

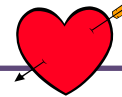


North East Florida
Chemical Corp.

February 2011

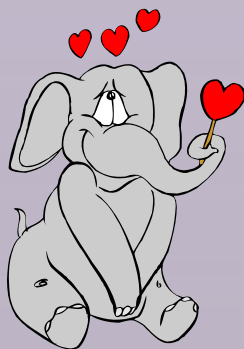
Chlorine Times

SPECIAL SPRING ISSUE



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Internet Website Store

Don't forget to shop from your home for all your pool needs. We can be located at www.clearnsafe.com where prices are competitive and delivery is free.

MAGIC OF CHLORINE GAS

Chlorine gas performs magical results in maintaining clear blue swimming pool water while insuring the highest sanitary protection available in the market place. It is a far superior product, safer, and the most cost effective option available to pool owners. Its remarkable performance often times causes pool owners to falsely conclude that this product replaces the need for cleaning maintenance. Of course this is incorrect. No chemical can replace cleaning the pool. However, our Chemical Only water treatment program takes the guess work out of water chemistry; minimizes the cleaning work effort required and provides the pool owner approximately 65% saving on the Full Service Program. It is when the pool owner neglects to perform the cleaning duties on a regular basis that the risk of algae blooms (green pools) are the greatest. To minimize this problem we are sponsoring our First Annual Green Prevention Weeks this year.

WHY GREEN PREVENTION WEEKS

During my early pool ownership days, when I had more things to do than time to do them, pool cleaning responsibilities during the winter season often got neglected. The clear blue water maintained by my weekly chemical service seemed to support my belief that off season pool cleaning services weren't necessary. After a couple of laborious and expensive green pool recoveries, I was surprised to hear my pool guy ask why I allowed green pool conditions. I shared with him that I thought it was his responsibility to prevent the pool from turning green.

It took about an hour of educating me about the need for chemicals, cleaning, filtration, and properly operating pool equipment all working in harmony in a leak free environment to produce year around excellent pool performance. In short, a pool needs maintenance year around. Perhaps not as much during the off-season, but it cannot be limited to chemicals or a pool cover and forgotten for five months. I learned three things that day. First, I learned about my pools total maintenance requirements across all seasons. A pool's needs vary from season to season with peak demand occurring during the hot summer months. Secondly, chemicals are enablers. They must be present and balanced in order to have a trouble free pool, but chemicals must be supported with an effective cleaning program, reasonable filtration times, and pool equipment operating in normal condition all performing in harmony in a leak free environment to properly sustain the heat of summer. Thirdly, I learned why my pool turned green and I realized I was responsible for it going green! I had not faithfully performed my cleaning chores during the winter season, thereby allowing an accumulation of algae, which bloomed as soon as the weather turned warm.

MARCH 14 THROUGH APRIL 3, 2011

FIRST ANNUAL GREEN PREVENTION WEEKS

The above reflection of my own learning experience has prompted us to sponsor our First Annual Green Prevention Initiative for our Chemical Only Service Customers. The initiative's goal is to establish a timeframe to coordinate super chlorination with your cleaning chores. Our time coordinated initiative will combine to eradicate algae accumulation. You must brush the algae off the walls, floor and steps of your pool thereby suspending the algae in the super chlorinated water. Even if you can't see it, algae has been building up in the pool all winter. Chemicals perform best when they access all sides of algae.

Green Prevention Weeks are scheduled for March 14 through April 3, 2011. We will super chlorinate your pool on your regular service day each of these weeks. If you have a visible accumulation, you need to perform your cleaning duties every other day for two weeks or until your pool water returns to its normal clear blue condition. If there is no visible build-up, perform a thorough brushing before or after our visit every service day & once again mid-week. Thereafter, you should resume normal cleaning duties one to two times a week based on your pool's needs.

ALGAE PREVENTION IS INCLUDED IN OUR FULL SERVICE PROGRAM

To be clear, our Green Prevention Weeks are designed for our Chemical Only Program customers. It is designed to assist Chemical Only customers in coordinating work effort to receive maximum benefit from the Chemical Only Program while reducing the risk of their pool experiencing an algae bloom when the weather turns warm. Effective algae management is an important part of the service we provide to our Full Service customers. These are the pool owners who purchase both our chemical and pool cleaning services.

CONDITIONER BALANCING

You are aware that conditioner is the only chemical not included in our monthly program charge. This is because it is a product that never leaves the pool once applied except for leakage, splash out, backwashes, etc. Some pools have leak issues which results in a much higher use than leak-free pools. In fairness to customers who maintain leak free pools, we charge customers for specific conditioner consumption. We will be rebalancing conditioner in early April. To minimize the amount of chemical loss, we want all green and dirty pools corrected prior to this rebalancing effort. Let's not spend money unnecessarily.

Conditioner treatments will begin on April 1, 2011.



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Customers of North
East Florida Chemical
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plus FREE
Installation!**

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www.culliganjax.com
Financing Available

POOL RECOVERY SERVICES

To any of our Chemical Only customers who will be requiring our clean-out services, we strongly recommend that you schedule this work to be completed prior to our Green Prevention Weeks. Effective algae prevention is best suited for debris and dirt free pool environments. Recovery services are generally required to remove, foreign material (furniture, trees, etc.), dirt, leaves and other unimaginable items that find their way to the bottom of pools. Pool recoveries should occur during the first half of March to be positioned for maximum participation benefit of the Green Prevention Weeks and to avoid the spring rush. Also keep in mind, clear, blue pool status is required for continued enrollment in our Chemical Only Program.

REPAIR SERVICES

Every pool should have at least one equipment maintenance service call per year and preferably prior to the swim season. Insuring fresh filtering systems, leak corrections, working timers, baskets, seals, light replacements, etc makes good sense. Customers who have run filters in a dirty pool environment will most certainly require service to address filter needs. Repair maintenance should be scheduled prior to recovery (dirty pools) services and recovery services need to be performed prior to Green Prevention Weeks.

UNSURE ABOUT YOUR POOL NEEDS

We discussed green (algae) pool prevention efforts, pool recovery services, and repair maintenance. Perhaps this is a bit confusing. If you aren't sure what your needs are, call us for a free no obligation pool inspection. We are offering free inspections through the month of February. These inspections are available for both our Chemical Only and Full Service customers.

WE ARE HERE TO HELP

Over the years we have transformed into a full service pool company. So whether your needs are chemicals, cleaning service, clean-outs, recoveries, stain removal, equipment repairs, or temporary help, we are here for you. We are ready to assist you whether it is a temporary or long-term commitment.

If you receive a Door Hanger, please follow the instructions to the letter. This is our way of assisting you in avoiding the loss of control of your pool.

GREEN PREVENTION WEEKS CLEANING PROTOCOL

The following cleaning protocol will provide superior results during our Green Prevention Weeks initiative provided these steps are completed prior to the Green Prevention Weeks initiative:

Prior to March 14, 2011

- Remove auto vacuum from pool
- Conduct a pool inspection
- Schedule repairs and/or maintenance
- Clean/backwash or replace cartridge, sand or grids in filtration systems
- Insure pressure gauge is functioning properly
- Replace cracked baskets and worn o-rings
- Clean skimmer baskets, pump pot and filtration system
- Net all heavy debris from pool including leaves
 - If vacuuming to waste, do it before conditioner is added in April (this step will help lower your July conditioner charge)



Next month we will provide you with a detailed cleaning protocol which will provide superior results during our Green Prevention Weeks.

IDENTIFYING THE CAUSE OF ALGAE

There are many causes or sources of algae which accumulate in your pool. Unfortunately, sufficient quantities of algae cells accumulate in your pool to form a serious algae bloom before they are visible to the naked eye. Most blooms occur during warm weather. The primary drivers of these blooms are caused by unbalanced chemistry, poor cleaning maintenance, and inadequate water filtration. Adequacies of chemicals are tested weekly by your service provider. Cleaning problems show up when water is clear and blue, but accumulation is noticed on pool walls. This can be tested by running your hand or swiping a brush along a wall or the floor. If marks are left, you have an inadequate cleaning protocol. And lastly, inadequate filtration symptoms include the absence of clear blue water. It tends to be cloudy. This condition results from too short of filtration cycles or tired filter systems, i.e. old sand, dirty cartridge, or damaged grids.

Our Technicians are reporting a larger number than normal accumulation of algae on pool walls this year. This is not good news. It makes it very important that all Chemical Only customers participate in our First Annual Green Prevention Weeks initiative and continue a weekly cleaning maintenance routine thereafter.