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POOL AND SPA NEWS

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MAY 25, 2026

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Close Up: Backyard Living

IN THIS ISSUE:

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- | S Corp or LLC?

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Don't Water Down the Safety Talk



Growing up in Hawaii, the ocean wasn't just a stunning backdrop to our daily lives, it was a powerful force that commanded absolute respect. Because water was everywhere, water safety wasn't treated as a suggestion or an afterthought – it was fiercely drummed into every child from Day One.

I remember the exact moment I fully understood this cultural mindset: fourth grade. For us, that was the year swim lessons were mandatory. It wasn't an extracurricular choice, and it wasn't just for fun. It was a foundational requirement for living on an island. We were taught early on that understanding the water didn't ruin the fun of it; rather, it was the very thing that allowed us to enjoy it safely.

I find myself thinking back to those mandatory fourth grade lessons every year when May rolls around and our industry promotes National Water Safety Month.

Today, in the pool and spa industry, our livelihood revolves around bringing water into people's backyards. We're incredibly lucky that our business sells joy, relaxation, and family memories. But because it's so inherently tied to leisure and luxury, there is still hesitation in our ranks to talk about the serious stuff.

And yes, talking about drowning risks, layers of protection, and safety protocols aren't exactly the most glamorous part of selling a new pool or hot tub. You may worry that bringing up secure covers, safety alarms, camera systems, fencing and gates, or anything that acknowledges the possibility of water-related accidents with our customers will burst their bubble of excitement.

We need to let go of that fear. Because avoiding the safety conversation doesn't protect a sale, it just leaves our customers unequipped and vulnerable. As pool and spa professionals, we are the undisputed experts. When a customer decides to invest in their backyard, they are placing their trust in us, looking to us for guidance to navigate backyard safety.

Being proactive and upfront about water safety doesn't make you a buzzkill, it actually elevates you. This is clearly evidenced in "Protecting Their Joy," where our Deputy Editor Rebecca Robledo talks to industry professionals who have led the charge in advocating for water safety, and offer insight and tips into how you can sensitively approach this topic with your customers. I truly believe that this approach will help establish your business as a caring, professional authority that values your clients' families just as much as your own.

Back in Hawaii, understanding water safety didn't make me afraid of the ocean – it gave me freedom and assurance to enjoy the water. We have the tools, the expertise, and the platform to give that same confidence to every family we serve. Let's not shy away from this conversation but step up and lead it instead.

Happy Water Safety Month!

Joanne McClain
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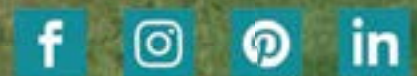
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Florida Industry Declares Key Legislative Victories

Stricter equipotential bonding requirements and a move to bring the HVAC industry into pool heater repair were left on the floor for 2026.

by Rebecca Robledo

The industry in the Sunshine State is feeling pretty good about this year's state legislative session.

While some bills didn't go the way the Florida Swimming Pool Association had hoped, legislation receiving the most attention from the organization did. Among the highlights: The legislature once again decided against stricter equipotential bonding requirements and turned down another attempt to expand the scope of work by HVAC professionals to include the repair of pool heaters.

For the second year in a row, the HVAC industry backed a bill that would have allowed its members to replace pool and spa heat pumps. The state's pool and spa industry strongly opposed the legislation on at least two fronts: qualifications and clarity of the language.

"They want to be pool contractors without being pool contractors," said Dallas Thiesen, chief government relations officer for the Florida Swimming Pool Association.

Without knowledge about hydraulics and other aspects specific to pools and spas, HVAC contractors aren't qualified to work on pools, Thiesen said. Additionally, though proponents depicted it as a

heat-pump bill, he believed the language to be more far-reaching.

"It also would mean gas heaters, geothermal, solar," Thiesen said. "The language they proposed was not narrowly tailored to what they said they wanted."

While the bill passed the state house, it saw no movement in the Senate.

Thiesen expects similar legislation to surface during at least one more legislative session, so FSPA plans to try aligning with heat pump manufacturers who will back up the qualifications argument. FSPA also expects to enlist the help of FSPA members to call their representatives and donate to the organization's PAC.

Another bill that would have required copper grids for equipotential bonding saw a similar fate. Last year, the industry beat back an attempt to remove the allowance of the single wire loop as an option for equipotential bonding in the Florida Building Code. This year, a bill was proposed that would have mandated the use of copper grid.

"It should be at the discretion of the pool owner, their contractor, and their engineer to decide what system is going to be best for them," Thiesen said.

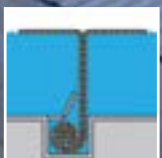
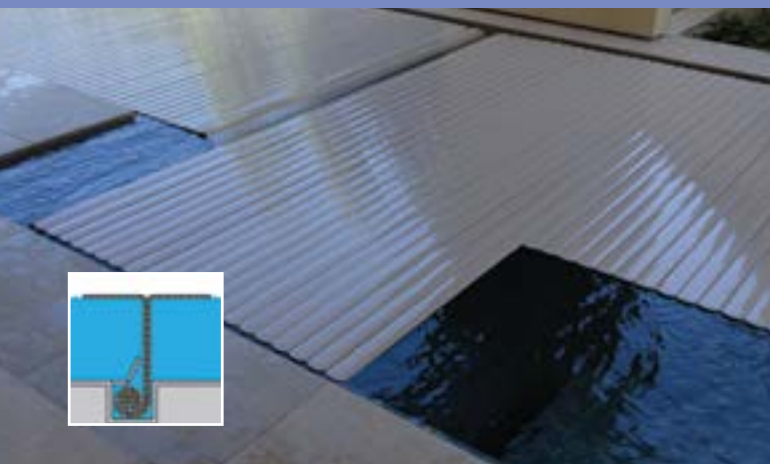


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This bill also passed the House but stalled in the Senate.

Other highlights of this year's legislative session, which lasts for approximately 60 days and ends in spring:

- One bill addressed the issue of how to safeguard those who rent residential properties with pools and spas, whether short-term through apps such as Swimply, or long-term. The legislation would have required all pools at short- and long-term rentals to be outfitted with the pool barriers required in the Residential Swimming Pool Safety Act. This would remove the exception for homes built before 2001, if a pool is being rented. While the Senate passed the legislation, the House did not. FSPA expects another such bill to be proposed in next year's legislative session.

- The legislature voted to expand the Florida Department of Health's swimming lesson voucher program to include children from one to seven years old, rather than capping it at 4 years of age. However, funding remains up in the air. The governor and Senate proposed funding the program with \$1 million. However, the House did not include the program in its budget bill.

- Legislation pushing to reform the Florida Department of Health did not pass. FSPA and others hoped to clarify the agency's authority, increase its transparency in rulemaking, and require certain training for DOH inspectors.

- Another bill sought to eliminate all professional licensing boards and continuing education requirements, delegating the job of licensing review and discipline to another agency. The bill failed.

- The House and Senate passed a bill establishing a subcontractor/supplier default rule that would require payment within 45 days unless the contract specifies other terms. If signed by the governor, it will allow the Florida Construction Industry Licensing Board to take action against contractors who don't comply. At press time, the bill awaited the governor's signature. **PSN**

Minnesota Deems Swimply Pools Commercial

While the pool/spa industry, pool owners, safety advocates, and government entities grapple with the question of how to govern short-term rental pools, the state of Minnesota landed on its answer: The state's Court of Appeals affirmed a decision to treat pools rented through such short-term platforms as Swimply like commercial installations.

In 2021, the Minnesota Department of Health (MDH) declared that these pools are commercial facilities requiring the same licensing. A family that rents their pool through Swimply petitioned for the MDH rule to be overturned, stating that no law exists categorizing the pools as commercial, and that making such rules does not fall in the agency's jurisdiction.

The Court of Appeals disagreed with the plaintiffs on both counts. The decision is considered final. **PSN**

Heritage Expands Commercial Footprint

With its latest acquisition, Heritage Pool Supply Group has furthered its reach in the commercial market.

Last month, the McKinney, Texas-based distributor acquired Aquafinity, a wholesale distributor of commercial pool equipment, chemicals, and supplies. The companies did not disclose the terms.

Headquartered in Jupiter, Fla., Aquafinity operates seven locations, collectively serving 20 states from the Sunbelt to the Pacific Northwest. Its former CEO, Jeffrey Meyer, will continue to lead the brand and its team.

Aquafinity formed in April 2021 with the combination of five regional distributors: AES, ASSI, CES, Duffield, and KSI, in partnership with Alvaro Mendoza of CES and Rich Roberts of KSI.

"We're excited about our future together and look forward to being a trusted growth partner to commercial aquatics designers, pool contractors, and service professionals," said Heritage President Scott Frost. **PSN**

Fluidra Launches Study About Pools And Cognitive Impairment

The Fluidra Foundation, Fluidra, and the Pasqual Maragall Foundation have formalized a strategic alliance to launch "Unforgettable Pools," a study with a dual ambition: to create a reference model that ensures pools (including their spaces, activities, and

social dynamics) take into account the needs of people with cognitive impairment, and to advance knowledge on the benefits of aquatic physical activity for these groups.

The initiative envisions four areas of action: the training of professionals — reaching nearly 200 workers, including instructors, lifeguards, and front-desk staff — to help them recognize signs of cognitive impairment and communicate effectively; the adaptation of aquatics activities, with sessions and schedules tailored to the needs of these groups; the improvement of physical spaces to increase accessibility for the cognitively impaired; and stronger connections with the community support network to make it easier for those who could benefit from these activities to access them.

The project will be implemented in Catalonia, Spain, where it will be progressively rolled out in 8 to 10 pilot pools. Based on this, the team will generate practical tools such as adaptation guides, training for professionals, and operational protocols that will enable replication. The team seeks to develop a model that can be transferred and adapted to aquatics facilities worldwide, resulting in more inclusive, healthier spaces. **PSN**



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Update on a Classic

Three tile organizations have worked together to define the top trends in not only the product, but how it's used in design.

By **Rebecca Robledo**

Few things straddle styles as well as tile. It can be used to evoke the classic, bring a space squarely into the present, or carry it into the future.

The primary sponsors of the Coverings tile and surfaces show have laid out the top tile trends of today. These apply not only to what types of tile are popular, but also how they're being used and the types of environments they most often help create. While some apply mostly to indoor applications, we know that style and vibes can't be contained within walls — they typically will spill over into the exterior spaces.

Here are the top tile trends, as identified by Ceramics of Italy/Confindustria Ceramica, Ceramic

Tile Manufacturers Association of Spain (ASCER)/Tile of Spain, and Tile Council of North America (TCNA):

1 Generous with the detail: Articulated Accents

The evolution of technology has enabled tile to boast more precise, intricate, and realistic detailing than ever. Those surfaces meant to imitate wood or stone are becoming more realistic, while advanced glazing and contour-detailing techniques can produce a leather feel, or such intricacies as stitching-like details and pitted striations. Marble-like tiles not only closely replicate the veining found in the stone, but also boast the luminosity, depth, and mild translucency of the real thing.



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2 Feeling groovy: Tactile Experience

Ridges, embossing, and other high-relief patterns leave viewers wanting to reach out and touch the materials. Textures from subtle ridges to deeply undulating surfaces also can add a boldness to the environment. Advances in glazing chemistry and digital production add reactive qualities, allowing finishes to subtly shift with light, perspective, or angle, lending to walls and floors with a dynamic, almost living quality.



3

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4

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3 Form and function: New Surface Technologies

Many of the trends noted here were made possible by new technologies in manufacturing. But other, equally impressive, developments include the ability to create seamless and invisible induction cooktops and cell phone charging stations, as well as to produce stone-like materials that appear backlit, such as that used for the bar pictured.

4 Inspired by fashion: Tailored Craft

Tiles are appearing with textures, colors, and patterns of fabric and leather, while designer and tile setters are creating more motifs inspired by fabric and fashion, such as the houndstooth-inspired pattern pictured. These looks tend to add a nostalgic or classic feeling to spaces that transcends trends, these experts say.



5

HARMONY

5 Vision in green: Jade Terrain

Tile evoking the color jade green, which resides near the center of the green color family, is used more than ever to inspire serenity in a space. The color family can range from soft pastel greens and vibrant turquoises to deeper mossy shades and saturated tones with subtle black shadowing.

When seen in monochromatic subway tiles, two-toned mosaics, large-format tiles with shades of jade veining, and many other examples, this trend lends itself equally to calming interiors and bold architectural statements.

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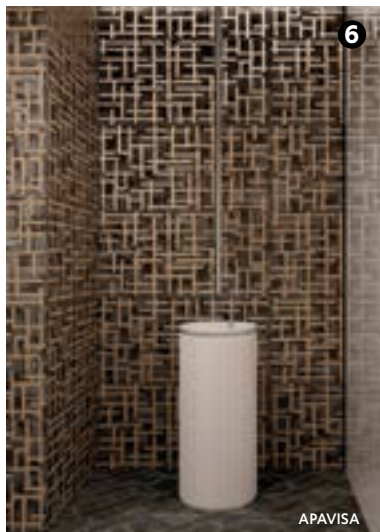


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6 Heavy metals: Gilded Age

According to these experts, metallic touches are showing more prevalently in current tile trends. These can include gold, silver, bronze, and copper ornamentation and flourishes. The shimmery accents are meant to interact with light to emphasize architectural features, enhance special depth, and add a feeling of luxury.

7 Light on the polish: Brutalist Sanctuary

Tile experts are seeing more influence of Brutalist Architecture, a style largely marked by raw, exposed concrete and bold geometric forms. In today's tile, that can be found in concrete looks, terrazzo textures, and matte stone feel. Some are left unglazed to enhance the raw appearance. The materials are said to contribute to spaces that feel quiet, grounded and protective.

8 Naturally tranquil: Organic Minimalism

Some of the above trends, such as natural textures, are brought together with more desaturated or neutral colors to create tranquil, meditative spaces, where even raw-looking materials take on an air of refinement and sophistication.

9 As it's always been: Tile as Art

Tile has always helped introduce art into a space, whether through mosaic or custom-created pieces. Interior designers continue turning to the material as an alternative to wallpaper or other art. In answer, this season's collections introduce bold graphics, optical illusions, and continuous murals that create decorative storytelling, ranging from geometric and metallic identities to refined scenographic patterns and hand-drawn, narrative-driven scenes.

10 The versatility of small tile: Micro-Illusions

With all the fuss around large-format tile, its smaller cousin is still very much in rotation. This versatile material can be used to create intricate patterning or blend together to mimic larger-scale surfaces. Techniques such as precision scoring, digital printing, and color-matched grout allow these tiles to replicate expansive mosaic murals, create optical illusions, or produce layered dimensional effects. **PSN**



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Protecting Their Joy

For this year's National Water Safety Month, we look at how the industry has evolved in its approach to drowning prevention, and what professionals can do to forward the message.

By Rebecca Robledo



ALL PHOTOS: ADOBE STOCK

The pool/spa industry has certainly changed in its attitudes toward water safety and its advocacy.

Where professionals and organizations used to blanch at the mention of drowning prevention measures, it has come to embrace the conversation. Where they used to believe that discussing safety would

dampen the joy that surrounds pool and spa ownership, now many industry leaders and pool/spa professionals see it as preserving that magic and even deepening relationships with clients by ensuring them that the company they chose puts their safety first.

These things come to mind as we

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The dream of seeing every child become a competent swimmer played a large part in gaining the industry's buy-in for water-safety messaging, by providing a positive, forward-looking entry point for the discussion, rather than only talking about the hazards.

celebrate National Water Safety Month. In the U.S., 49 states, one territory, and a commonwealth all have declared May to be Water Safety Month in 2026 at least. To our north, Canada will commemorate National Drowning Prevention Week July 19-25, 2026.

Here, we offer tips on how to bring the message to customers.

1. Encourage swim lessons.

If anything can be credited for making water safety palatable to professionals who once avoided such discussions, it's the movement to convert every person into a swimmer. This provides pool owners with a positive step that they can take – not only to ensure safety but increase their enjoyment of a water environment. Not only that – but it creates more potential customers in the children who grow up to be homeowners and potential pool owners.

The Pool & Hot Tub Alliance's Step Into Swim program and the International Swimming Pool Hall of Fame's Every Child a Swimmer have spearheaded this movement, and provide a common place for industry companies and associations to contribute to make a collective difference.

Companies can donate to these causes directly, or by attending fundraising events held for these organizations. Large concerts and parties are becoming marquee events at more trade shows such as the Pool and Spa Show: Powered by NESPA, and the Western Pool and Spa Show, while an increasing number of associations are choosing Step Into Swim as its charity of choice for golf tournaments and other fundraisers.

In your own company, you can incentivize employees to contribute by offering to match their donations.

WATER SAFETY IN THEIR WORDS

Eric Nielson | Owner | Willow Creek Pools | West Hills, Calif.,

Drowning has always been a concern for me. I have two people in my life who've lost children to drowning. One was a friend and somebody I worked with. They literally thought that they had done everything: They had gates, alarms, everything. But two of their small children... I think they were three and five... even with the alarm and the patio door locked up, they actually piled several books together, which allowed them to climb up and out a window. Then they got into the pool, and one of the little boys drowned.

It's affected me personally, seeing that and just hearing of it, especially when you have your own children. Certainly my kids swam early. And my daughter is an Olympic-caliber now.

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As an appreciation gift, some builders will provide swim lessons to those who have children.

Take the initiative to promote swim lessons with your own customers. Encourage them to place their children in swim lessons, whether it be at the local YMCA or in their own backyard. In-home instruction has the added benefit of specialized attention, allowing teachers to focus on the specifics of navigating safely around the student's personal pool or spa. Some builders provide swim lessons as a thank-you gift to clients with children. At the very least, companies can arm clients with resources for finding the right swim school or applying to free lessons.

2. Insert water safety messaging into your everyday dealings with customers.

Builders do this everyday simply by discussing safety options with new clients. But builders, as well as retailers, also can set up a safety corner in their

locations, whether simply to showcase products to prevent drowning or to also entertain their children while the parents handle the adult portion of the transactions. Children can enjoy water or safety-themed books to read, or coloring books.

Service companies, as well as builders and retailers, can incorporate messaging into billing and other communications. You could wish them a Happy Water Safety Month, encourage them to check their covers, alarms, and gates to make sure they're working correctly, or remind them to enroll their children in swim lessons for the summer.

3. Leverage social media and blogs.

The success of your social media accounts and blogs rests not only with the content's quality, but also with its frequency. For this reason, professionals

WATER SAFETY IN THEIR WORDS

Caley Golding | Executive Vice President, Corporate | Gib-San Pools and Landscape Creations | Toronto

An important step is just having the conversation, and for everyone in the industry to be advocates for water safety, because it makes a better environment for all of us. Water safety doesn't always have to be negative — it can be quite a positive thing, even in terms of just educating clients about the different opportunities that exist for them, not only in design options, but things like having swim lessons at home or hiring a lifeguard when they have parties. It helps really differentiate yourself as an organization by keeping safety as one of the most important elements of the design.

are always on the hunt for new topics. Dedicate some of your blogging and posting to offering tips for water safety and providing sources for swim lessons and safeguarding pools. Use social media to create positive messaging about water safety. Also make suggestions that aren't as intuitive to those who don't work in the water industry. Those who entertain, for instance, may not have considered the benefit of hiring a lifeguard to monitor their parties.

4. Reach out to the community.

If you hold customer pool schools to teach clients how to use and maintain their backyard installations, be sure to provide information on how to keep children safe. But you can also reach out by introducing water safety when you exhibit at local fairs and expos, and offer water safety talks at these events. If you have blow-out sales, barbecues, or festivals on your lot to open or close out the summer, set up a table, give a talk and informational materials, and get the message out there.

THE "I'M A SAFE SWIMMER" PLEDGE:

Half the battle is helping set a mindset of safety and getting children to realize the seriousness of water safety. You can encourage clients to have their children state the "I'm a Safe Swimmer" Pledge. To both impress upon them the importance of this pledge, while reinforcing the joy that water brings, you can even have them sign a written pledge and provide a certificate.

*I pledge to never swim alone.
I pledge to never play or swim near drains or suction fittings.
I pledge to always jump in feet first.
I pledge to obey the pool rules.*

5. Gift safety to clients.

If your clients have children, you can provide them with free swim lessons as a thank you gift. Additionally, you can purchase a myriad of children's books that discuss water safety in a fun, story-telling context, such as *Callum Takes Swimming Lessons*, or books about

Josh the Otter. The Step Into Swim website contains several choices. You can also make a special gesture for those clients who are new parents or have a little one on the way. The National Drowning Prevention Alliance offers a Water Safety Toolkit for expecting and new parents.

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WATER SAFETY RESOURCES:

With the industry embracing water safety, and the existence of dozens of organization dedicated to this cause, there is a plethora of information out there about how to safeguard children against drowning. Most safety organizations offer this on their websites. Below are some highlights to guide you in your efforts to promote water safety, or to point customers in the right direction.

“What to look for when choosing swim lessons”

American Academy of Pediatrics

<https://usswimschools.org/choosing-a-swim-school/>

This guide provides tips on how to choose a swim school that is not only safe but will reinforce the right water safety messages with your child.

Step Into Swim

Stepintoswim.org

This has a variety of water safety information, including a number of books that put water safety in a story-telling context for little ones.

National Water Safety Month website

<https://nwsmonth.org/>

This website provides tips for companies looking to hold events, in addition to information about how to keep swimmers safe.

National Drowning Prevention Alliance

ndpa.org/ndpa-toolkits/

This organization provides free water safety toolkits, with information and items such as pre-written social media posts.

International Pool and Spa Service Association

ipssa.com

IPSSA partnered with NDPA to create a water safety toolkit of its own, containing free resources for IPSSA members to use to promote safety around swimming pools to their customers and in their surrounding communities. Resources include printable water watcher tags, coloring sheets, printable fliers, safety check lists, posters, short videos, and pre-designed social media posts. Several are available in both English and Spanish.

WATER SAFETY IN THEIR WORDS

Skip Ast III | Director of Sales | Shasta Pools | *Phoenix*

We don't allow a contract to be signed if the primary and secondary barriers aren't met. I think that's pretty standard operating procedure in the state of Arizona. A primary barrier just refers to what is the perimeter wall or fencing for the property. If a child comes to that gate and they were to lean on it and it opens inward, that's not allowed – the gate has to swing from the backyard. Secondary barriers are window latches, a sliding door lock, etc., that provide another layer of separation between a child and the pool. Those have to be in place before we'll even progress the pool.

Rowdy Gaines | Olympic Gold Medalist | Vice President of Partnerships and Development | Pool & Hot Tub Alliance

I think the industry has overcome its fear about discussing water safety. I've talked to several professionals, including some builders who ended up having a child drown in one of the pools they built. I think it devastated them, and they realized that the family will be affected forever. Some have said, 'I didn't know a child could drown in as little as 20 seconds.' The more people I talk to in the industry, the more they say how much joy and happiness we bring to families — and that's one of the reasons we do what we do. That joy is wiped off the map when a child drowns, or nearly drowns. So industry professionals are saying, 'I don't want this happening. Let's discuss this in a positive way.'

There are two critical factors: Put your child in swim lessons, and never take your eye off your child. If those two things happen, then that child is going to be safe and secure around water. But those two things have to happen.

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Ticket to Profits

As retailers broaden their offerings into big-ticket lifestyle amenities, they are rethinking what earns floor space and how the showroom can help sell the experience.

By Nate Traylor



Pool and spa retail is still built on staples such as chemicals and accessories. But in many stores, those products are no longer the biggest story.

Across the industry, retailers are devoting more attention, showroom space, and merchandising effort to larger-ticket items such as hot tubs, cold plunges, and saunas. The shift reflects several forces at once: changing consumer expectations, stronger profit margins in some categories, and a growing realization that retailers need to lean into the categories where their expertise matters most.

But selling and merchandising these products requires a different playbook.

Here, retailers explain how they're creating environments that help customers imagine a better backyard and keep them coming back for the products, guidance, and experience that online sellers and big-box stores cannot match.

Leaning into expertise

Before investing in new product categories, retailers should carefully consider if they're equipped to sell the product well. Just because a product fits the backyard lifestyle doesn't mean it always makes sense for a pool and spa store to offer it.

Consider grills. Some retailers are moving them off the showroom floor after finding that the category often delivers thin margins, faces heavy competition from big-box and chain retailers, and takes up valuable square footage that could be used for higher-performing products.

"It was the lowest margin item in our showroom," says Michael Panella, CEO of Swimming Pool Services in Waukesha, Wis. "It got to the point where I'd rather have another hot tub on the floor."

Likewise, Burton Pools & Spas, with locations across Arkansas, Oklahoma, and Missouri, cleared out its grill inventory to emphasize products that support the company's focus on health and wellness.

"Our knowledge was wasted on grills," says Burton's retail manager Rodney Porter. "That's when we switched to a heavy focus on wellness."

Retailers say the lesson is to lean harder into the categories where their expertise actually matters. Hot tubs, cold plunges, saunas, and semi-inground pools typically require a higher level of education and trust, along with a more consultative sales approach than do products customers can easily pick up at a chain store. That plays more naturally to the strengths of a pool and spa retailer, where product knowledge, service, and long-term customer relationships are already part of the business.

Pool/spa store as a destination

As retailers shift toward more premium categories, they are also changing the function of the store itself.

Customers shopping for a hot tub or other large purchases are usually not wandering in on impulse. “They’re coming here on purpose,” says Burton Pools & Spas owner Caleb Burton. “They’ve done their research. They’re down the funnel a ways. On big-ticket items, they’re ready.”

Even so, many still arrive with incomplete or inaccurate information. Some are confused about issues such as saltwater systems or therapeutic light. That creates an opening for knowledgeable retailers to step in, clarify the facts and build trust.

“A lot of people have a great grasp of health benefits,” Porter says. “They come in here, we can give them even more information, and now they trust us with their \$20,000 purchase.”

That dynamic has a ripple effect. Once a retailer becomes the trusted source for a large purchase, that relationship can strengthen retention and support future chemical and accessory sales as well. Porter says Burton’s stores are highly focused on retention and on what he calls “creating our own customer base.”

Panella is seeing a similar pattern. At his store, cold plunges and saunas are drawing interest from customers who already own hot tubs, creating natural crossover opportunities. “We see a lot of folks packaging those things together,” he says.



A compact showroom vignette features a cold plunge and adjacent sauna staged like a boutique spa, inviting customers to feel the wellness lifestyle rather than just view products. By merchandising high-margin, big-ticket amenities as immersive experiences, retailers turn floor space into a “ticket to profits” that builds trust and drives larger purchases.

PHOTO COURTESY BURTON POOLS & SPAS

In that sense, the modern pool/spa store is becoming less of a convenience stop and more of a destination. Panella says his company’s off-the-beaten-path location actually works in its favor because customers seek it out intentionally. That kind of trip lends itself to a more considered purchase and gives the retailer more room to tell a larger story about the product, the lifestyle around it, and the accessories that round out the experience.

Merchandising matters more

If the product is more emotional, lifestyle-driven, and expensive, the display has to do more work, says Anne Obarski, who has worked closely with the pool and spa industry through her firm, Merchandise Concepts. She says retailers cannot treat a hot tub, outdoor kitchen, or furniture grouping the way they treat a shelf of chemicals.

“You want to see, feel, touch, and so forth, whereas chemicals is a transaction,” she says.

Obarski argues that the real challenge is not just carrying large-ticket items, but merchandising them well enough that customers can picture them in their own lives. A naked hot tub sitting on a showroom floor won’t cut it.

“You have to create a scene around the hot tub,” she says. “Will my life be better or different if I own one? That’s what customers are asking.”

In Burton Pools & Spas’ large Joplin, Mo. location, the challenge is making a large space feel more intimate and immersive, Porter says. To do that, the team builds environments around individual tubs, breaks up sightlines, and uses TV screens showing outdoor scenery to create a sense of place. The store also has private soak rooms, including one with a cold plunge and sauna, designed to feel like a high-end spa.

Dennis Marunde, president of Arvidson Pools & Spas, says the same principle guides his company’s displays in the greater Chicagoland market. His showroom

features product vignettes, including multiple levels of terraces and decks that help customers visualize how a hot tub might look in their own backyard. That kind of staging becomes even more effective when paired with thoughtful lighting. Pathway lights, spotlights, and area-fill lights all help create different moods throughout the showroom, Marunde explains, while a mix of cool, warm, and natural light can change how the space and product are perceived.

"Lighting and showroom color and floor patterns are hugely important," Marunde says.

Panella also favors a cleaner, more controlled presentation. His showroom is intentionally spaced out so every product has room to breathe. He dislikes clutter around premium merchandise and believes pool toys and boxed impulse goods can undermine the feel of a high-value display.

"What I've been taught is you really shouldn't have more than one day's worth of product in your showroom," he says. "We want to keep the showroom sleek and slim."

For Obarski, that kind of discipline should extend to category testing as well. If a retailer is new to a category, she advises starting with a smaller assortment — perhaps three items in a good-better-best structure rather than 12 scattered models. The goal is to learn what resonates without overcommitting square footage.

"Even if you only have three, do a very, very good job of that," she says.

Strengthening sales

Retailers may be giving more room to large-ticket products, but that alone will not make the category work. The back end matters, too: marketing, training, ownership, and a willingness to measure each product's performance to determine what actually works.

Premium categories require a stronger sales force and marketing plan than chemicals and similar staples. "There is good margin, but you have to promote it," Burton says.

To support that, his company hired an in-house marketing manager and expanded the marketing budget to support an omnichannel strategy, including Over the Top (OTT) media, Facebook and Google ads. The firm has seen a strong return from the increased investment.

But it is not enough to rely on static displays, Porter says. Promotional

messaging also matters. He credits one relatively new practice for moving his company's inventory faster: displaying manager's special offers on TV screens set behind the hot tubs.

"It makes a difference when you have 'manager's special' on the TV screen and show the price from \$15,000 to \$12,000," he says.

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close up: backyard living

Retailers also need to take a strategic approach to staffing, Obarski says. Big-ticket categories require actual selling skills, not just product familiarity. Employees should be trained deeply on the merchandise, as well as how to build relationships and guide a larger purchase. She also recommends giving team members more ownership over a category, including responsibility for merchandising, stocking, and sales performance.

In Obarski's view, data has to play a larger role as well. Retailers should monitor turnover, markdowns, vendor performance, and square-foot productivity to understand whether a category deserves more space or less.

Panella, while acknowledging the importance of hard metrics, also believes in the power of good old-fashioned observation. In his experience, a fresh set

of eyes can reveal blind spots in product placement and customer flow that the owner may no longer notice. In his showroom, he wants customers to explore a bit, and for products to have enough visibility and awareness to prompt a sale.

That means displays cannot stay frozen. Panella's staff revisits the stores' merchandising at least monthly, especially in a seasonal market where what belongs on the floor in January largely differs from what belongs there in summer. Some items may need to come off the floor entirely at certain times of year, while others — such as hot tub accessories or sauna add-ons — deserve more attention.

Looking ahead, pool and spa retail is likely to become more interactive, lifestyle-driven, and dependent on expertise. As wellness continues to influence the category, showrooms will need to do more than display product: They must house

immersive, informative environments backed by stronger visuals, better-trained staff, and sharper use of data.

The throughline is clear: Pool and spa retailers are not just adding bigger products. They are rethinking the purpose and mission of their stores.

The winning retail locations will still serve the customer who needs chemicals, water testing, or a quick replacement part. But they will also create environments where shoppers can imagine a better backyard, a stronger wellness routine, or a more complete outdoor lifestyle. In a market where consumers can find commoditized products on shelves everywhere, that advantage may matter the most.

"It's all about the environment," Burton says. "You need to create an environment where people feel welcome — or they'll go online."

close up: backyard living products



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Contact: anchorinc.com



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Contact: canada-spa.com/en



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



COVANA

The Oasis Automated Gazebo is designed to enhance the user's hot tub experience. It employs a proprietary key operation to open and close, with an energy efficient seal system that keeps water from evaporating – with no heat loss when closed. It does not retain water, which means it won't get heavy. It can be fitted with up to four shades or screens for added privacy.
Contact: covana.com



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Contact: covervalet.com



HARMONIC HOT TUBS

The Vintage Collection, featuring the H28RB Hot Tub, has a circular layout that encourages conversation and connection, creating a more social and inviting atmosphere for families and groups to unwind together. The H28RB now is offered in four finishes, allowing homeowners to match the spa seamlessly with any backyard or patio setting.
Contact: harmonichottubs.com



INNOVASPA

The Monsoon is the newest plug-and-play rotomolded spa and comes with 24 stainless steel jets, six seats — including the captain's chair and an ergonomic bed with two reclining positions. A unique multimedia tray for drinks, phone and tablet has a specially designed slot to hold everything securely in place and drip holes to prevent water from damaging devices.
Contact: monsoonspas.com



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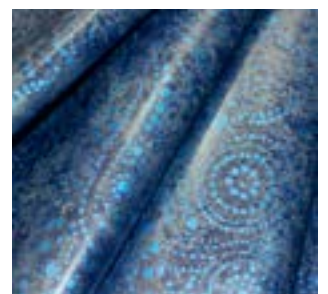


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Contact: lathampool.com



LIFE FLOOR

Destination Tiles debut with Mediterranean-inspired motifs that mirror luxury tile designs typically found in ceramics from the region. They are engineered for use using Life Floor's slip-resistant and cushioned surfacing technology. Tiles are easy to install and offer precise, complex patterning possibilities using 12 combinable tile designs.

Contact: lifefloor.com



LOOP-LOC

BABY-LOC is a convenient, cost-effective removable pool fence designed to help prevent toddler access to pools, decks, or docks. The self-closing, self-latching gate and sections open easily for adult access. Its features include rust-proof, noncorrosive aluminum poles; mesh fabric with UV resistance and mildew protection; solid brass latches with stainless steel; and more.

Contact: looploc.com



NEWAGE PRODUCTS

NewAge Products' Modular Outdoor Kitchen is easy to install and set up. A typical installation can be completed in less than 3 hours from package delivery to ready to use. The line is available in easily customizable configurations and finishes.

Contact: newageproducts.com



POOLMASTER

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. Made from 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.

Contact: poolmaster.com



POOLSFAFE

Poolsafe offers new mesh, removable safety fencing designed to be installed around any pool shape or size. It uses patented, transparent, large-hole ClearGuard Mesh for better visibility while also blending the fence into the backyard. Lockable, self-closing Triton gate features a curved top bar to help prevent climbing, and the Tri-Pod Truss system keeps gate aligned with daily usage.

Contact: poolsafe.com

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The newest addition to the Temple Stone series, this firepit is made of safe pre-cast lightweight concrete that matches the latest in outdoor living décor. Roughly 18" high, 76" long and 23" wide, the Temple Stone firepit hooks up to standard propane tanks. It's shown above in limestone color. The firepit is made in USA and available for immediate shipment.

Contact: ricorock.com



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The OGO Starfish is a bold, playful design that serves as a seat for two, a backrest, or a statement piece for any outdoor space. Available in multiple sizes and vibrant colors, the Starfish is a must-have for creating an inviting, lounge-friendly atmosphere.

Contact: shopbotanik.com



SPILLWAY SPAS

The new SL812 Shelf Lounger is crafted to deliver both relaxation and versatility. Its removable loungers feature upright seating with contoured armrests, lumbar and neck support, and an adjustable pillow for truly personalized comfort. A seamless cascading spillover enhances the design, while the flexible layout easily converts into a toddler-friendly pool or an inviting space.

Contact: spillwayspas.com



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Contact: sunlabpool.com



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Contact: theswamcam.com



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Contact: tarapools.com



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S CORP

OR

LLC?

BY RENA GOLDMAN

ADOBE STOCK



Or all of the above? What pool pros should know before they choose.

As a business owner, knowing the best way to structure your company can help avoid personal liability and unnecessary taxes. Forming an S Corp or limited liability company (LLC) are two viable options, each with different benefits and rules.

For pool and spa owners deciding whether to form an LLC, elect S Corp status, or pursue a combination of the two, here's what each structure does, how they differ, and what industry veterans say you should weigh before making the call.

Asset protection first

The most important consideration when deciding on a business structure is liability, professionals say.

"If you own a house, you'd better look at the structure of your company to find some sort of protection against any company debts so they can't come after you personally," says David Hawes, owner of H&H Pool Services in Dublin, Calif.

Both LLCs and S Corps provide limited liability protection. The structures create a legal separation between the business and its owners. Since the business is its own entity, legally separate from the owner, creditors and plaintiffs with a claim can only go after business assets, not the owner's house, car, savings, etc.

"I would absolutely bare minimum, be an LLC so you have the protection, so they can't come after you personally, and

don't pierce the corporate veil," Erik Taylor, owner of Chlorine King Pool Service LLC in Seminole, Fla. Taylor.

What is an S Corp?

An S Corp is one option for structuring your business. According to the IRS, S corporations are those that elect to pass corporate income, losses, deductions, and credits through to their shareholders for federal tax purposes. Shareholders report the income on their personal returns and pay taxes at individual rates. This way corporate income is only taxed once, instead of through both the company and the shareholder.

The IRS sets requirements that companies must meet in order to qualify as an S corporation. The business must be a domestic corporation, have no more than 100 shareholders, issue only one class of stock, and restrict ownership to individuals, certain trusts, and estates. Partnerships, corporations, and non-resident aliens cannot hold share. The election is made by filing Form 2553, signed by all shareholders.

An LLC explained

An LLC is a legal entity formed at the state level that combines the liability protection of a corporation with more flexible management and ownership rules. LLCs can have unlimited members, including foreign owners, and aren't required to hold formal board meetings or document minutes.

It is different from an S Corp in a very fundamental way: "An LLC is a way to set up your business with the state," says George Dimov, CPA and president of Dimov Tax, "and an S Corp is a way to file your taxes with the government."

S Corp vs. an LLC

Both statuses offer protection against liability, but an S Corp is more structured when it comes to the organization and management of your business.

David Hawes, whose service company handles 900 pools a week and is organized as an S Corp, explains that either structure will offer the basic protection business owners would typically look for.

"S Corps and LLCs have many similar operating structures. It's always a consideration for how you want to form them and what you're trying to

accomplish," he says. "The S Corp has more formal filing requirements with the state, and there are IRS considerations and so forth."

For instance, even as a sole shareholder, Hawes still has to have a corporate board and hold board meetings to meet the requirements for an S Corp.

Another consideration for pool pros operating in a seasonal market is how owners are required to pay themselves. The IRS requires S Corp owners to take a reasonable and consistent salary for the work they do, so owners can't wait out a lean winter and skip payroll the way an LLC owner could.

Dimov sees this play out every year with his pool industry clients. "I have seen pool builders choose S Corp status in January, feel good about it, and then panic in December," he says. "They set their salary high and did not have enough cash in the slow months."

To work around this issue, he recommends carefully planning how you'll pay yourself before filing. "The solution is to pick a salary that your slowest quarter can cover," Dimov says. "Then you can add money when business picks up."

Best of both worlds

One viable option for pool and spa pros is to form an LLC that is taxed as an S Corp. Taylor went this route years ago and now coaches other pool business owners on the structure.

"I'm an LLC, but I chose to be taxed as an S Corp, so I'm not an S corporation at its core, but I'm taxed as an S Corp," Taylor says. He explains that when you're forming an LLC, there's a provision where you can choose to be taxed as an S Corp. "I get the tax benefits of an S corporation, but I'm an LLC at the end of the day."

The benefit of the S corporation is that you avoid double taxation as an owner. A pure LLC owner could have dividends or draws taxed twice. S Corp status eliminates that second layer of taxation for qualified distributions.

"With an S Corp, my wife and I can take a dividend or owner's draw, and the company doesn't get taxed on it. We only get taxed on it on the income side, so we avoid being double-taxed, and that's the major benefit as an owner," Taylor explains.

Being organized as an LLC means Taylor doesn't have the stricter corporate formalities of a true S Corp. He doesn't have to hold board meetings or keep corporate minutes and a binder full of documentation.

For small pool business owners who don't want to commit to running a full corporate governance structure but still want the tax advantage, Taylor says it's a happy medium. His advice in coaching clients is straightforward: "I always recommend small pool businesses first, no matter what, form an LLC, and then I do recommend them to be taxed as an S Corp for the tax benefits."

Dimov recommends this setup for businesses that are making at least \$60,000 to \$80,000 in profits. "You get to keep the things about an LLC, like being protected from lawsuits and having simple paperwork, and you also get the tax benefits of an S Corp," he says. "This means you can split your income into a salary and other payments that are not subject to a 15.3% tax."

Consider your revenue

The S Corp election isn't automatically a win just because it's available. Dimov, whose firm advises a range of service-industry small businesses, warns that the tax savings can disappear underneath the cost of running the structure itself.

Businesses with higher revenue stand to benefit more from S Corp status. Dimov's example of what an S Corp is meant for is a business with a few vehicles and workers that makes over \$200,000.

If you use the S Corp structure too soon, he explains, you can spend more money on things like payroll and tax returns than you save on taxes. Dimov recommends evaluating your income first. "If you are a service tech, retailer, or builder making over \$70,000 after expenses, being an S Corp usually makes sense. If you make less, then the costs are too high."

Start by consulting a pro

Hawes and Taylor recommend calling a CPA before you file anything. The choice between an LLC, an LLC taxed as an S Corp, and a traditional S Corp will depend on your business needs and goals. You'll want to consider the state where you do business,

your revenue, growth plans, business partners (including family members), and how you plan to pay yourself.

"The best advice I give everybody is to get with your CPA, who's very familiar with how the taxation laws operate in the state as well as federal," says Hawes.

He draws a parallel that should resonate with anyone who has watched a homeowner try to balance their own pool chemistry. "The reason that we tell people they should hire us is because we're professionals," he says. "Let's use the same argument for maybe an attorney or a CPA that we use for people to hire us."

Pool pros who are still operating as sole proprietors are putting themselves at risk. The worst structure is no structure at all. Whatever you choose, Hawes urges, choose something.

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Pool and Spa Covers

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CROSS STAR SAFETY POOL COVER

The Cross-Star Safety Pool Cover features a durable 14 oz. solid vinyl construction that blocks sunlight and debris.

It uses a 360° tensioning system that pulls the cover tight from the center outward for a secure fit. The design eliminates stitching in the body, using RF-welded seams for added strength and durability. It also removes cross webbing for a cleaner look and easier maintenance, and includes a spring-loaded safety system for added protection.

Cross Star Safety Covers are constructed using springs that stretch to accommodate the weight of winter

precipitation. It can be customized to fit virtually any irregular or standard shaped pools.

Backed by a 10-year limited warranty, it requires a cover pump and is built as a premium option for harsh weather conditions.

Anchor Pool Covers | anchorinc.com

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





COVER CARE LLC PROFESSIONAL AUTO-COVER INSTALLATION AND SERVICE

Cover Care, LLC, is a national, full service company specializing in installation and repair of automatic pool covers and removable fences.

Cover Care technicians are trained to install, service and repair all brands, makes and models of automatic pool covers.

The company has specialists in more than 50 major markets in the U.S., allowing any pool retailer, pool builder or pool service professional to partner with Cover Care in the installation and service of pools that include an automatic pool cover.

"We make it easy for pool professionals to subcontract out the installation and maintenance automatic pool covers, allowing pool pros to easily offer and profit from selling auto covers without having to train or have personnel on hand to maintain and install them," says Jacob Bloss, operation director of Cover Care LLC.

Cover Care LLC | covercare.com



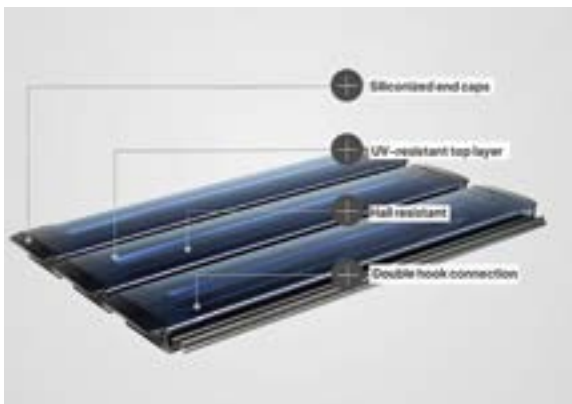
COVERLON SAFETY COVER

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



ENGUARD FLOATING POOL COVER

The Enguard Floating Slatted Pool Cover is a custom-manufactured pool cover system made of rigid, interlocking polycarbonate slats that float directly on the water surface, providing a seamless protective barrier for inground pools of almost any shape or size.

Each cover is cut to the exact dimensions of the pool and available in multiple slat profiles.

The low voltage motor encased inside the roller system allows owners to open or close the cover effortlessly with the push of a button. The slats are manufactured from UV-stabilized polycarbonate and are engineered for long-term durability, resisting warping, discoloration, and degradation from sunlight, pool chemicals, and impact.

Enguard covers are designed with safety in mind: The rigid slat structure, when correctly installed, creates a firm surface over the water that significantly reduces the risk of accidental immersion for children and pets.

Enguard covers are available in a range of colors and finishes.

Enguard Pool Covers | enguardpoolcovers.com



ECLIPSE AUTOMATIC SAFETY POOL COVER

The Eclipse Automatic Safety Pool Cover is offered by Coverstar by Latham and is both ASTM-rated and UL-certified. It's compatible with virtually any pool shape or size, including concrete, vinyl liner, and fiberglass pools from any manufacturer, making it a highly versatile solution.

When deployed, the Eclipse cover acts as a physical barrier that helps prevent drowning and unauthorized access to the pool. It helps keep debris, pests, and wildlife out, including leaves, grass clippings, and insects. It also helps retain water, heat, and chemicals, reducing water evaporation by over 90%, heating costs by up to 70%, chemical usage by up to 60%, and electricity costs by up to 50%.

The mechanism features enlarged rope pulleys, a cast stainless steel rope reel, and a sealed motor designed to withstand harsh pool environments. The system can operate on pools up to 80 feet in length and also incorporates high-strength ropes and sliders within a three-channel under-guide system for smooth operation.

Latham, the Pool Co. | coverstar.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 JacksMagic.com.

Jack's Magic Products | jacksmagic.com



AQUA-XTREME VIRTUALLY SOLID MESH

Aqua-Xtreme Virtually Solid Mesh is engineered to provide the ultimate in light blocking technology to deter algae growth, ensuring a cleaner pool in spring when the cover comes off.

"Customers love that they can open their pool in the spring and have it look almost as clean as the day they closed it," says LOOP-LOC President and CEO LeeAnn Donaton.

It has a unique, new weave mesh that is strong and quick-draining; it drains up to 80 gallons per minute without clogging. This mesh is also 50% lighter than solid safety covers for easy handling.

Aqua-Xtreme is available in Hunter Green, Sapphire Navy, Mojave Brown, or Steel Gray to compliment the homeowners' outdoor decor.

LOOP-LOC provides a 15-year pro-rated warranty on all their safety covers.

LOOP-LOC | looploc.com





ULTRA CUSTOM SPA COVERS

Merlin's Custom Spa Covers protect spas and hot tubs against the elements.

"Customers like how durable the Ultra spa cover is at protecting their spas against heavy snow loads," says Merlin Industries' marketing coordinator Rabia Danyaro.

The Ultra spa cover is a highly insulating foam core that is sandwiched between layers of fiberglass reinforced plastic. The core is covered with marine grade vinyl with UV and weather resistant finish. Integrated, reinforced handles keep the closing and opening of spas easy. Custom Spa Covers can be made for either standard or in-ground spas and are available in a variety of colors.

"The best thing about this product is the variety of colors it comes in," says Danyaro. "This includes the five premium materials that have a luxurious texture and enhanced UV inhibitors."

The covers are backed with a 5-year warranty.

Merlin Industries | merlinindustries.com



HD MESH SAFETY COVERS

Tara's HD Mesh Safety Covers provide durability, safety and water clarity while keeping pools protected year-round, says Thomas Kennedy, Tara's marketing director.

"Engineered with a densely woven mesh fabric, these covers block 99% of sunlight, preventing algae growth and making spring openings easier," says Kennedy. "Unlike standard mesh covers, Tara's HD Mesh delivers superior strength without added weight, making installation and removal easier for pool professionals."

The lightweight yet strong material allows water to drain efficiently while keeping out debris, reducing maintenance.

Each cover is custom-made to fit the exact specifications of the pool, ensuring a precise, secure fit. Tailored solutions are possible for complex pool shapes, including features such as spillover spas, slides, handrails, and more.

Available in green, blue, tan, and now gray.

Tara Pool & Outdoor Products | tarapools.com



MEYCOLITE WINTER SAFETY COVER

MeycoLite fabric was used in the original safety pool cover created by Meyco founder, Fred J. Meyer, Jr., and is the fabric of choice for some of the world's largest winter pool covers, says Phil Saltzman, Meyco's director of sales.

MeycoLite's weave eliminates the need for draining dangerous surface water, allowing rain and debris to naturally pass through while leaves dry up and blow away. Meycolite is treated for color fastness to minimize fading and requires minimal care over the winter.

"Meycolite also blocks 95% of the sun's rays, reducing UV damage to the pool area," says Saltzman.

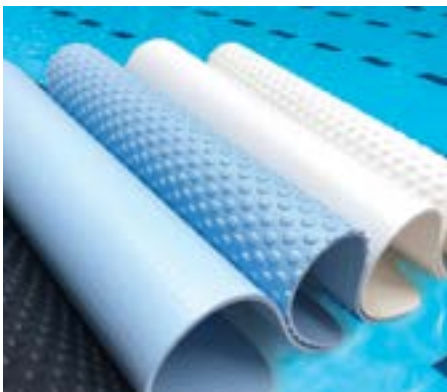
Lightweight yet tough, MeycoLite outshines bulky, cumbersome tarps — making it easier and faster to install at the end of the swim season without sacrificing heavy-duty protection.

Meyco Pool Covers | meycocovers.com

Landscape and Design



ADOBE STOCK



INFINITY POOL SURFACE

Infinity Pool Surface is a reinforced PVC membrane system which delivers a fast and efficient installation process with minimal surface preparation and no cure times required.

The membrane is designed for clean application – it arrives ready to use without mixing or additives, reducing job site debris and creating a safer, more controlled work environment.

Its flexibility and dimensional stability allow it to seamlessly adapt to curves, corners, and complex pool designs, which ensures a precise watertight finish.

Infinity Pool Surface also is designed to resist the effects of environmental factors such as temperature, moisture, movement, and interaction with swimmers and pool chemicals over a long lifecycle.

Infinity Pool Surface is available in either smooth or textured options, and is covered with a 15-year warranty.

Poolside by CGT | poolsidebycgt.com

OASIS AUTOMATED GAZEBO

The Oasis Automated Gazebo is designed to enhance the user's hot tub experience.

The Oasis employs a proprietary key operation to open and close, with an energy efficient seal system that keeps water from evaporating – with no heat loss when closed. It does not retain water, which means it won't get heavy.

It can be fitted with up to four shades or screens for added privacy, and its LED lighting system combined with its black interior makes it inviting for night usage.

"The best thing about the Oasis is the fact that one SKU will fit 95% of all hot tubs out there," says Sylvain Daigle, Covana's global sales and marketing director. "Consumers love them for all the benefits and user experience, and retailers love them for the added revenue without adding a lot of square footage."

Covana | covana.com



QWIKLED LIGHTING ADAPTOR PLATES

The new QwikLED lighting adaptor plate makes it easy and affordable to switch-out older incandescent pool lights with newer, energy-efficient LED lights, says Tony Madormo with Magic Plastics.

"This lighting adaptor plate offers pool professionals a hassle-free system to renovate older pools while giving clients cost-effective LED lights," Madormo says.

In addition to energy savings, LED lights can instantly upgrade pools with multi-colored options that enhance the entire outdoor living space. The QwikLED is available in the Standard Plate and Plaster Plate. Available in Gray, Dark Gray, and White to match pool interiors. Now also available for spas. Made in USA.

Magic Plastics | magicplastics.com

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419-752-2611 <https://quikrete.com/>



B SQUARED POOLS

B Squared Pools' new sun ledge kit can be easily and quickly installed and added to any swimming pool without having to renovate the pool. The sun ledge is an independent, free-standing design with a built-in waterfall edge. This panel-based system is made of lightweight, energy-efficient polypropylene with a weather-resistant finish. The panels provide an internal grid structure for wall strength and built-in insulation through its sealed chambers for added thermal efficiency. Made in the USA.

BSquaredPools.com



GREAT LAKES SPAS

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greatlakesspas.com



KING TECHNOLOGY

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kingtechnology.com



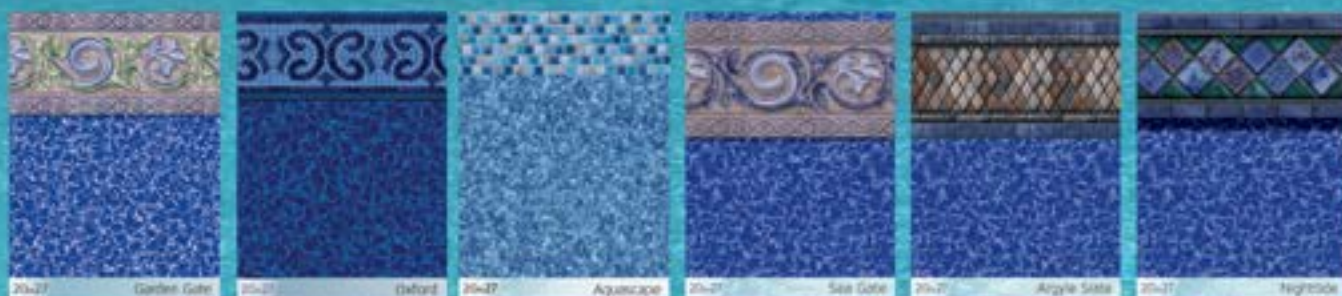
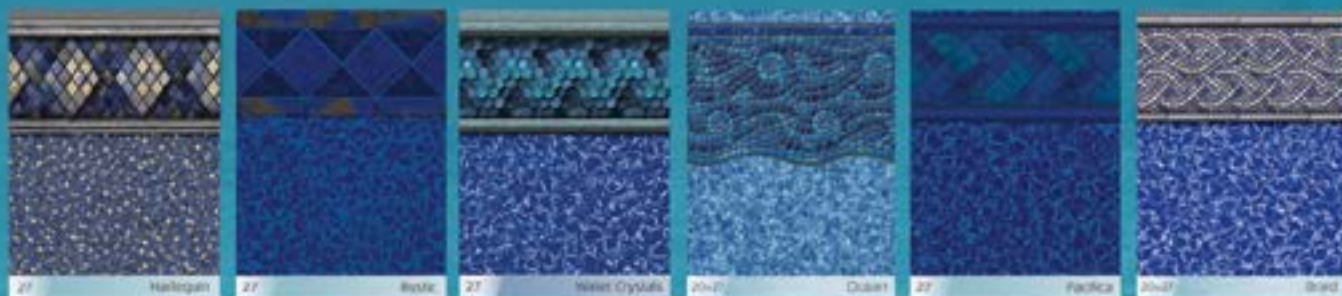
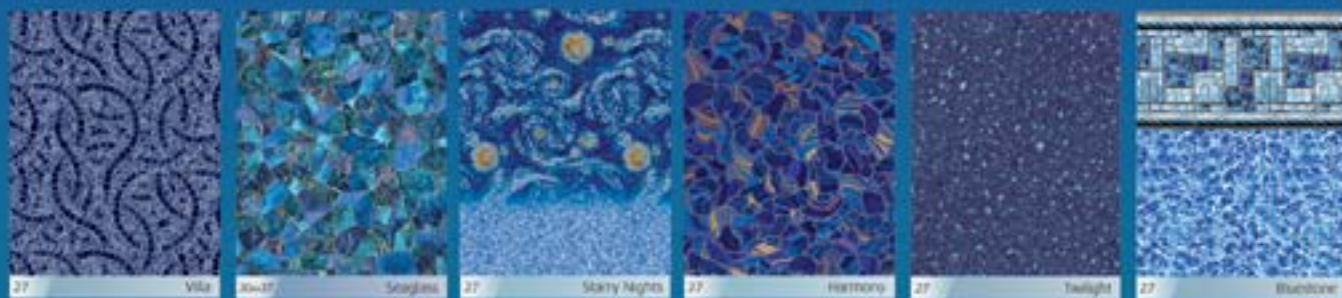
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sunlabpool.com



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