



North East Florida  
Chemical Corp.

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# Chlorine Times



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## Still the Best Quality Low Cost Pool Service in the Marketplace

Our Chemical Only 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 Program saves our customers an average of \$300 over similar programs offered by our competitors and \$1,200 a year over full service programs!

## NEW LOCATION!

We are pleased to announce our new office and warehouse location. We have moved to 11345 Distribution Avenue W, 32256. We are located directly behind the Volkswagen dealer on Phillips Highway, just south of Highway 9A.

While our address changed, our telephone remains unchanged at 904-636-0903. Our website address also remains unchanged at [www.clear-n-safe.com](http://www.clear-n-safe.com). Since our payment system uses a post office box address, we will

continue to use the existing envelope supply until they are exhausted. Future print runs for payment envelopes will contain a new P.O. Box number. We will continue to provide these envelopes for your payment processing convenience.



## NO PRICE INCREASE FOR 2011

We have experienced numerous price increases for the products we purchase for use in providing pool services during this past year. We know how difficult it is to balance a budget during tough economic times, especially during this prolonged recession. Household budgets are not immune to this difficult challenge.

Our family wants to say thank you for allowing us to provide your pool services. As a commitment to our appreciation, we will hold our 2010 service prices for the upcoming year. This is our gift to you.

## MORE WAYS TO SAVE

### 1. Annual Pay Option:

Should you elect the option to pay for one year's service in advance, you will receive an additional 7.5% off the current prices. This option is available regardless of which one of our services you are receiving. This is a voluntary option.

### 2. Earn One Month Free Service For Each New Customer Referred:

This is our best deal of the season. For every new customer that you refer and enters into any of our pool care programs, you will earn one free month of similar service! So for all of you enrolled in our Basic Chemical Only Program, who would like to experience our Deluxe Full Service life without paying for it, simply refer a person into that program. The great news is that there is no limit to the number of referrals and free service months that you can earn. So talk to your neighbors, get them enrolled with us, let us do your cleaning without charge to you! Start your Christmas shopping early with your savings. This offer is good through December 31, 2011.

## HAVE A NON FUNCTIONAL AUTOMATIC VACUUM?

Is the little cleaning machine at the bottom of your pool not working? Take advantage of our warehouse repair service and avoid the cost of a service charge. We pick it up on our service day, rebuild it in our shop and return it to your pool on the following week service day. You only pay for actual time and materials of the repair. Simply call our office to schedule a pick up. Our number is 904-636-0903.

## FREE WATER TESTING

As you know, standard water testing kits purchased from retail stores, as well as “in store” water analysis is not suitable for our Chlorine Gas Treatment Program. Preferred testing ranges are different for other forms of chlorine. Any attempt to apply treatment protocols proscribed by non-chlorine gas trained technicians will result in conflicting outcomes in the form of poor pool performance. This situation often results in prolonged and expensive recovery efforts.

We offer free testing at our office, which is specifically designed for our Chlorine Gas program. Simply drop off a water sample at our new office-warehouse location in a clean uncontaminated container. We will analyze it using our new state of the art WaterLink Express Professional Water Analysis Laboratory System. We will even e-mail you a summary of testing results the following business day. If your results reflect significant deficiencies, we will either provide you chemicals at time of testing or dispatch a service vehicle the next business day at no charge to you – the new address is 11345 Distribution Avenue W, 32256.



## NEFC 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
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](http://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.

## Annual Conditioner Charge

As you know, all your weekly chemical needs are included in your monthly charge. However, every pool is required to be treated annually with conditioner to protect chlorine from sun-leaching. Conditioner never evaporates or dissipates. Annual recharging is necessary because its protection is weakened through actual water loss from splash-out, leakage, pumping, and backwashing the filter system. We provide sufficient conditioner, at no cost to the customer, to achieve a presence of 80 -100 parts per million (ppm) at the time a pool enters our programs. Periodic recharge requirements are based on use activities and pool equipment operating performance, which are items controlled by the pool owner. The replenishment expense is also that of the pool owner. We do provide five pounds free to each of our customers annually. Additionally, as a courtesy, we acquire it, transport it to your residence and apply it to the pool at a price less than what the material is sold for at your neighborhood retail pool store. There is also some good news regarding the conditioner charge. The charge per pound remains unchanged from our prior year charge. If you experience either a higher or lower amount from last year, it is because pool usage changed. For more information on how to interpret the condition charge, visit our website at [www.clear-n-safe.com](http://www.clear-n-safe.com) and click on Monthly Newsletter and select June 2010 page two.