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GET INTO THE SWIM!

MEET THE TEAM....

Here at Bluewater we are a small but close-knit team.

Ryan—our first point of contact for many of you—is new to the poolcare industry but seems to be getting the hang of things. Over the summer he will be out and about getting to know some of you through the north island.

What do you do in your spare time Ryan?

"Fishing, socializing, and rugby".

What is your idea of the perfect summer afternoon?

"That's easy! It would be having a cold beer on the deck in the sun with some chilled out music and a bunch of mates around".

To help us over the summer Dan has come on board to take calls and place orders. Dan and Sjaan worked together at Orica so he is very familiar with the products and the customers.

What do you do in your spare time?

Study for my Masters in Osteopathy, run and travel.

What is your idea of the perfect summer afternoon?

Spent on a Coromandel beach.

SEASONS GREETINGS!

This is our favourite time of the year and fortunately for all of us, summer and Christmas roll around rather quickly. It sure has been lovely to feel some warmer weather. With the silly season upon us we thought that we would give you a clear idea of how Bluewater Poolcare will operate over the Christmas and New year period.

THINGS TO NOTE:

Over the Christmas period we will have skeleton staff at our warehouses and in the office so please keep this in mind when ordering product. Whilst we will endeavour to get your orders out to you as quickly as possible with the class of goods involved in poolcare, getting transport can sometimes be tricky. Please bear with us at this time.

Over the past couple of months, getting out and visiting our valued customers has been a priority. Since Bluewater Poolcare changed hands in June, Sjaan has been all the way from Kaitia to Gisborne; Wellington to New Plymouth and even through the South Island.

This has been an interesting and challenging time as there are plenty of people to catch up with. Let us know if you would like to see your Account Manager.

LIQUID CHLORINE:

The market for liquid chlorine is competitive and Bluewater Poolcare want to make sure that we provide our customers with a great product at a reasonable price.

The latest development here at Bluewater is that of the returnable jerry can. This will be gentler on the environment and on your wallet. With this new concept in mind, the 2010-2011 season price of the 20L liquid chlorine jerry can (BWLPC-20L) is \$30 plus \$10 for the jerry can that is refundable on return of the container.

ALL THE BEST FOR THE HOLIDAY PERIOD AND THE NEW YEAR!



BLUEWATER BULLETIN

VOLUME 1 : ISSUE : 2

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THIS

ISSUE:

- Things to note
- 5 Steps to a clear pool
- Palintest—Easy Water Balance
- New Packaging

WATER TESTING: THE ART OF BALANCE.

Imbalanced water can result in corrosion and scale formation on pool fittings and piping's. Dull water shows that the sanitisers are not working properly and to fix these two problems a quick water test will help!

We all know that having balanced water is cost-effective and saves headaches for all involved.



Palintest is a world leader in water analysis technology. They design, manufacture and supply a full range of high performance products for monitoring water quality and at Bluewater Poolcare we are fortunate to be in partnership with them.

The latest technology in pool water testing is the PoolTest 25 Professional Plus. This little gadget is waterproof, floats, has a back-light screen, tests for a wide range of chemicals and stores up to 500 results. A great addition to any shop or pool valet service, these are becoming increasingly popular.

If you are keen on learning some more about this product or any other Palintest products please contact us for a full colour brochure. If we don't stock it we can get it in for you!



SAFE HANDLING...

This month we have had a timely reminder regarding just how dangerous chlorine can be. Mixing chemicals is never a good idea and it is imperative to remind customers that combining certain chemicals can result in serious consequences such as explosions. With more people owning spas and pools than ever before, its up to all of us to pass on our knowledge of safe handling.

There are always areas that we can improve on for all of us and Bluewater poolcare has been meticulously reviewing its labels and safety standards. We hope to have all of our new labels in place by the end of the year.

So the important message is please highlight to your customers how to correctly handle chemicals and let them know when in doubt contact an expert. Please feel free to contact us with any suggestions on how we can keep people safe and if you require further training.

LONG HOT DAYS OF SUMMER....

At Bluewater Poolcare we realize that keeping a pool clean is about more than just chemicals. Here are the 5 simple steps to ensuring a swimming pool stays crystal clear over the summer.

1. Circulation:

Ensuring that the pump is in good working order is key to banishing algae and bacteria. Another thing to check is that the jets/nozzles are not just skimming the top of the pool but also getting down into the depths to push the water around.

2. Filtration:

It's important to maintain the pools filter. Regular cleaning of the filter is very important in keeping the pool sparkling clean. Bluewater Poolcare Filter Cleaner is a cost effective, easy way to clean filters on a monthly basis.

3. Filter Run Time:

One issue that often gets neglected is the length of time required for sufficient filtration. Of course it can be different for every pool depending on the climate and the surrounding environment of the pool. But there is one sure thing, without the proper amount of filtration, the pool will not look good. As a general concept, when the hot summer

months approach, it is important to increase filtration time. So if the pool doesn't look good, check to make sure the run time for the main pool filter is adequate for that season and climate.

4. Balanced Water:

Water chemistry is very important for keeping a pool clear and sparkling. Investing in a good pool test kit can save thousand's of dollars. Bluewater Poolcare stock Palintest pool test kits which test for pH, chlorine and alkalinity. Once pool water is balanced, adding the sanitiser such as Bluewater Stabilised or Granular chlorine is easy.

5. Cleaning:

Although the most tedious of tasks, just committing to 10-15 minutes a week of manual cleaning will keep debris out of the pool and the pool water clear. Always ensure cleaning equipment is unclogged and perhaps look at investing in an automatic cleaning system.

So just 5 simple steps—who would have thought it would be so easy?

Enjoy summer.....and keep a cold beverage close at hand!



"BBQ's, cocktails and pool parties sound like the ideal summer."

NEW PACKAGING!

One of the exciting developments at Bluewater Poolcare is the new packaging we have been working on.

In the past, the Bluewater range has been purchased already down-packed from China. Here at Bluewater Poolcare we believe in supporting local businesses, so we have teamed up with Viscount Plastics to design new packaging.

A fun and challenging process, we firstly had to decide on what sort of container to use—the pails have always been popular so we decided to stick with them for all the different sizes.



Then came the challenge of creating the plate that labels the pails. We wanted to incorporate the new logo and have differentiating lids that were eye-catching.

So with a couple of production delays slowing us down we now have in the new pails and are furiously down-packing bulk product to ensure that we have enough to fulfill orders.

Let us know what you think?



AROMATHERAPY...RELAX A LITTLE

Since the release of the new aromatherapy line, we have been inundated with calls for more information. These fragrances can create any mood and are so easy to use. All you need to do is sprinkle the pack of crystals over the spa with the jets turned on and sit back and unwind after a long day. Passion, Energise, Relax and Balance are a great little extra to have on the shelves as Christmas approaches. An affordable stocking filler, these are sure to fly off the shelves!

Call us today to ask about these fun additions to your product line.

BAQUACIL— A CHLORINE FREE ALTERNATIVE.

Many may not realize this but Baquacil can be used in both pools and spas!

Baquacil is a sanitiser and algistat so provides an exciting alternative to chlorine. Baquacil is a biguanide sanitiser and works by attaching itself to the bacteria found in the pool and breaking it up until the bacteria is destroyed. This also exerts a mild flocculating action as they pull together any suspended particles in the water, making them easier to



filter. Baquacil's effectiveness is not lessened by sunlight, temperature or pH changes. This means that less product is used.

Baquacil is gentle to the skin, eyes and pool surfaces due to its close relation to antimicrobial scrubs.

Call us today to talk about the Baquacil system!