



North East Florida
Chemical Corp.

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Chlorine Times

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GREEN PREVENTION WEEKS PRODUCED REMARKABLE POSITIVE RESULTS

Congratulations to all of you who participated in our Green Prevention Weeks Spring clean up initiative. As you know this program was designed as a coordinated recovery effort in our chemical only program to address lax winter cleaning habits in an effort to minimize spring algae

blooms. The results were outstanding! Less than six tenths of one percent of the pools in this program required additional cleaning support from our Special Services Department.

We also enjoyed the unexpected benefit of marginalizing the effects of oak pollen this spring.

The combination of our super-chlorination efforts and great luck in timing produced a tremendous defense against the effect of oak pollen. By the time you receive this issue of the Chlorine Times we will have the majority of the oak pollen season behind us.



CHEMISTRY BALANCE NORMALIZED

With regular cleaning chores restored and oak pollen season behind us, chemical treatment applications have returned to normal. Normal should be understood to be the amount of chemistry necessary to consistently maintain a healthy and esthetically correct pool supported with proper filtration, good circulation, and all equipment operating normally in a leak free environment.

MAINTAINING BALANCED WATER CONDITIONS IS CRITICAL

Because the list of causes for out of balance water conditions is almost endless, it is difficult to avoid an occasional incident. However, a trend of incidences during normal treatment protocols typically suggest

unfavorable changes are occurring in the pool equipment, circulation patterns, filtration systems or water loss situations. Often, additional chemistry can mask these emerging issues. An abnormal amount of

chemistry should never be used as a long term alternative to fixing operating issues. This approach is not good for swimmers, pool equipment or our environment.



WHAT TO DO FOR POOR POOL PERFORMANCE PATTERNS

In the event that you notice unfavorable pool water patterns, call our office. If you have a chemical failure due to our treatment protocol, we will gladly reservice your pool between your regular service days at no charge to you. Should you have an equipment failure, we can schedule you an appointment with our repair department. Our work is guaranteed and our rates are extremely

market place competitive. Often, problems can be identified as a filtration timing or circulation problem, which can be corrected via conversation without a customer charge or service appointment. Keep in mind that chemicals are enablers which insure a healthy and esthetically correct pool presentation when used in conjunction with an effective cleaning program, proper filtration

cycles and normally operating equipment all working in harmony in a leak free environment. Do not add chemicals to your pool without checking with us first. And never add algaecides to your pool. Certain algaecides neutralize chlorine based treatment programs, which could result in expensive and untimely recovery periods.



ACHIEVING PEAK POOL PERFORMANCE

To assist our Chemical Only Program customers in consistently achieving peak pool performance results, we have developed a Fact Statement Summary. Please visit our website at www.clear-n-safe.com for helpful details.



WEB STORE VERSUS TRAVELING TO A RETAIL STORE

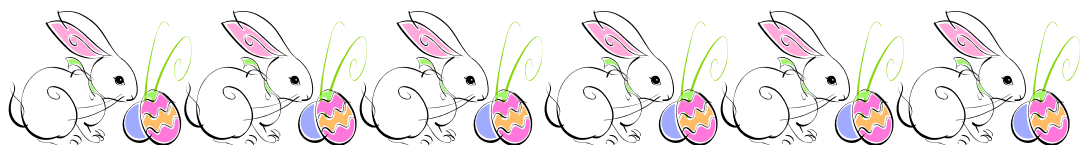
As a reminder, our website store is now available to our existing customers for your pool supply and repair needs. Simply visit our website at least 48 hours prior to your next service day and we will provide you free delivery on your next service day.

WHAT'S THE VALUE OF A PERCENTAGE DISCOUNT SALES OFFER?

Frequently we observe competitors engaged in expensive sales promotions where a percentage discount from their presumed usual and customary retail price is offered. We often wonder what the real values of these offerings are worth. Car dealers are a good example that drives my curiosity. If you shop for vehicles as often as I do, you quickly realize that those huge discounts offered during their sales events often disappear by the time the "Out the Door" price is calculated and

compared to similar vehicles price quoted between sales events. So how does this happen, i.e. the real discounts seem to evaporate when measured in terms of what the customer ultimately pays. I leave the answer to the imagination of the reader. However, these situations always remind me that it's not about the bargain I am being offered, rather it's about the net cost to me that counts! Consumers are especially vulnerable with percentage discount offerings, especially those "prices

starting at" or "save x amount" or "actual and retail" prices left out of advertisements, etc. My advice is to always price shop competitors, especially for high dollar items. And always get warranties in writing for all big ticket items. Lastly, don't forget that many manufacturers are counting on you to forget to mail in your "mail in rebate" form. Surprisingly, a very high percentage of customers forget, which is why manufacturers do not allow retailers to honor rebates at time of purchase.



AUTO VACUUM REPAIR SHOP

Auto vacuums are a tremendous help in assisting to maintain a clean pool. Unfortunately, they frequently break down. You can avoid a service call by using our warehouse repair service. We pick-up your non-functioning vacuum on you service day and return it the following service day. You will only be billed for parts and a \$35.00 bench fee. Repair quotes are available from the bench technician after he has examined it.

