



North East Florida
Chemical Corp.

August 2009

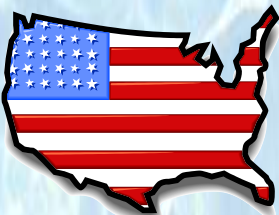
Chlorine Times

In this issue:

- The True Power of North East Florida Chemical!
- We will be open and servicing pools as normal this Labor Day!
- Don't forget your pool maintenance!
- Enjoy your pool. See our thrifty summer party tips! ☺

General Summer Pool Care:

- Brush pool walls twice a week
- Filter 10-12 hours daily
- Keep pool and skimmers free of debris



The True Power of North East Florida Chemical

Many of you reading this have been faithful customers of NEFCC for years and some of you may be new to our program; surprisingly though, many of you are still unaware about the NEFCC difference. How can we make a pool look so much better than anyone else? The answer is simple. It's the chlorine! As the only licensed provider of chlorine gas in Northeast Florida, we have a superior advantage over the competition, and by you using our program, you gain this significant advantage over your neighbor if they are not using us as well.

As you are aware, chlorine comes in several forms. Gas (chlorine), liquid (sodium hypochlorite), Trichlor tablets (Trichloro- S –Triazinetrione), dichlor tablets (Sodium **Dichloro-S-Triazinetrione**) and granular (Calcium Hypochlorite). Hard to pronounce most of those isn't it? Notice that only one is actually chlorine. All of the others are chlorine compounds that add unwanted fillers, bonding agents and carriers, all of which are useless or even detrimental to a pool surface, equipment or swimmers. These additives over time will cloud the water requiring partial or total water draining and refilling to regain the clarity and reduce the total dissolved solids.

Chlorine gas is 100% chlorine. All chlorine compounds lose strength as they age, which requires additional product to achieve the results of the product if it were fresh. Gas chlorine never loses its strength because it is 100% pure. A single pound of gas treats 120,000 gallons of water to 1 ppm. If you are wondering how the others stack up, they do not. To achieve the same residual and oxidation power as 1 pound of gas, it would take 10 times the liquid; and tablets are incapable of shocking a pool at all! Cal-hypo is a good shocking agent but is a poor sanitizer for residual chlorine. This means that no other type of chlorine even comes close to the sanitation power and oxidation power of gas.

As far as safety is concerned, I offer a quote from *Diane M. Haskett, President of Chlorinators, Inc.*, "On the subject of safety, statistics reveal that the form of chlorine most involved in accidents and injuries is the liquid form, sodium hypochlorite. When used as bleach with other cleansing agents, sodium hypochlorite can burst spontaneously into flame when left too near a heat source, or in contact with an entire group of chemicals. And, sodium hypochlorite can badly irritate skin and damage eyes."

"Calcium hypochlorite also can damage skin and eyes. A match dropped into a drum of granular or tablets can set it on fire; contact with oily rags in hot, humid conditions can cause spontaneous combustion; and, if dropped, a sealed container of calcium hypochlorite can explode. Additionally, as they degrade, sodium and calcium hypochlorite vent chlorine into the air."

"Chlorine gas, on the other hand, is neither flammable nor explosive."

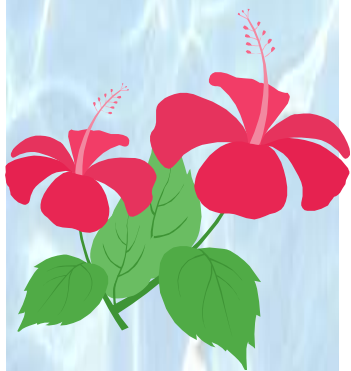
These facts coupled with the superior service and experience of our licensed technicians, proves time and again why NEFCC is the highest quality most popular service in Jacksonville for over 20 years. The simple truth is our chlorine is our strength.

By ensuring your pool or spa heaters are working at peak performance now, you will be able to enjoy a trouble-free swim season extension this fall.

For details or to schedule a heater tune-up, please give us a call.

For Sale:
2003 Lexus RX300
72,670 miles
Excellent condition, fully loaded, pewter/grey two-toned, serviced regularly, never damaged.
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MID-SUMMER BLOW-OUT!

Add a Hayward Vacuum to your service for only \$25.00 per month for 3 months*



Celebrate Labor Day!



We know you have big plans to celebrate this Labor Day poolside, and it's important that your pool look its best! So, in order to serve better, our office will be open for business on Monday, September 7, 2009.

Although, some gated communities disallow service vehicles on holidays, all other homeowners will receive

service as normal.

If you have Monday service and *do not* want your pool to be serviced, please call our office so we can notify your technician.

Finally, keep in mind the gate must be unlocked and the dogs put away for your technician to perform service and it is suggested you

should not swim for two hours following service.

If you are going out of town or having company, please plan accordingly!

If you're planning a party and would like extra chemicals, please call our office by Sept 2nd and we will gladly double treat your pool.

"Staycations" are *SO* in Right Now

You don't need to travel anywhere to have a great summer. Save money and gas by hosting a pool party for your friends this summer.

- Pick a theme such as pirates, luau, beach day, or yacht club and send matching invitations cut from cardstock!
- Keep sunscreen in a bucket of ice to keep it cool! Get plenty of ice!!!
- Have extra towels on hand for those who forget. Store them in a decorative basket poolside.
- Stock up on pool floats, toys, and water guns! (they're not just for kids)
- Fire up the grill. Provide hamburgers and hotdogs, and ask your guests to bring the sides!
- Set up a few beach umbrellas for guests who get too much sun.
- Don't forget land entertainment: consider a simple volleyball net!
- Create a playlist to enhance the theme: Bob Marley, Beach Boys, or Jimmy Buffet! Be creative.
- Give after sun gel and lip balm tied with ribbon as party favors to sunburned guests as they leave.

Summer Lovin': Give your pool some TLC



Summer is still here and your pool is working hard. Remember to show your pool some extra attention during hot months. Pools need 10-12 hours of filtration daily as well as regular brushings.

With properly functioning equipment and chemicals,

your cleaning routine will keep your pool looking beautiful for the rest of the summer.

If you notice problems with your pool or equipment, call the office as soon as possible. Don't lose valuable swim time and risk further costly

damage to your pool equipment. Our knowledgeable repair technicians will diagnose and remedy problems quickly to get your pool up and running so your pool and wallet don't suffer!

Love your pool! Fix problems now before they create more damage!

* After 3 months, normal rental rates apply