



Chlorine Times



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Copy Cat Services are the Highest Form of Flattery!

... It has often been said that patterning oneself after another is the highest form of flattery. We take it as a compliment when we see competitors designing services similar to our popular Chemical Only Program. The most recent example is a local Pinch-A-Penny store (P-A-P) which is offering a similar program. However, it is not price competitive with ours. In fact, they are 56% higher than our program! And now, with our new and improved Chemical Only Gold Program fully implemented, which achieves a 400% chemical effectiveness increase from our old program, it would be difficult to duplicate our service quality. **WHY THE PRICE DIFFERENCE?** The primary difference is the type of chlorine form used in the treatment protocol.

Chlorine Continues To Be The Chemical Of Choice For Cleaning Most U.S. Pools. Chlorine's time-tested ability to sanitize, that is, to quickly kill nearly every known disease-causing microorganism in a body of water is well documented.

The Chemical disinfects pool water by killing pathogenic bacteria and viruses within minutes of application. Recent innovations in alternative sanitizing techniques notwithstanding, the vast majority of pools through the United States are sanitized by Chlorine in one form or another. The question is not whether to use chlorine; rather the discussion often focuses on which type of chlorine chemical should be used.

The most common types of chlorine used are gas chlorine, liquid chlorine, dichlor, trichlor, lithium, and cal-hypo. Gas Chlorine is the purist form of chlorine available, making it the most effective sanitizer. Unlike the packaged products, gas does not contain additives or compounds. This allows it to be the least expensive option.

Gas is also better for pool equipment. Unlike liquid or tablets, there is no concentration to come into direct contact with plaster. Rapid dissolution of gas occurs as it is disbursed into the water. This allows equipment to be shut down during the treatment protocol. This avoids direct contact with older metal pool equipment while avoiding product accumulation on plaster. Only Chlorine Gas provides this flexibility. All other forms of Chlorine are dependent on the pool's circulation system to mix chemicals with water. Chlorine gas is also safer for swimmers.

Gas pools are balanced differently than packaged materials and only trained gas technicians are qualified to define a treatment protocol for gas pools. Retail stores and other competitors cannot offer Chlorine Gas; this makes it difficult to compete with the price and quality of our gas program.

As a result, some competitors occasionally resort to the unethical practice of making untrue and unsubstantiated comments in an effort to promote their own products and services.

Continued on reverse...

Reminder:

Refer your friends to get a free month of chemical service!

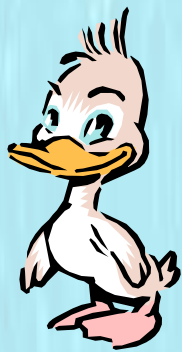


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Confucius Says:

“Wheresoever you go, go with all your heart..”



Due to the consistency of negative comments being identified as coming from Pinch-A-Penny franchises; we are concerned that this unethical practice may be a systemic problem fostered at the regional or national level of their Company. By this, we mean they may be engaging in unfair business practices with a level of thoroughness and regularity to intentionally and inappropriately interfere with NEFCC and its loyal customer base.

We need your help in documenting any such incidences you may have encountered with P-A-P or other competitors, by calling our office at 636-0903. Ask for Joe Sr. This information will be extremely helpful in assisting us with a follow-up meeting with these competitors.

It is our goal to assist these organizations with a better understanding of our industry and importance of their associates practicing good business ethics in the marketplace. We also want to insure they have access to modern day research results which demonstrate that poorly made plaster is the main culprit causing deterioration in pool surfaces, not types of chlorine. In fact OnBalance, a third party research and consulting group, recently reached this conclusion. They also concluded it requires very aggressive water for a very long time to affect well made plaster!

BEST QUALITY LOW COST POOL SERVICE IN THE MARKETPLACE:

Our Chemical Only Gold Program continues to be the best sanitizer in the marketplace. We continue to have the highest quality service at the lowest cost. We're licensed, insured, and rigid training is mandated for our Technicians. Simply stated, you "Get More for Less" at North East Florida Chemical Corp. Our Chemical Only Gold program saves an average of \$300 a year over similar competitor programs. Our Gold program has been fully implemented for all of our customers at the same great price as the old program! May you have a very blessed season of swimming enjoyment!

Are You Participating In Our Service Program That Is Right For You?

Our most popular program is our Chemical Only Gold Program. It is designed to be a partnership model in maintaining a customer's pool, i.e. we manage the water chemistry and the pool owner performs the cleaning tasks. Properly done this program saves the home owner money and promises an abundance of exercise.

However, not everyone qualifies or chooses to participate in this program. For those of you who don't, we offer the Chemical Gold Plus and full cleaning programs. As a reminder, we are a full service chemical, cleaning and repair company. Our service departments include:

1. Chemical Only Gold (Chlorine and Salt)
2. Chemical Gold Plus
3. Full Service
4. Repairs
5. Special Services (Pool recoveries, clean-outs, etc...)



ADJUST YOUR FILTRATION TIME

Keep in mind that it is imperative for your pool to have proper filtration. You should be advancing your timer to run approximately ten hours daily by April 1. Ten to twelve hours of continuous day light filtration will be necessary to sustain the summer temperatures. This is assuming your filtration system is operating in good mechanical condition. Remember, replacing your filter and sand at or near the end of their expected useful lives will provide significant improved performance, require shorter circulation cycles and generate energy savings. Efficient filtration systems often require less routine cleaning support. Let your filtering system do the cleaning it was engineered to do!

