



North East Florida
Chemical Corp.

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Chlorine Times



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Planning an Out of Town Trip:

For our Chemical Only customers, if you are planning a week or more away from home, we encourage you to sign up for our Temporary Deluxe Weekly Service. Don't risk coming home to an out of control pool.

Planning several out of town trips this summer?

Protect the beauty of your pool. Sign-up for our Enhanced 6-6 program and leave the worries to us. This program provides six months Deluxe Full Service during the swim season and six months Chemical Only service during the off season.

Company Relocation

Reminder:

Just a reminder, our new location is 11345 Distribution Ave W, Jacksonville, FL 32256. Our phone number and Post Office Box for remitting payments remain unchanged.

NEFCC IS A FULL SERVICE POOL COMPANY:

We offer three levels of pool care (Basic, Enhanced, and Deluxe programs) and several miscellaneous services to address the individual needs of our pool customers. These services are summarized as follows:

PROGRAM

1. Basic Chemical Only
 - Chlorine Gas...\$57/mo
 - Salt Chlorination...\$57/mo
 - Chlorine Tabs/Stks...\$75/mo
2. Basic Chemical Plus
(Includes Auto Vacuum)
3. Enhanced 6-6 Program
(6mo Deluxe and 6mo Basic)
4. Deluxe Full Service
5. Temporary Deluxe Full Service
6. Custom Service
7. Internet Special
8. Auto Vacuum Bench Repair Program
9. General Repair Program
10. Temporary Waterline Management
11. Leak Detection Services
12. Retail Internet Sales
(www.clearnsafe.com)

BEST SUITED FOR:

Customers who can perform all their own cleaning maintenance requirements.

Customers who want to retain, but reduce cleaning responsibilities. Highly recommended for screened in pools.

Customers who prefer not to clean during the summer and leaf drop season, but want reduced service and cost during the non swim season.

Customers who cannot or prefer not to perform cleaning maintenance. Highly recommended for non screened pools.

Pool service priced by the week to cover temporary pool owner absence away from home.

Typically provides one time clean-outs or seasonal pool recoveries.

Designed as a prepaid annual pay program available for all our pool care service programs, which provides a 7.5% discount.

Designed to avoid a service run charge by picking up broken vacuum on service day, rebuilding it in our warehouse, and returning it the following service day. Actual repair time and materials charged.

Available to all our customers for general pool repair service.

Automatic water line management units for rent to temporarily maintain water line and protect equipment from damage in pool leak situations.

Repair Leaky Pools

Order pool supplies for free delivery by your service technician to your home on next service date.

For further information regarding any of our services, please contact our office for complete details.

As a customer of NEFCC, you are entitled to transfer without penalty, between these programs as often as you like.

Safety Awareness – Following Rules (provided by the Association of Pool and Spa Professionals):

Pool, spas and hot tubs offer many hours of pleasure and health benefits if used correctly. As with other products, following rules will ensure a positive and happy experience for all. Posting rules helps to remind everyone.

1. Never play or swim near drains or suction fittings
2. Never enter the pool or spa if a suction fitting or drain cover is loose, broken or missing
3. Always swim with someone else
4. Remove toys from in and around the pool when it is not in use
5. Learn to swim
6. Feet first! Never dive head first in water not intended for head-first diving
7. No running on the pool deck
8. Always make sure there is ADULT SUPERVISION WITH NO DISTRACTIONS

Adult Supervision:

There is NO SUBSTITUTE FOR ADULT SUPERVISION! In the time it takes you to run inside to answer a phone or take something out of the oven, a child could drown. NEVER leave children alone while they're swimming. Not even for a minute!

And...NO DISTRACTIONS when watching children! Reading a book, cooking on a grill or talking to your friends is not adult supervision. Assign an adult in 15-minute intervals to be the "water watcher." You'll save lives and everyone will have an enjoyable experience.

WHAT DOES CUSTOMER INDUCED CHEMICAL FAILURE MEAN?

This is a question most frequently asked by our Chemical Only customers. This is the popular program where we test, transport, and balance the chemistry weekly, making it possible for the pool owner to achieve a consistent healthy and aesthetically correct pool. We do not do any cleaning chores in this Basic Chemical Only service program. This is a customer responsibility. They earn approximately a 65% discount off of a full service program by doing the cleaning themselves. Chemicals are enablers not a substitute for cleaning maintenance.

Our water chemistry is effective when properly supported with adequate filtration cycles, equipment operating in normal condition and rigorous weekly cleaning maintenance, all working together in harmony in a leak-free environment. Automatic vacuum cleaners greatly reduce cleaning duties, but they are not a cleaning alternative.

When a customer enters the Chemical Only Program, they are receiving three key benefits, i.e. weekly professional chemical water balancing, elimination of home chemical storage, and our technical expertise of making them aware of emerging pool problems that we observe. By electing to participate in this program, the customer is confirming three things, i.e. they understand total pool maintenance requirements, they understand our program responsibilities and they agree to perform all the maintenance requirements of their pool on a consistent and timely basis.

Customer induced chemical failures occur when standard cleaning maintenance protocols and other customer responsibilities are not performed on a timely basis. Our Chemical Only Technicians treat between forty and fifty residential pools per day. They know pools and their requirements. Their assessment of poorly performing pools is amazingly accurate. Common customer induced chemical failures include:

1. Inconsistent/Inadequate Cleaning Maintenance
2. Filtration Cycles Too Short
3. Poor Circulation (clogged lines)
4. Customer Adding Chemicals Which Neutralizes our Chemistry
5. Tired Filter Sand, Dirty Cartridge or Damaged Grids
6. Sub-System Mechanical Failures
7. Shell and/or Liner Leaks
8. Excessive Backwash Activity, i.e. Managing the Water Line Too Tight
9. Out of Town Trips Leaving Pool Unattended
10. Delegating Pool Maintenance Responsibilities to Tenants. This Almost Always Results in Pool Maintenance Negligence and Chemical Failures.



POOL PERFORMANCE FEEDBACK INTEREST:

Several of our customers who participate in our Basic Chemical Only service have expressed interest in receiving feedback when our technicians observe a performance issue with their pool. We learned in the article above, that water chemistry is effective when properly supported with adequate filtration cycles, equipment operating in normal condition and rigorous weekly cleaning maintenance, all working in harmony in a leak-free environment. Anyone of these areas can produce multiple problems for the pool's performance.

SERVICE SUPERVISOR POSITION CREATED AT NEFC:

We agree with feedback reporting. To assist us in getting feedback to you, we have created a Service Supervisor position. Mr. Eric Belanger was appointed to this position effective July 1, 2011. Eric's experience includes pool design, repair technician, cleaning maintenance, recoveries, performance diagnostic assessments, salt chlorination systems, and our chlorine gas program. His primary responsibilities include assisting pool owners in correcting problematic pool performance. His initial focus will be high conditioner usage and pools experiencing chemical failures during the past six months. We believe the Service Supervisor role will have a positive impact on customers, employees, and our company.