



North East Florida
Chemical Corp.

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Chlorine Times



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ANNUAL CHEMICAL v CLEANING CHALLENGE:

We know our Chemical Only program is extremely popular because it saves the pool owner approximately 65% of the cost of a full cleaning and chemistry maintenance program. It also provides the customer protection against chemical cost increases and high utilization (for example, algae bloom recoveries). However, in order to consistently maintain a properly sanitized and aesthetically superior swimming pool, our chemical treatment protocol must be matched with an effective cleaning program.

Typically when cleaning programs are deferred during cool weather, chemistry and filtration will keep the water clear, but deferred accumulation attaches itself to the shell of the pool and turns the water green when it is finally brushed into the water. When this occurs, several treatments in as many weeks may be required to recover the pool.

This represents a significant opportunity to contain costs of chemicals by ensuring customers are enrolled in the service program that is right for them. Participation in the wrong program generates service disappointments and translates to unnecessary costs related to recovery initiatives. An algae bloom recovery can easily exceed the cost of chemicals necessary to maintain a properly cared for pool for an entire year! So we must do a better job of matching individual pools with the proper service program, BECAUSE IT REPRESENTS AN OPPORTUNITY TO AVOID SIGNIFICANT UNNECESSARY CHEMICAL AND LABOR COSTS. IT IS A FAIRNESS ISSUE.

ELIMINATION OF SUBSIDIZED SERVICES A MATTER OF FAIRNESS:

Our commitment to all our customers for 2010 is to better manage our actual cost of service. Key to our success is ensuring each customer is participating in the correct service program. So that we don't unnecessarily bump someone out of the Chemical Only program, we have initiated a recovery fee that will apply for those situations where chemical failure was induced by poor cleaning, filtration, or

equipment problems.

This charge will be based on our actual cost of the recovery initiative. This policy change is not a revenue generator for NEFCC. It is designed to encourage avoidable operating expenses. We are happy to recover a neglected pool, but we must also recover our labor and material costs in those cases when chemical failure is the fault of the pool owner.

Generally speaking, individuals buy pool homes for the

enjoyment, beauty and enhanced value they provide. These benefits require timely, quality pool maintenance. Relying on our Chemical Only program as a full cleaning maintenance solution produces disappointing results, unsanitary conditions, and it's unfair to the majority of our customers who comply with our program rules to share in recovery costs of non-complying customers.



CLEANING PROCRASTINATOR ALERT:

Now is the time to begin that consistent rigorous cleaning initiative. Let's get that winter accumulation brushed into the water now and eradicated before the warm weather sets in. This will greatly reduce the risk of you experiencing a costly algae recovery initiative.

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 by our competitors and \$1,200 a year over full service programs! Please help keep our price point competitive edge going.

CONDITIONER TREATMENT:

Annual conditioner treatments have been scheduled for the next four weeks. Every pool is required to be treated with conditioner to protect Chlorine from sun leaching. Typically, replenishing the winter dissipation can be accomplished in one or two weekly treatments. However, the actual number of treatments is dependent on water loss, so we schedule a longer period for high consumption situations. We ask that customers do not use their pools for 24 hours after application to avoid potential skin irritation. Unless your pool is heated, the treatments should be completed prior to the swim season.

OAK POLLEN:

Oak pollen & oak seed pods (often referred to as oak squiggles) typically occur just prior to the warm algae blooming season. Pollens' presence is noted by a green cover on anything left outside. The pollen effect on pool water is much the same in appearance as algae blooms and is often confused as such. Left unattended, a pool owner could experience the double effect of oak pollen and algae blooms. Oak squiggles are brown worm like droppings which accumulate in the skimmers and on the bottom of the pool and will cause the water to turn green over time. The effects of oak pollen cannot be avoided. However, most spring algae blooms can. To provide an adequate defense against rapid algae blooms, simply brush the algae spores off the walls, floor, and steps on a weekly basis. Our chemistry will do the rest.

HELP US HELP YOU:

The recession is not over. In fact I believe the Jacksonville community will experience a reflection of 2009 in 2010. Unemployment will continue to be high, jobs will be difficult to find, and job security will be tenuous at best. It is extremely critical that we continue to be responsible in the fairness of pricing our services for 2010 as we seek to achieve that delicate balance between the needs of customers, employees, and vendors.



ADJUST YOUR FILTRATION TIME:

You should be advancing your timer to run TEN hours daily by April 1st. Filtration should be one continuous daytime cycle.

