ushered in by a headline-making storm, NESPA's The Pool and Spa Show powered on.

By Rebecca Robledo

As the Northeast Spa and Pool Association prepared to celebrate the 45th anniversary of its signature trade show, Mother Nature brought her best — or worst, depending how you look at it — enveloping the eastern half of the country in intense snow and ice storms that downed or delayed thousands of flights.

With the harshest of it hitting the two days leading up to The Pool and Spa Show: Powered by the Northeast Spa & Pool Association, the event was able to proceed as planned and enjoy respectable traffic. Indeed, some attendees had to stay home, and at least one exhibitor event was cancelled, but things largely went on as normal.

In its first on-floor silent auction, the NESPA Foundation raised \$25,000, which it will use toward efforts to provide aquatic skills training and water safety education in the NESPA region (New York, New Jersey, Connecticut, Pennsylvania). The auction featured rows of sports and entertainment memorabilia, along with pool/spa equipment and products.

While winners of NESPA's Outstanding Achievement Awards had mostly been chosen well before the show, two honors are selected at the event. The Judge's Choice designation went to Total Pool + Patio, of Newtown, Conn. Attendees voted Grecian Pools International of Staten Island, N.Y. as its People's Choice winner.

The 2025 Paulette Pittrak Above & Beyond Award was given to Jeremy Hasbrouck of Hasbrouck Pool and Spa, in recognition of his exceptional dedication and service to the industry. Over the years, he has held several volunteer and leadership positions for NESPA and its Penn-Jersey Chapter, and serves as a prominent volunteer at the annual trade show. Most recently, he chaired and lead the establishment of the silent auction that took place on the show floor.

The 2027 Pool & Spa Show: Powered by NESPA will take place Jan. 26 to 28, with pre-conference programs beginning two days before. **PSN**



Pictured from top down: A hands-on construction course on the show floor; the People's-Choice-winning pool by Grecian Pools International; sports memorabilia featured at the silent auction; Jeremy Hasbrouck, recipient of the 2025 Paulette Pittrak Above & Beyond Award for industry service.

PHOTOS COURTESY NESPA

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CALL FOR ENTRIES: 2026 Top 50 Builders

We're looking for the very best in the industry for our Top 50 Builders honor.

They say you are the company you keep, and now's the time to find your place among the most prestigious group of pool/spa builders in the country.

We now are accepting applications for the 2026 PSN & Hayward Top 50 Builders program. Builders of all stripes are welcome, whether volume or boutique, single- or multiple offices or design centers. All locations in a single submission must be owned by the same party, however. In the case of franchises, this means franchisees must apply separately but can include all locations they hold in the same submission.

We are looking for all-around excellence. Applicants are judged based on five main criteria: total residential construction revenue, commitment to staff and training, industry involvement, web presence, and community involvement.

To qualify, companies must generate residential construction/renovation revenue of at least \$2.5 million per year.

Those who apply by March 13, 2026, 11:59 p.m., Pacific Daylight Time, will be charged a reduced early-bird entry fee. Final deadline is March 20, 11:59 p.m., Pacific Daylight Time.

Many thanks to Hayward for sponsoring this year's program! **PSN**

PHTA Offers Insurance Program

The Pool & Hot Tub Alliance is launching ProAdvantage by PHTA, developed in partnership with HUB International. It provides PHTA members benefits and Property & Casualty insurance. Members of any size will have access to comprehensive medical, dental, vision, life, disability, accident, and critical illness coverage for employees in all 50 states. The program also includes assistance with payroll, job costing, PTO tracking, and OSHA regulations, along with compliance support inclusive of hiring and termination, employee handbooks, and performance management. Medical coverage is provided by carriers such as Aetna, Kaiser, and Blue Cross Blue Shield.

The program aims to provide options to companies of any size, including smaller companies that have encountered problems finding coverage. "By combining companies into a larger insurance pool, PHTA is able to help members increase their collective health, improve industry retention rates, and safeguard their businesses," said PHTA President/CEO Sabeena Hickman. "Whether you are a large builder with hundreds of staff or a service professional working as a team of one, you now have access to healthcare and business protection that is specifically tailored to the unique risks and needs of our industry." **PSN**

Knaebel-Ross Named HornerXpress VP

HornerXpress Worldwide, a division of Team Horner Group, has promoted Gretchen Knaebel-Ross to vice president. She first joined the company in 1993 as a warehouse associate with the company's Fort Lauderdale, Fla., location. Her multiple roles throughout the organization have included customer service, sales, manufacturing operations, and distribution branch management. She had been named general manager just one month before becoming VP. "Her promotion to vice president reflects both her immediate impact and the company's confidence in her ability to guide HornerXpress Worldwide through its next phase of growth," the company said. **PSN**

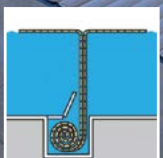
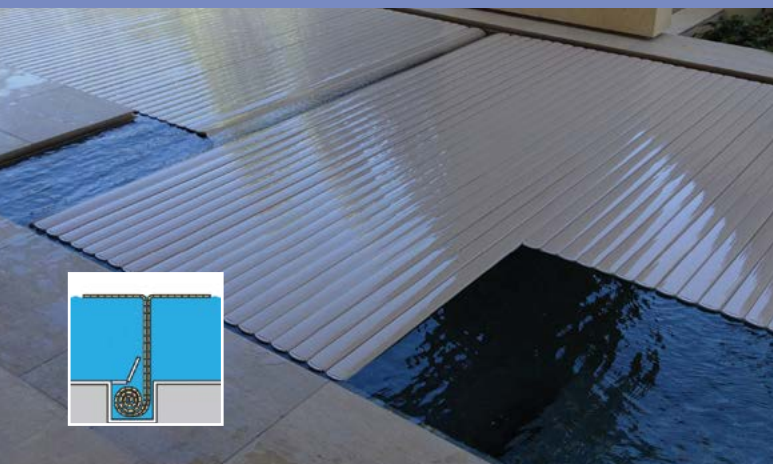


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BOOTH PHOTOS: JOANNE MCCLAIN

Highest Honors

Meet this year's Pentair Premier Pool Pro honorees.

By Rebecca Robledo

Nominated by their colleagues, voted on by peers throughout the industry, then vetted and interviewed by a specially appointed committee, seven service professionals have been deemed “backyard legends.”

That was the theme of this year's Pentair Pool Pro Awards.

“It's inspiring to see the impact these pool professionals have had on their communities,” says Greg Claffey, president and chief revenue officer of Pentair Pool. “And hearing their stories of success and growth has been downright humbling.”

In addition to the accolades, each of the seven were treated to travel accommodations and recognition at The Pool & Spa Show: Powered by NESPA, enrollment in courses offered by Pentair University, Genesis, and the Pool & Hot Tub Alliance,

and a swag package worth more than \$3,000.

The seven winners in five categories are:

- **Premier Pool Pro Awards:** Jena Beach, service manager at Coastal Pools; and Nick Lehman, service tech/manager at Pinch-a-Penny
- **Lifetime Achievement Awards:** Shannon Grave Jones, owner at Graves Pools and Spas; and Sean Johnson, executive vice president, field services at Amenity Pool Services
- **Unsung Hero Award:** Jake Skipper, owner/operator at Skipper Pools & Spas
- **Safety Advocate Award:** Chuck Helmick, service manager at Johnson Pool & Spa
- **Advancing Automation Award:** Claudio Pámanes, owner at Pámanes Pools

Learn more about the Premier Pool Pro designees below.



Jena Beach
Service Manager
Coastal Pools
Grasonville, Md.

Jena Beach entered the industry pretty recently, but she's made a quick impression.

"Jena's quick actions and unwavering support have pulled us through countless crises, even after regular business hours," one of her nominators was quoted as saying. "Jena's dedication goes unnoticed by many, yet it's the backbone of our service operations: handling logistics during storms or bad weather or talking through pool equipment issues with customers over the phone. Her resilience and extra-mile efforts exemplify quiet excellence, making significant differences in customer satisfaction and company stability without seeking the spotlight."

Beach entered the pool/spa industry in 2024, when she took her current position. She had studied political science in university and began volunteering and working in politics as a teen. Throughout a seven-year career in politics, she took impactful positions in her home state of New York, such as campaign manager, political director on a congressional campaign, and chief of staff for a state assemblyman.

After several years, Beach left to start her family. When it came time to rejoin the workforce, she wanted something new and landed a job as service manager in an HVAC company.

When it came time to move from that position, she planned to try a new industry. Once she learned the details about a service manager position at Coastal Pools, she had no problem picturing it in her future.

"I was looking for jobs that fit my experience, and I was looking to get into a new industry," she says. "When I read the [Coastal Pools] ad, I literally called my husband that second and said, 'This would be absolutely perfect,' because it's exactly what I did for the HVAC company — just for a pool company."

When she joined the company, it had been well-established as a builder, but had a relatively small

service department, with about 170 weekly clients. Now it serves approximately 360 weekly customers, plus another 400 non-contract clients. It does this with a staff of 15, including Beach, a service coordinator, and 13 service technicians.

"We tripled our profit from one year to the next, and the service department continues to grow and grow," she says.

In addition to helping the service division thrive, she updated operations, introducing new software to get the team away from paper and pen. And she developed career paths for the service techs, specifying what courses they should take and certifications they would need to earn. She set up a promotion and pay structure, with clear requirements for moving up each step. And she did all this while she herself was learning the business and processes.

"The way they've always looked at service technicians — at least in our area — is as a summer job," she says. "We wanted to get away from that dynamic. We want to pay people, keep them in the company, and show them there is a career in swimming pool service."

She did all this with the guidance of her mentor, company VP Jason Shanks, whom she shadowed for approximately six months when she started. Much of her education was self-guided, too, as she also did plenty of research and took many courses.

"Probably none of this would be possible if it weren't for my boss Jason being a mentor, and also my team of techs," she says. "Because even though I stepped into this role with no experience, they've welcomed and supported me."

As if that wasn't enough to juggle, she's also had a job as a food server at a local restaurant for the past decade. "It's the same thing — it's the hustle," she says. "I enjoy it — it's fast-paced, and I really make a difference on somebody's dining experience. When I go out to eat it's a luxury for me, and I want it to be for other people."

All the jobs she's had have more in common than you might think, Beach says.

"What I've learned about myself is it doesn't matter what industry I'm in, because the pace doesn't really change for me," she says. "For a long time, I just lived, ate, and breathed politics and government. Now I eat, live, and breathe Coastal Pools."



Nick Lehman
Service Manager/
Technician
Pinch-a-Penny
Temple Terrace, Fla.

Nick Lehman is putting his own spin on family tradition.

As a child of the former owners of Pinch-a-Penny in Temple Terrace, Fla., his own history runs deep.

"The first time I was in the store I was carried in in a car seat," he says. "So I grew up in it. I still have customers who remember me from back when I couldn't walk around."

Now as the service manager and himself a tech out in the field, he has made his own mark.

"Nick always goes above and beyond the call of duty," said his nominator. "Nick truly cares about the work he does and the customers he takes care of. Nick is also great at training other employees, helping them grow their knowledge base, and become more valuable members of our team. Nick tackles training other people in an unselfish manner and is able to communicate complex tasks in a way employees of all skill levels can comprehend."

Like so many children of pool-company owners, Lehman gained an all-around education during his childhood. In his teen years, he worked during the summers performing such entry-level support tasks as filling chlorine jugs, all the while learning how the equipment works.

"I slowly worked my way out of the chlorine

room and to the more customer-facing positions, doing water testing and diagnostic work," he says.

After graduating high school, working with the company became a way to help fund his university education. He worked as the in-store manager, putting in 30 to 40 hours each week while attending classes at the University of South Florida, where he was studying mechanical engineering.

His topic of study made perfect sense, given his strongest interest.

"I've always been a very mechanical person," he says. "I always liked taking things apart, learning how things work."

But over time, it became apparent that engineering jobs usually don't involve such tactile work.

"When I went to school, I learned that a lot of what a mechanical engineering degree [gets you] is sitting behind a computer and not messing with the products themselves," he says. "I decided I want to live my life more outdoors and hands-on than the [engineering] jobs that I came across."

So he decided to continue the family legacy.

"After I graduated college, I decided I want to be a pool boy," he says. "My parents made a great living, so I thought I'd follow in their footsteps."

His mother and father retired and sold the company to somebody else two years ago, and Lehman has remained as a service tech and manager, which he has done for about a decade. He filled a critical gap left by his father, who had run the service side of the business since they first bought the company.

In the younger Lehman's time as service manager, he's helped the company incorporate a software system and converted to all-digital billing to streamline operations. He also developed a safety inspection sheet and procedure for his repair techs. In addition to addressing the issue that precipitated the customer call, repair techs inspect the site, looking for any problems or safety issues with the system and equipment. Items on the checklist are designated as green, yellow or red. Green equipment is in good shape; yellows will need to be monitored; while red means the item will need to be fixed or replaced.

"Any time we go to their house, we look at everything," he says. **PSN**

Celebrating the Pentair Premier Pool Pro honorees at The Pool & Spa Show: Powered by NESPA (facing camera, l-r): Greg Claffey, Pentair Pool president and chief revenue officer; Lehman; Beach; Christina Swanson, strategic marketing manager, Pentair; Sabeena Hickman, PHTA president/CEO.



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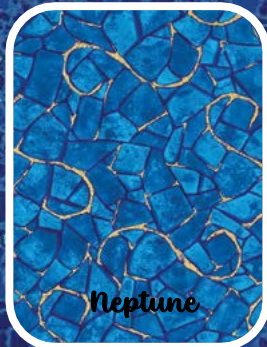


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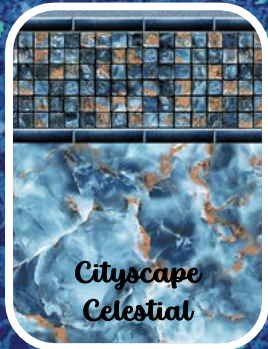
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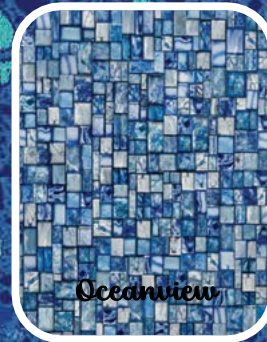
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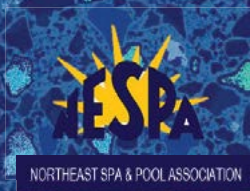


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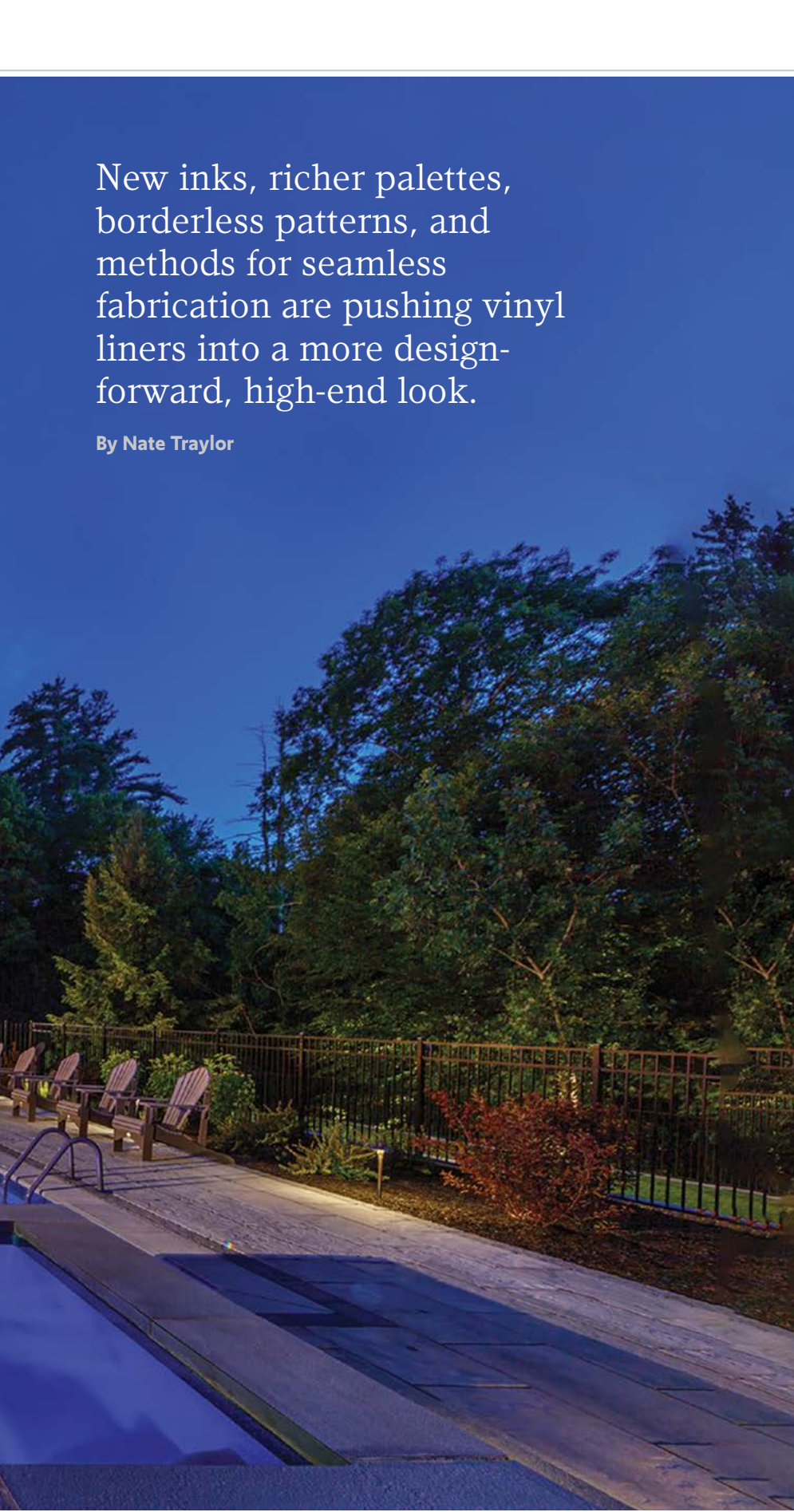


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Vinyl Evolves: How Liners Are Leveling Up





New inks, richer palettes, borderless patterns, and methods for seamless fabrication are pushing vinyl liners into a more design-forward, high-end look.

By Nate Traylor

Vinyl-liner pools are being discussed in a different register than they were a decade ago. Instead of treating the liner as a last-step selection — pick a pattern, fill the pool, move on — homeowners often choose liners as part of an overall backyard composition, manufacturers say. The pool is expected to look intentional next to decking, hardscapes, and outdoor-living areas; it's expected to photograph well; and to feel “finished,” not segmented by borders or obvious seams.

In discussing current liner trends, manufacturers point to several common themes: a swing toward deeper water colors and richer neutrals; fast-growing interest in borderless and all-over prints; and a steady rise in specialty effects such as shimmer inks, iridescence, and embossing. Several sources also point to process improvements — printing, fabrication, and visualization tools — allowing for less obvious repetition, more refined seams and closures, and clearer ways to preview how a pattern will read once the pool is full.

The professionals quoted here refer to their own collections and technologies, but the universal takeaway for dealers and builders is straightforward: Liner selection is becoming a design decision on par with coping, decking, and furniture. The strongest sales process is the one that helps homeowners connect a liner choice to a finished backyard vision.

Vinyl liners have moved front of mind during the pool-design process, manufacturers say, with choices made much earlier than before to properly serve the overarching concept.

PAUL CASTLE/CASTLE PHOTOGRAPHY

Moody Blues

The strongest consensus across sources is that blue is broadening in the direction of darker water and richer neutrals.

“Dark blue prints and earth-tone grays, in particular, continue to gain popularity,” says Will Capiello, Latham Pools’ vice president of product management, vinyl liners and safety covers.

“I believe this is driven by how homeowners now view their backyards as an extension of their living spaces. The pool becomes the focal point, almost like a piece of art. When paired with today’s earth-tone decking, hardscapes, and outdoor-living areas, a deep, rich blue or dark gray pool creates contrast, visual impact, and helps complete the overall look of a backyard oasis.”

While it’s true that the vinyl liner works in service of the overall design concept, homeowners want them to gain their due attention, says Continental’s Livtec designer, Allison Gouterman. Blend in? Yes. Wallflower? No.

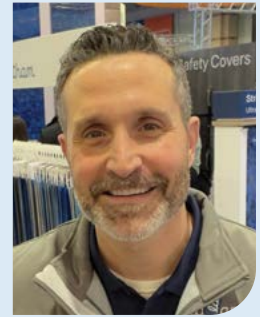
“The designs that have thrived in this market

possess an element of drama, capturing the attention of viewers,” Gouterman says. “These designs feature vivid colors and striking patterns that enhance the luxurious appearance of real tile, made even more impressive with vinyl.”

As homeowners push for richer water tones, builders are also weighing how well those tones will hold up visually over time.

“We have found that patterns with a darker base film have become more popular,” says Pegasus Pools’ Roshan Patel. “It maintains a deeper, richer color even as it fades over time.”

Taken together, the comments suggest a practical way to talk about color with homeowners: Start with the backyard’s dominant tones (warm earths, cool grays, bright whites, lush greens), then decide whether the pool should contrast or blend. In that context, dark blues and grays read as bold and architectural, while mid-blues and teals translate as lighter and more resort-like. But either can feel premium when the palette is intentional.



DESIGN INSIGHTS

“The pool becomes the focal point, almost like a piece of art. When paired with today’s earth-tone decking, hardscapes, and outdoor-living areas, a deep, rich blue or dark gray pool creates contrast, visual impact, and helps complete the overall backyard oasis.”

— Will Capiello,
VP of product management,
vinyl liners and safety covers,
Latham Pools



More designers are choosing liners without tile lines for a more continuous look, especially in more modern installations.

PHOTO COURTESY LATHAM POOLS

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Borderless Push

If color sets the mood, pattern layout increasingly signals whether a pool appears dated or contemporary.

On that front, sources are converging on the same prediction: Borderless and all-over prints will continue to take more share.

“While they’re already growing in popularity, we haven’t yet seen a full market shift,” Cappiello says. “But it’s coming.”

Latham, for one, currently offers its largest selection of borderless patterns to date, Cappiello reports.

“Traditional tile borders that were popular 10 to 20 years ago are clearly phasing out,” he says.

As he sees it, borderless patterns more strongly hold their own against fiberglass and concrete finishes.

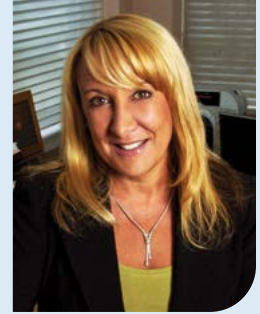
“When combined with the growing popularity

of vinyl steps, it’s becoming increasingly difficult even for us to distinguish pool types when customers send photos,” Cappiello says.

While uninterrupted pattern fields perform the high-end work in today’s backyard aesthetic and are expected to continue their upward trend, borders likely won’t disappear entirely, says Loop-Loc CEO LeeAnn Donaton.

“There will always be a border market, of course, and we have those too,” she says. “But contemporary pools look visually pleasing and high-end if the pattern is continuous and uninterrupted. We never see a liner as a compromise over a gunite or fiberglass pool.”

Universally, the appeal is simple to explain in a showroom: fewer perimeter breaks, more consistent visuals, and a cleaner connection to the outdoor living area.



DESIGN INSIGHTS

“There will always be a border market, and we have those, too. But contemporary pools look visually pleasing and high-end if the pattern is continuous and uninterrupted. We never see a liner as a compromise over a gunite or fiberglass pool.”

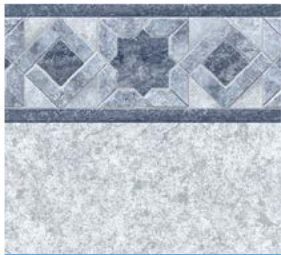
- LeeAnn Donaton,
CEO, Loop-Loc



Designers and homeowners are trending more toward dark colors, while modern printing methods allow for increasingly intricate and multi-dimensional designs.

PHOTO COURTESY
LOOP-LOC

Whats new in the Merlin Liners Line Up!?



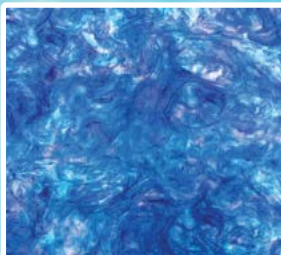
Celestial Stone Tile 20 mil
Island Clouds Floor 20 mil



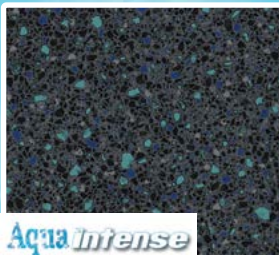
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Seamless Execution

This visual evolution comes courtesy of special-effect inks and fabrication methods that make designs appear more seamless once installed.

"Trends are hand-in-hand with new technologies we see emerging from the vinyl mills," Patel says. "New inks and methods of printing have made significant progress in the longevity of colors being used for designs.

"There has been great progress in creating patterns that appeal to broader audiences. New designs to catch your eyes using sparkling golds, to shining silvers, to bold iridescence to subtle pearlescence."

For instance, shimmer inks have been around for only about seven years, and began to truly gain traction about five years ago, Gouterman says. "Shimmer inks really reign here," she says.

Of Continental's first gold shimmer pattern, Seaglass, which premiered in 2021, she says: "That has been and remains one of our most popular patterns to this day ... Since then, we have added silver, metallic blue, and color-shift shimmer inks to our portfolio, featured in designs like Prism Cove and Starlight Swirl."

She believes this effect process helps differentiate liners from other surface finishes: "We have seen that these incredible underwater effects

can create a heightened design, which is unique and unachievable outside of vinyl pool liner designs in the pool market," she says.

Donaton credits special effects and surface textures with revitalizing the vinyl-liner market and advancing the design of these pools. Products featuring iridescent inks have proven steady sellers for the company.

"In recent years, we've seen iridescent inks add movement and tonal change to pool liners," she says. "This is giving some cool themes, and I believe we will see more of this in the future. Ink technologies are driving interesting outcomes in liner designs."

And thanks to embossing, liners offer a more tactile experience, Donaton adds.

Producers also credit another, perhaps less glamorous, part of the fabrication process for adding to the category's sophistication.

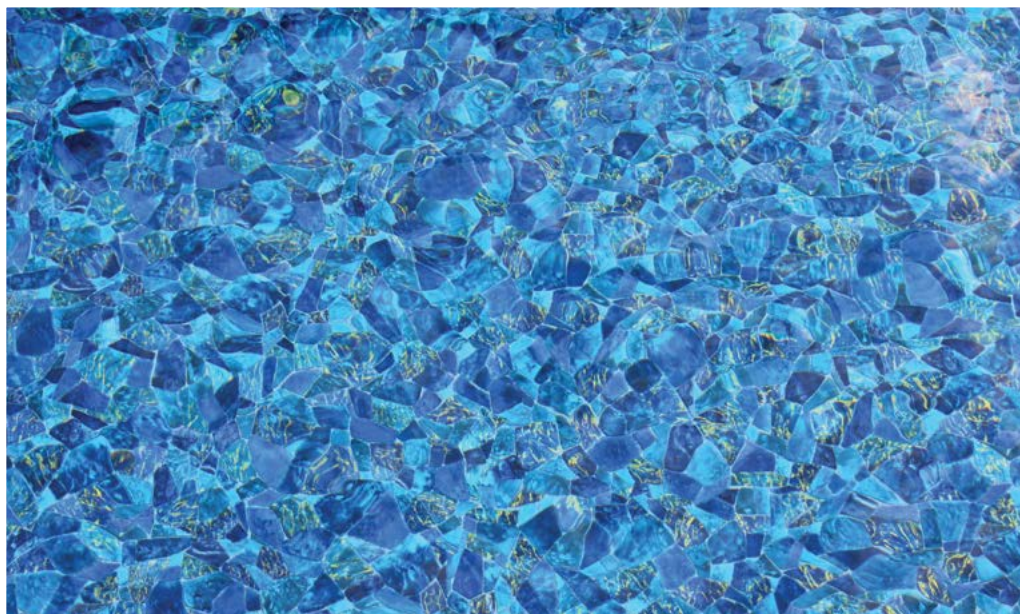
"In working with our fabricators, we have seen that the growth in heat welding has allowed for more complex designs and prints, as the heat welding makes the pattern come together with a more seamless appearance," Gouterman says. "This has given us a lot of freedom on the design side to push what is possible in the vinyl pool market."



DESIGN INSIGHTS

"Shimmer inks really reign here. ... We have seen that these incredible underwater effects can create a heightened design, which is unique and unachievable outside of vinyl pool liner designs in the pool market."

— Allison Gouterman, Livtec designer, Continental



Manufacturers report that shimmer inks boosted sales almost immediately after they came out.

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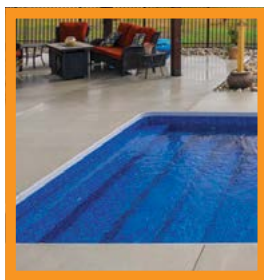
Many features patent pending



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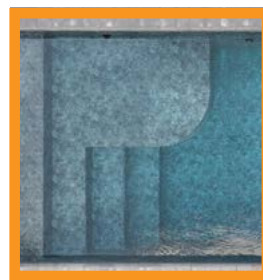
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Surface Imitation

Another notable trend: Liners are competing visually with other pool types by referencing familiar “premium” surfaces — plaster, concrete, tile, and stone — while still leaning into vinyl’s ability to do things those materials can’t.

“The prevalent trend has been to replicate the appearance of natural surfaces while adding a unique artistic flare,” says David Sones, the design manager of industrial markets for CGT, which supplies vinyl to Garrett Liners.

He points to the company’s “Baia Aquasculpt” line, meant to create the look and feel of handcrafted Venetian plaster with sculpted classical medallions through a combination of enhanced print and embossing.

“I think designers will continue to develop new ways to create a realistic look and feel in their designs,” he says.

Cappiello describes the same goal, while emphasizing that imitation is only part of the point:

“We’re also focused on leveraging vinyl’s unique printing capabilities — things that fiberglass and gunite simply can’t achieve,” he says. “... We take inspiration from natural materials and broader design trends, then enhance them specifically for vinyl, pushing creativity while preserving beauty and realism.”

Water preview

As liners become more design-forward, the sales challenge is helping a customer picture the result once it’s installed and filled. In that context, visualization tools are becoming part of the design and development process, not just a marketing add-on.

“The ability to create 3D renderings to assist in design presentations for new concepts allows designers to demonstrate to their customers how each new design will look in the pool and in water before committing to developing the design,” Sones says.

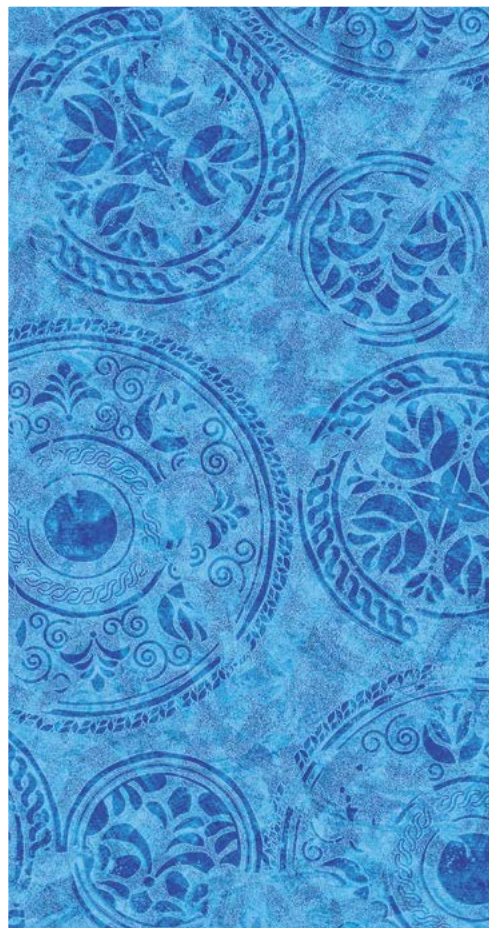
For dealers and builders, the broader

implication is that liner decisions are increasingly being framed around how the pool will read in water. Better preview tools help align expectations early and make it easier for customers to choose newer patterns with confidence.

In combination, these technologies have taken liners into a new era, these manufacturers say.

“These more recent technologies redefined and enhanced what a pool liner could be and opened a world of new design possibilities for the industry and for consumers,” Donaton says.

No doubt, future technologies will take the category even further, making liners an even more integral part of the design process, manufacturers predict. **PSN**



DESIGN INSIGHTS

“We’re focused on leveraging vinyl’s unique printing capabilities — things that fiberglass and gunite simply can’t achieve. ... We take inspiration from natural materials and broader design trends, then enhance them specifically for vinyl.”

— David Sones, design manager of industrial markets, CGT

Manufacturers seek to offer realistic looks but with an added twist that can only be found in vinyl products.

PHOTO COURTESY CGT



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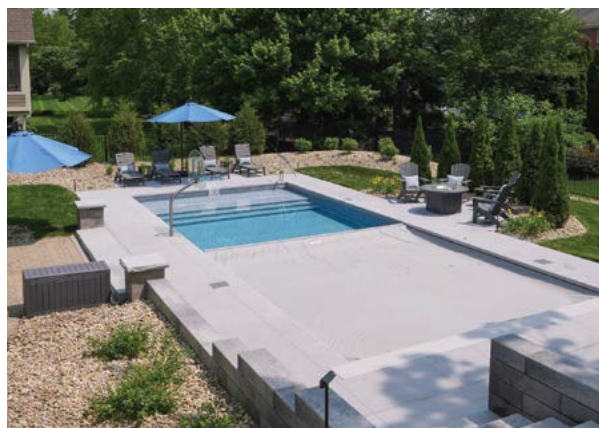
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The new Backyard Oasis is a patent-pending, freestanding sunlounge that gives consumers the benefits of a sunlounge without the need for having a pool. Manufactured from pool-strength polypropylene panels, this plug-and-play solution can be used independent-or or in-combination-with a pool. The interior measures 72-by-82” with 235 gallons of water. Made in USA.

Contact: BSquaredPools.com



AUTOMATIC POOL COVERS

The APC THREE-SIXTY-FIVE is a high-performance automatic safety cover system specifically for vinyl-lined pools. The system uses a coping and housing system that allows an automatic pool cover to be integrated into the pool construction. It uses a slide-on polybox housing that saves installers time and keeps the housing’s lid perfectly flush with the deck.

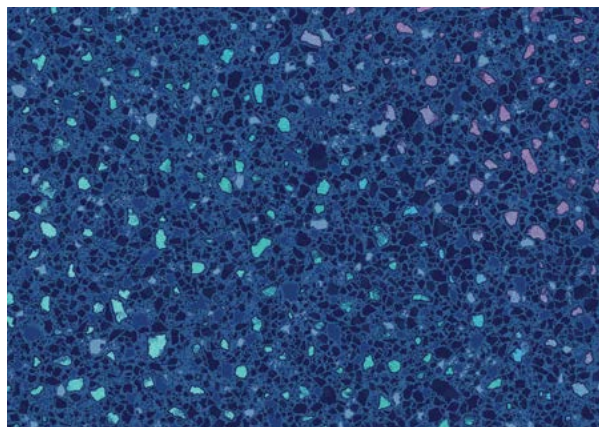
Contact: automaticpoolcovers.com



DOVER POOL PRODUCTS

Athens features a sophisticated mosaic-inspired design composed of varied tile shapes and rich blue tones. The all-over pattern blends deep navy, aqua, and soft marble hues to create depth, movement, and a timeless Mediterranean look. Designed to enhance water color and visual texture, Athens delivers a classic tile appearance with the comfort and durability of vinyl.

Contact: DoverPoolProducts.com



GARRETT LINERS

New for 2026, Deepwater is a luxurious pool pattern that makes a bold statement with its dramatic royal navy base. This design is elevated by the Aquashift ink that transitions in color from shimmer silver-teal to deep dramatic violet-blue, creating a mesmerizing sparkle that changes with every angle and curve. Part of Garrett Liners’ Premium collection, Deepwater is available in 28mil.

Contact: garrettliners.com








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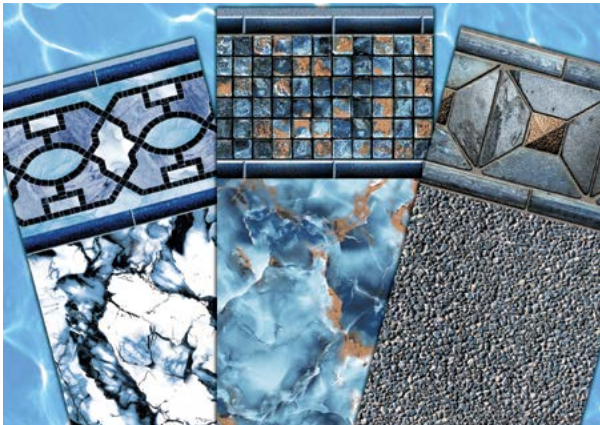
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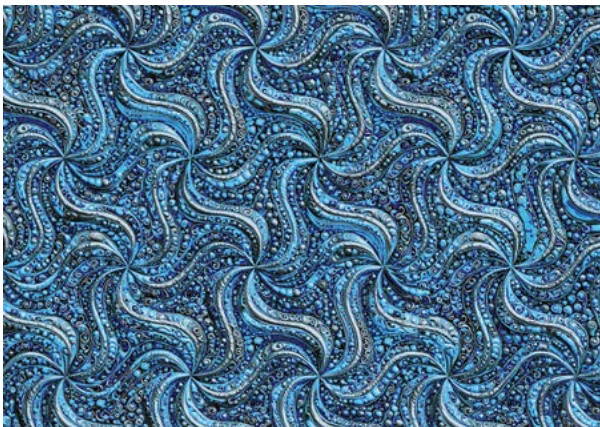
Contact: imperialpools.com



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The Calypso series of vinyl liner plunge pools features four 8-by-16' liner configurations including step-up and step-in designs. One option features a 40" wide tanning ledge while another includes a side bench that can be positioned on the left or right. The plunge pool can be installed inground or semi-inground, and includes a pool base, step configuration, coping and liner.

Contact: lathampool.com



LOOP-LOC

Sea Melody is part of Loop-Loc's new 2026 Siren's Whisper Collection. Each liner in this limited series has been designed to create a tranquil, dreamlike swimming experience. Technical support is available by calling 800-562-5667. Marketing materials include Loop-Loc's 2026 Look Book and Liner Sample Cases. All liners come with a 20-year pro-rated warranty.

Contact: looploc.com



MCEWEN INDUSTRIES

The Fletcher liner pattern offers a clean, modern look that instantly brightens up any pool. The tile border has simple, elegant details and its coordinating floor pattern creates a smooth, natural flow that projects a light blue tone. Fletcher is printed on 27-mil material, giving homeowners a durable liner that holds up well season after season. Fletcher comes with a 20-year limited vinyl liner warranty.

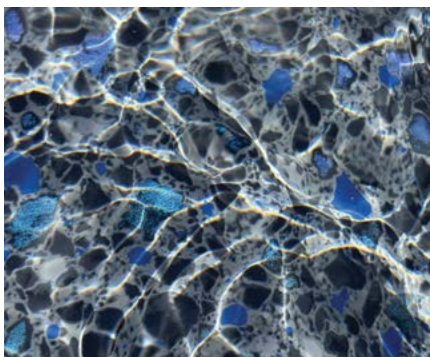
Contact: mcewenindustries.com



MEGNA POOLS

Megna Pools swimming pool liners are made from vinyl specifically formulated for long term use in swimming pools. It's designed to resist tearing and puncture, cracking at low temperatures, UV degradation, fungus growth, algae growth and chemical bleaching. Megna Pools custom designs each liner to the exact specifications of the pool. Then a patented rotary cutting machine is used to cut the vinyl and a high-frequency molecular welding machine bonds it into the shape of the swimming pool.

Contact: megnapools.com



MERLIN INDUSTRIES

One of Merlin's newest entries to its vinyl liner pattern catalog is the Midnight Opal all over pattern. Midnight Opal is part of the Aqua-Intense collection in addition to being a Merlin signature liner. This means that it was specially developed in collaboration with professional designers exclusively for Merlin Industries. The Aqua-Intense feature of this new liner is the color shifting luster within the aqua and blue stones. This effect contrasts beautifully against the dark grey base of the vinyl.

Contact: merlinindustries.com

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Contact: tarapools.com



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Like New Again



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Thanks to market maturity and external economic conditions, renovations are on the rise. In this first of a two-article package, we look at the reasons behind this trend, as well as benefits and risks in taking on this work.

By Nate Traylor

For many homeowners, moving is no longer an option — remodeling is — and the shift is creating a surge in demand for pool and spa renovations.

“Renovations are our biggest growth market — more than new pool builds,” says Mike Church, CEO of Cody Pools, in Austin, Texas. For his company, this work generated \$10 million in revenue in 2024 and approximately \$15 million last year.

Church attributes the trend to economic pressures. “Interest rates are keeping people in their homes, so they’re improving what they have,” he says. The pools are often 10 to 15 years old, fully functional but visibly outdated.

Among his clients, renovation budgets typically run \$15,000 to \$25,000. But some projects go far beyond that with the addition of spas, tanning ledges, or shallow-end reshaping. “A lot of clients are paying in cash,” Church adds.

Contractors are responding with upgraded designs, smarter systems, and a few words of caution for those rushing into the high-reward, high-risk world of remodels.

What clients want

Design upgrades vary, but the key trends are clear:

- Surface updates: Replacing white marcite with pebble or quartz finishes is now the baseline for modern looks and longer life.
- Tile and coping: Homeowners steer away from dated patterns and toward clean, often imported styles. Church says handmade Japanese tiles are emerging as high-end favorites.
- Layout changes: Beyond aesthetics, many homeowners are changing the pool’s footprint — adding spas, or removing deep ends.

Today’s renovations are as much about brains as beauty, with smart technology topping wish lists. Variable-speed pumps set the industry standard for energy efficiency, while automation systems allow users to control many functions right from

their smartphones. High-end projects often go a step further, incorporating advanced chemical management systems such as automated pH balancing, CO₂ acid tanks, and water purification through ozone and UV.

“It’s more efficient, safer, and clients are willing to spend the extra \$8,000 to \$25,000 for it,” says Rich Gallo, CEO of Pure Swim, which serves a high-end clientele in and around Los Angeles.

Proceed with caution

Priced correctly, renovations can prove lucrative — often netting \$10,000 in profit per project. However, they come with hidden challenges that can easily cut into your margins.

“Just as there are bigger revenues, there are also bigger expenses,” Gallo says.

And risks. Gallo has seen many pool-maintenance professionals jump into the renovation market only to find themselves in over their heads. The biggest mistake new entrants make? Underestimating the complexity. Renovations often come with structural unknowns, high customer expectations, and intense competition.

“You’re entering an arena where you’re doing bid work. Each bid can take six to eight hours,” Gallo says. That’s time away from their pool routes, he cautions.

His advice to aspiring renovation contractors is blunt: “I’d carefully outline all the risks. Then ask yourself, can I live with those consequences?”

There’s no shortage of pools — or homeowners eager to modernize them. But delivering successful renovations requires more than just technical skills. It demands design savvy, deep product knowledge, and the ability to manage the inevitable chaos that comes with remodeling.

For contractors ready to invest in the tools, talent, and time, the renovation market represents a huge opportunity. Just be prepared. This is no side hustle — it’s a whole new business. **PSN**



PHOTO CREDIT: CODY POOLS

Trends and Developments in Renovations

Today's remodels veer toward the subtle and modern, while the latest products make them easier.

By Rebecca Robledo

Thanks to a combination of economic conditions, consumer trends, and market maturity, renovations account for an increasing portion of sales.

While interest rates and dips in new-home sales are considered temporary, some renovation-friendly factors – the aging of pools and staycation trends – hopefully are here to stay.

Here, builders share some renovation trends and the products that are making them easier than ever.

Backyard transformations

When customer visions exceed a simple resurface/retile job, most add sunshelves, builders report. On vinyl-liner pools, many choose to invest in better steps.

Bruce Mungiguerra, CEO of Riverbend Sandler Pools in Plano, Texas, reports that many of his customers transform their pools stylistically. "I think if we just look at regular traditional pools that have been around 15 to 20 years, there were a lot of rocks, boulders and flagstone. We're seeing a lot of that torn out and getting back to more modern materials."

This is part of the shift toward cleaner, more modern design, including the conversion of curvier pools into rectilinears. But that's not all there is to it, says Josh Sandler, CEO of Gold Medal Pools in Lewisville, Texas. We're seeing trends toward a lot more simplistic look," he says. "A lot of the renovations are taking out some of the more extreme features from the last couple

decades and taking a less-is-more approach."

These clients may prefer a streamlined aesthetic, but they still want the bells and whistles, he adds. They still want moving water, for instance, but might opt to exchange rock waterfalls, grottos or other tall features for lower-elevation effects.

"Now it might be something like a negative-edge spa that's clean and reflective and equally impactful," Sandler adds.

Certain technologies have made it easier to add drama to existing pools. For instance, some waterfeatures and fire features are more self-contained so they've become easier to tie into an existing system.

"And bluetooth technology for adding autofills has been a game-changer, especially for pools that didn't have them originally," says Mitch Larriva, president of the remodel division for the Amenity Construction Group in Raleigh, N.C.

Manufacturers also have begun offering lighting features that are easier to retrofit, Sandler says.

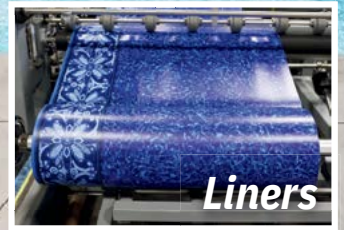
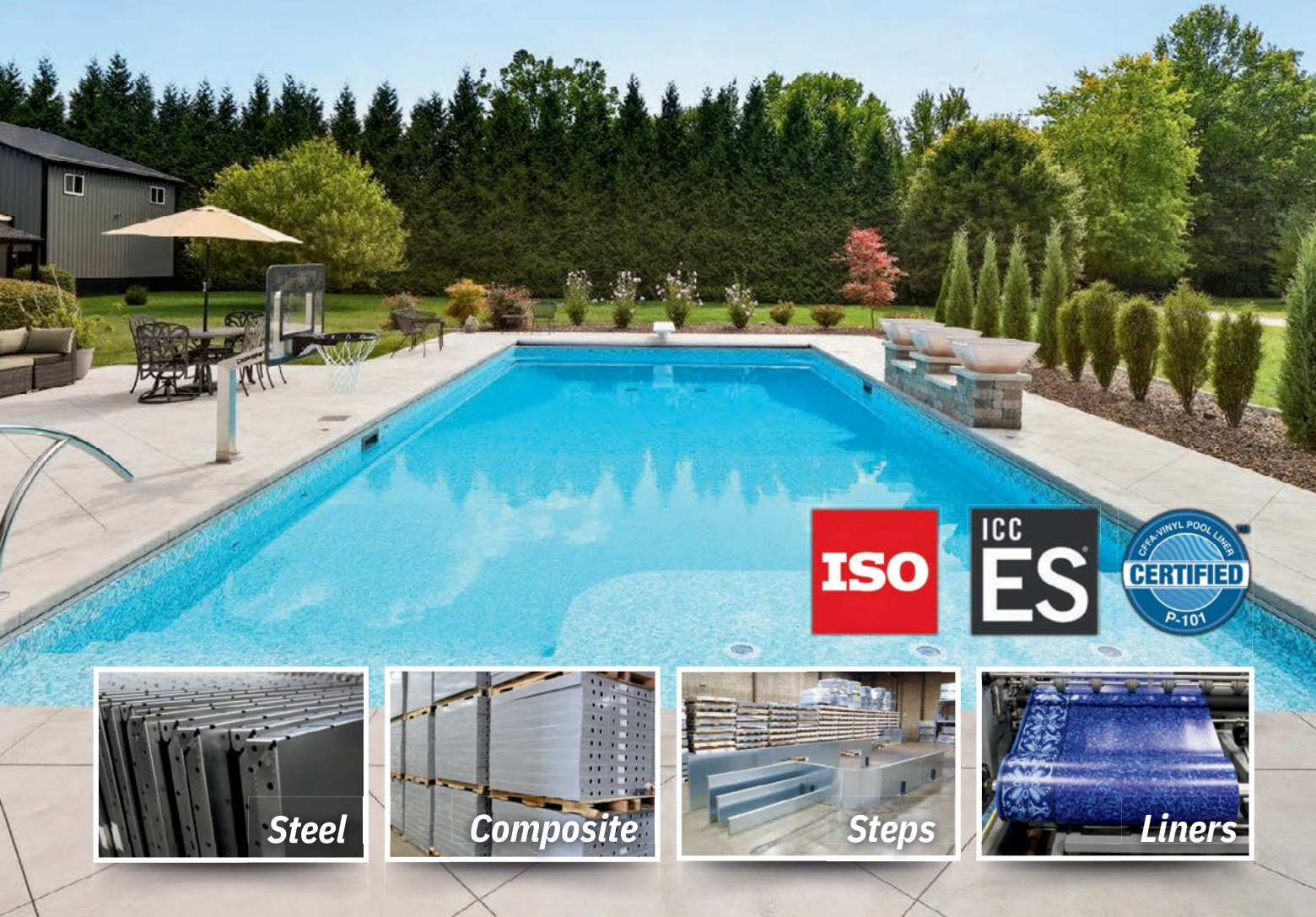
And, of course, with equipment becoming more energy-efficient and compatible with control technology, some homeowners may be willing to make replacements before it's absolutely necessary. With chiller technology advancing, Sandler finds it easier to outfit hot tubs to function as cold plunges.

Today's finish materials have instilled more confidence in renovation customers, Larriva adds. "The quality and longevity of today's finishes make it easier for clients to go bigger with their renovation plans."

When doing those resurfacing jobs, the increasing popularity of hydroblasting has helped make it easier for contractors to remove old surface and perform prep without cutting too deeply into the gunite or shotcrete. Compact skid steers make it easier to access and move around in existing backyards, says Mike Panella, CEO of Swimming Pool Services in Waukesha, Wis.

With these technologies and trends at play, the renovation segment promises to increase its role in providing a reliable revenue stream for the pool/spa industry. **PSN**

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EDUCATION SCHEDULE AT GLANCE

TUES. - THURS. PRE CONFERENCE

8:00	9:00	10:00	11:00	12:00	12:30	1:00	2:00	3:00	4:00	5:00
Tu. - Th. 8:00 - 5:00 (3-day) Watershape University, WU C2111 Essential Pool Construction Workshop (Bilingual) - \$2,000										
Wed. - Th. 8:00 - 5:00 (2-day) Watershape University, WU B2121 Pool Inspection for Real Estate Transactions - \$1,600										
Wed. - Th. 8:00 - 5:00 (2-day) Watershape University, WU D4211 Advanced Principles of Design Workshop - \$1,600										
Wed. - Th. 8:00 - 5:00 (2-day) Watershape University, WU D4211 Advanced Principles of Design Workshop - \$1,600										
Wed. - Th. 8:00 - 5:00 (2-day) Florida Public Pool Specialist (BP/ WPS) - (16hr) \$400 / \$500 non-members										
Wed. - Th. 8:00 - 5:00 (2-day) 60 hr Swimming Pool & Spa Service Certification - Module 1 (BP/ WPS) - \$2,350 / \$2,600 non-members										
Wed. 8:00- 5:00 (1-day) National Plasterers Council Start-Up Certification - \$450 NO CILB CE Credit										
Wed. 8-12: LP Gas Master Qualifier, Endorsed by Hayward-\$625 /\$475 FSPA members						Wed. 1-5: LP Gas Exam Prep-\$475/\$375 FSPA members				
Thurs. 8:00 - 5:00 SPANISH National Plasterers Council Start-Up Certification - \$450 NO CILB CE Credit										
Thurs. 8:00 - 5:00 (1-day) Watershape University, WU Service 2211 Essential Water Chemistry (Bilingual) - \$800										
THURSDAY, MARCH 13 - GENERAL EDUCATION 10:00 A.M. - 5:00P.M.		FBC Advance Module: 2023 Swimming Pool Updates - ADV #0614774		GPS/Telematics Best Practices for Drivers & Fleet Management - WPS #0613250		Can I Do That? Pool License Scope of Work and Limitations - L&R #0613681		Electrical Principles and Requirements for Pool and Spas - PEC #0613683		LP Gas: Pool & Spas Gas Fired Heaters Installation, Operation - \$125

FRIDAY, MARCH 6 - 8:00 A.M. - 12:50 P.M.

EXHIBIT HALL OPEN 10:00A.M. - 5:00 P.M.

8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	1:00
Cost Reduction of Workers' Compensation Claims & Premiums - WC #0610818				Add Leak Detection to Your Business: the Art of Detection & Repairs - GEN #0615016				Identify and Solving Salt Chlorinator Issues - GEN #0615000				Stop Guessing & Understand What Drives Buying of Today - GEN #0615317 NEW				12:00 - 12:50 NEW How to Prevent Algae Without Using Algaecides - GEN #0615324	
FBC Advanced Module: 2023 Swimming Pool Updates - ADV #0614774				Metals and Metal Staining: Prevention and Stain Removal - GEN #0615354 NEW				Price Escalation Clauses in Construction Contracts - BSP #0615318 NEW				Understanding Basic Business Structure & Risk Issues - BSP #0615317 NEW					
Overview of Construction Defect Claims Against Contractors - BSP #0615013				NEC 680.26 & Equipotential Bonding of Swimming Pools & Spas - GEN #pending NEW				Beauty of The Edge - GEN #pending NEW									
Preventing Digital Marketing Mistakes to Maximize Business Growth - GEN #0614657				Owning the Backyard - GEN #0614998				Essential Chemical Safety & Vehicle Organization (Bilingual) - WPS #0613690 NEW									
Solar Heater Design, Application & Installation - GEN #0613223				Designing and Selling the Outdoor Living Experience - NO FL CILB CE NEW													
Bob Lawry's Pool Chemistry for Service Professionals (abridged) - GEN #0615015								Commercial Pool Equipment Repairs & Upgrades - GEN #0614359									
Hydraulics for the Pool and Spa Professional - GEN #0613247								Pool and Spa Basics: A Beginners Guide to Sanitation & Water Balance - GEN #0615325 NEW									
Pool Substrate Preparation of New and Renovated Pools, Prior to Receiving An Interior Finish - GEN #0615316								Proper Inground Spa Jet Design in a Variable Speed World - WPS #0615325 NEW									
Repair and Renovation - GEN #0615316 NEW								Swimming Pool & Spa Basic Electrical Requirements - PEC #0612739									
Variable Speed Pumps for Maximum Programming Efficiency - GEN #0611487								Water Features: Design, Construction and Performance - GEN #0612827									

SATURDAY, MARCH 7 - 9:00 A.M. - 1:50 P.M.

EXHIBIT HALL OPEN 10:00A.M. - 2:30 P.M.

9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45		
NEC 680.26 & Equipotential Bonding of Swimming Pools & Spas - GEN #pending				FBC Advanced Module: 2023 Swimming Pool Updates - ADV #0614774				SPANISH: How to Prevent Algae Without Using Algaecides - GEN #pending NEW				Reptile Theory & How to Protect Your Business from Auto Exposure - BSP #0614999					
Overview of Swimming Pool Leak Detection Methods - GEN #0614589				Practical Solutions to Safe Digging - WPS #0614604				Lockout/Tagout of Hazardous Energy - PEC #0613249				12:00 - 1:50 - SPANISH - Bob Lowry's Pool Chemistry for Service Professionals (abridged) - GEN #0615015					
Swimming Pool Heating Methods - GEN #0614579				Taking the Luck Out of Water Chemistry - GEN #0615315 NEW				Workers' Compensation for the Swimming Pool Industry - WC #0610819									
Technical Introduction into AI - GEN #0615321 NEW				What is Your Risk Profile? Present your Co. to the Insurance World - BSP #0615302 NEW				Artificial Intelligence for Pool/Spa Business: Practical Applications for Sales, Marketing, and Operations - BSP #pending NEW									
Understanding Pool Stains and How to Get Rid of Them - GEN #0615323 NEW				Workplace Safety - WPS #0614355				An In-Depth Look at Swimming Pool/Spa Heating - GEN #0613186									
What Happens if I do That? - L&R #0613778				WUB2120 Intro. Pool Inspection Process for Real Estate Transactions - GEN #0615036				Basic Pool Equipment Troubleshooting & Repairs - GEN #0614369									
Pool and Spa Filtration Options & Circulation Requirement - GEN #0612826								Circulation, Filtration, Sanitation: The Water Quality Triad - GEN #0615322 NEW									
Startup Chemistry For Each Pool Type (Bilingual) - GEN #0615334 NEW								Safe Aquatics Design and Permitting - GEN #0615353 NEW									
We Can Do Better - GEN #0615303 NEW								Watershape University - Stop Servicing Pools, Start Servicing People - NO FL CILB CE NEW									

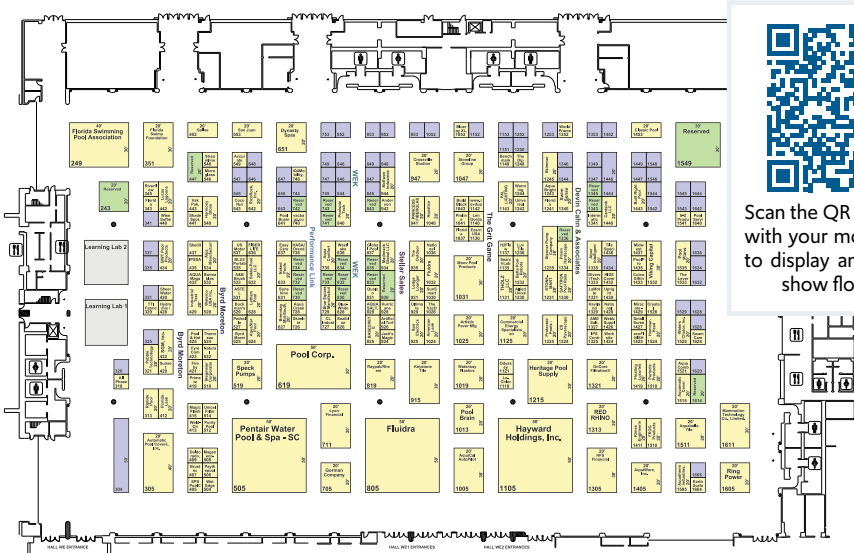
Florida Pool & Spa Association d/b/a Florida Swimming Pool Association CILB Providership #0000917

■ LAWS & RULES
 ■ WORKPLACE SAFETY
 ■ ADVANCED MODULE
 ■ POOL ELECTRICAL
 ■ BUSINESS PRACTICES
 ■ WORKERS' COMP

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latham | **70**
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The Everything Under the Sun Expo Exhibitors Marketplace

Details on products of exhibitors at the 2026 Everything Under the Sun Expo are based on materials provided by the manufacturers.



AIPER INTELLIGENT LLC BOOTH 1335

Product: Scuba N1 Ultra Robotic Pool Cleaner

Features: dual-layer filtration system; capable of horizontal wall cleaning; infrared sensor system

Contact: aiper.com



ANDERSEN MFG. BOOTH 942

Product: Light Leak Tester

Features: user covers the light and squirts dye to see if it gets drawn into the dome, indicating a leak

Contact: leaktools.com



AQUA CREEK PRODUCTS BOOTH 728

Product: TruPro Rails & Ladders

Features: available in 304 or 316 marine-grade stainless steel, polished with 600-grit finish for an ultra-smooth, scratch-resistant surface; all rails are engineered for ADA compliance when installed with specified anchors; standard or fully custom options

Contact: aquacreekproducts.com



AQUAMATIC COVER SYSTEMS BOOTH 1515

Product: Hydramatic Covers

Features: the motors of Hydramatic covers run on hydraulic pressure rather than electricity; its patented cable compensator automatically aligns both sides of the cover as it extends and retracts; choose from 11 standard colors and six designer colors

Contact: aquamatic.com



BLUE SQUARE MFG. BOOTH 729

Product: HydroFusion drain

Features: with an unblockable design for safety and a 210 GPM flow rating, the new HydroFusion drain ensures optimal circulation and efficiency for residential pools; the seamless finish blends cleanly into any pool surface; effortless to install

Contact: bluesquaremfg.com



HAMMERHEAD PATENTED PERFORMANCE BOOTH 1524

Product: REMORA Pro Kit

Features: kit includes a 21-inch vacuum head with a handle, Smart Switch to monitor power, dual-speed motor, 25-foot floating power cord, wearable battery pack with two batteries and charger, two vacuum bags

Contact: hammerheadvac.com



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LAMOTTE
BOOTH 1331

Product: WaterLink Spin Touch Photometer
Features: SpinDisk reagent cartridges contains the exact amount of reagent needed to deliver up to 10 vital test results—in just 60 seconds, with less than 3 mL of water
Contact: lamotte.com



LEN GORDON
BOOTH 1140

Product: Smart PVC Fitting
Features: each fitting features permanently molded labels that clearly identify line usage, eliminating stickers, fading ink, and guesswork; builders can customize fittings with their company name or logo molded directly into the part; manufactured to NSF standards
Contact: lengordon.net



LYON FINANCIAL
BOOTH 711

Product: Financing
Features: helps builders sell more pools and make projects smoother with the industry's longest terms (up to 30 years), fast approvals, and cash to customer AND staged funding options; offers military programs
Contact: lyonfinancial.net



MCEWEN INDUSTRIES
BOOTH 944

Product: Commercial Safety Covers
Features: company's durable commercial safety covers are built for demanding environments; a proprietary measuring process provides an exact fit around slides, splash features, and wide deck areas
Contact: mcewenindustries.com



NATURAL CHEMISTRY
BOOTH 522

Product: NC Pool Chemistry Algaecide + PHOSfree
Features: multifunction algae fighting formula combines an algaecide with a phosphate remover; suitable for all pool types; when used as directed, it kills and controls green, mustard, and black pool algae while removing problem-causing phosphate
Contact: naturalchemistry.com



PENTAIR POOL
BOOTH 505

Product: IntelliChlor Plus & LT Salt Chlorine Generators
Features: new and improved modular designs provide more serviceability, accuracy, and value; intuitive interface provides more than 20 built-in warnings and diagnostics; a redesigned conductivity sensor provides more accurate salt level readings
Contact: pentair.com

continued on page 50

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HYDRAMATIC AUTOMATIC SAFETY COVER

The motors of Aquamatic's Hydramatic Covers run on hydraulic pressure rather than electricity. This 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.

Aquamatic Cover Systems | aquamatic.com

COVERLON SAFETY COVER

Offered in mesh or solid materials, these covers are available in a variety of colors. The solid covers come in grey and tan, in addition to blue and green. Super-mesh comes in green, blue and tan; regular mesh is available in those colors plus black.

The safety cover is fabricated with durable materials, and strapping on the top and underside – the entire length and width of the pool – making for a stronger, safer cover, notes Frank Patel, company owner/president. "Our regular spring is what other companies refer to as 'heavy-duty,'" he says. "Customers are pleased with the construction, especially for waterfeatures and complicated pools. They comment on the superior fit, construction, and longevity of the covers."

Installed properly, children and pets cannot fall or accidentally slip into the pool. They also are tamper proof, requiring a special tool to remove or install.

The Cover Co. | coverlon.com

THE FILTER FIBER STUFF



The Filter Fiber Stuff is a safe filter media that can be used as an aid to cartridge and sand filters, and as a replacement to DE for DE filters.

When used as a safe alternative/replacement to DE in DE filters, The Filter Fiber Stuff requires less than half the amount of product by weight than needed when using DE.

The Filter Fiber Stuff is non-toxic, biodegradable and can be backwashed safely. It can help extend filter runs and reduces clogging.

"It combines high performance, outstanding value and environmentally friendly features into one great product," says Jim Sturick, the company's regional sales manager. "Customers love that The Filter Fiber Stuff is a safer alternative to DE that is non-toxic, safe to handle and can be backwashed safely."

Technical support is available by calling 800-348-1656, or visit [Jacks Magic Products | jacksmagic.com](http://JacksMagic.com)



PADDLING PAWS VINYL LINER

Merlin Industries' Paddling Paws vinyl liners are pool films fabricated with paw friendly material so pets can join in on pool-time fun in a sustainable way.

The Paddling Paws material is made with a double topcoat and the wall and step material has been designed with pets in mind. It's made with ReNew technology, and certified by SCS

Global Services, a third-party certification firm for environmental, sustainability, and quality performance claims to contain 51% recycled content.

"This material is 34% more puncture resistant than traditional vinyl," Rabia Danyaro, marketing coordinator at Merlin Industries. "Customers appreciate having a beautiful liner that is good for environment and allows their pets to enjoy the pool, too."

Paddling Paws comes in the Dog Days Tile/Global Seas Floor pattern pictured. It comes with a 20-year warranty.

Merlin Industries | merlinindustries.com



AQUA-XTREME

Aqua-Xtreme from LOOP-LOC is engineered to provide the following benefits: Its light blocking deters algae growth, it facilitates lightning-quick drainage, and it is 50% lighter than solid covers for easy handling.

"It delivers ultimate peace of mind to your customers," says LOOP-LOC CEO LeeAnn Donaton. "It combines top-tier protection with a commitment to the environment — it's an eco-friendly option that is completely recyclable once it reaches the end of its lifespan."

Aqua-Xtreme is available in Hunter Green, Sapphire Navy, Mojave Brown and Steel Gray.

For more information, contact sales@looploc.com or visit looploc.com.

LOOP-LOC | looploc.com



INTELLICHLOR PLUS AND LT SALT CHLORINE GENERATOR

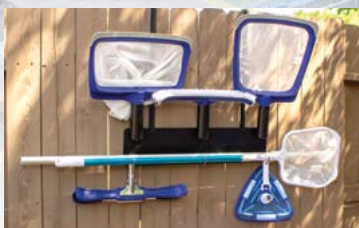
Pentair's IntelliChlor Plus and LT Salt Chlorine Generator have new and improved modular designs that provide more serviceability, accuracy and value.

The intuitive interface provides more than 20 built-in warnings and diagnostics. With a redesigned conductivity sensor, the generators also provide more accurate salt level readings – 98%, as accurate as a laboratory-grade salinity meter.

Pentair Pool | pentair.com

Backyard Products

ADOBE STOCK PHOTOS



POOLMASTER PREMIER POOL TOOL ORGANIZER

The Poolmaster Premier Pool Tool Organizer keeps pool tools, toys, and backyard gear neatly stored and off the ground. It holds up to 90 pounds of equipment, including skimmers, rakes, brushes, poles, and vacuum heads.

“My favorite thing about this item is how much gear it can hold while still keeping everything organized and off the ground,” says Andrea Bernard, Poolmaster’s vice president. “It turns a messy pile of pool tools into a clean, easy-to-grab setup, making pool maintenance faster and improving the overall appearance of the pool yard.”

Made from durable, all-weather polypropylene, it’s designed to withstand outdoor conditions year-round. The organizer assembles quickly and can be mounted to a wall or hung over a fence up to 1.3 inches deep using the included hardware. With multiple holding tubes and stainless-steel hooks, it keeps everything organized, visible, and easy to access when needed.

“Retailers say it’s a great add-on item when placed near the checkout counter, especially during spring cleaning and pool prep season,” says Bernard. “It’s also popular when customers come in to balance their water, since it pairs naturally with other pool-maintenance purchases.”

Poolmaster | poolmaster.com

Position Available – Full-Time CAD Drafter

Established manufacturer of swimming pool items in New Jersey is seeking a qualified candidate for full-time position.

Must be quick learner, reliable, detail oriented. Ability to work with limited supervision with a positive attitude in a demanding manufacturing environment working with clients via phone and email. Basic knowledge of geometry is helpful.

Software requirements: AutoCAD (2D and 3D), Windows 10, MS Office Suite.

Light mechanical troubleshooting and repair for various machines (electromechanical).

Company offers health insurance and 401K. Compensation based on previous experience.

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- Monday through Friday
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- Weekend availability

Education

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Experience

- AutoCAD, five years (Required)

Location

- In-person position

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Properly balanced water chemistry in swimming pools can help prevent damage to the equipment and surface, and maintain the beauty of crystal-clear water. Speed and accuracy are crucial, and the LaMotte Mobile WaterLink® Spin Touch® Lab (Code 3581) performs 10 vital water tests in the field—in just 60 seconds—without time consuming tests, training, or clean-up!

LaMotte Company | lamotte.com/pool



POOLCORP

BOOTH 619

Product: Pool360 Pool Service

Features: designed for pool service businesses, software offers route optimization, mobile water testing, automated billing and payments, integrated pricing

Contact: pool360service.com



RAYPAK

BOOTH 819

Product: Crosswind V

Features: vertical discharge heat pump pool heater designed with a smaller footprint and lighter weight

Contact: raypak.com



SPECK PUMPS — POOL PRODUCTS

BOOTH 519

Product: BaduJet Turbo Pro System

Features: designed to provide a smooth and strong swim lane

Contact: usa.speck-pumps.com



SWAMCAM

BOOTH 1624

Product: Door and Window Sensors

Features: SwamCam's new Door and Window Sensors are discreet, wireless, and UL2017 certified; fully integrate into the SwamCam ecosystem or work as standalone devices

Contact: theswamcam.com



THE VACDADDY

BOOTH 1028

Product: BattDaddy

Features: a portable lithium-ion power solution designed to provide the VacDaddy system full suction power anywhere, even when electrical access isn't an option; up to 2 hours of continuous runtime

Contact: thevacdaddy.com



UNIVERSAL WHITE CEMENT

BOOTH 1242

Product: Finest Finish Blends

Features: broad variety of swimming pool finishes in a wide array of colors and textures; plaster, quartz and mini pebble

Contact: finestfinishpools.com



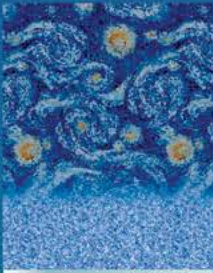
PEGASUS
Vinyl Liners



27 Villa



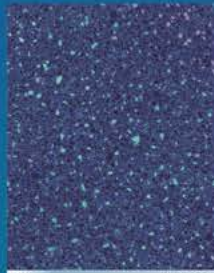
20x27 Seaglass



27 Starry Nights



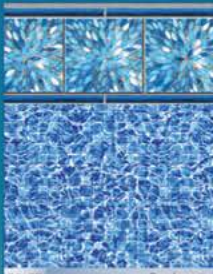
27 Harmony



27 Twilight



27 Bluestone



20x27 Sunburst



20x27 Lakeview



20x27 Bayview



27 Breaking Sea Wall



27 Silverstone



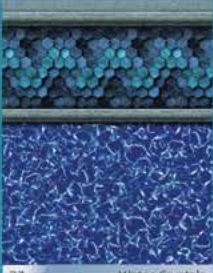
20x27 Stonebridge



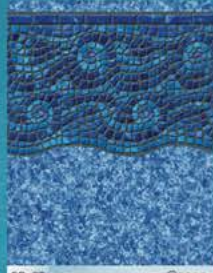
27 Harlequin



27 Rustic



27 Water Crystals



20x27 Ocean



27 Pacifica



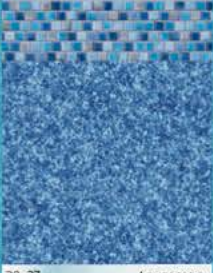
20x27 Braid



20x27 Garden Gate



20x27 Oxford



20x27 Aquascape



20x27 Sea Gate



20x27 Argyle Slate



20x27 Nighttide

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