



North East Florida
Chemical Corp.

May 2011

Chlorine Times



In this issue:

- **Swim Season is Here!**
- **What Happens if the Pool Turns Green, Yellow or Cloudy?**
- **Chemicals are Enablers**
- **Pool Care Program for Everyone**
- **Earn One Month Free Service**

General Summer Pool Care:

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

Swim Season Is Here!

Congratulations to all our Chemical Only participants for successfully transitioning your pools from its seasonal sleep, through the spring pollen season and into our ninety degree weather days. It's now time to enjoy one continuous staycation (Stay At Home Vacation) for the summer...

But Wait, What Happens If the Pool Turns Green, Yellow or Cloudy?

The list of causes for an unbalanced water condition is almost endless. It is difficult to avoid an occasional incident. For green water, where the main drain is not visible, a typical solution is additional chemical treatment, a thorough brushing and 24 to 48 hours of continuous filtration. Call us and we will return to your pool within 24 business hours to retest and add the chemicals necessary to accomplish a normalized recovery.

If your water is clear (visible main drain) but green or yellow algae has accumulated on the floor, steps or walls, the pool does not need additional chemicals. It requires a thorough brushing, followed by 24 to 48 hours of continuous filtration.

Cloudy pools can be blue or grey. This situation is generally or usually solved by 24 to 48 hours of filtration. Some chemicals can assist in clearing up a pool but running the filter overnight and then proper daily filtration of no less than 9 hours is the main remedy. The best remedy for each of these situations is prevention. Filter 9-12 hours daily, brush the pool on your service day and mid week between visits if needed and keep your equipment in good repair to maximize its performance. If a re-service is needed, call the office and we will gladly dispatch a truck within 24 business hours. As always, please call our office with any questions or concerns.



Chemicals Are Enablers

You have heard me say before that chemicals are enablers, which insure a healthy and esthetically correct pool presentation when used with an effective cleaning program, proper filtration cycles, and equipment operating in normal condition, all working in harmony in a leak free environment! If your pool is slow to respond to the recovery protocols outlined above or you

have reoccurring discoloration patterns between service days, you are likely experiencing unfavorable changes in equipment performance, circulation and filtration patterns, water loss or inadequate cleaning maintenance trends.

This situation can often be corrected by a call to our office. If our conversation determines that a repair service call is appropriate to permanently address

your situation, we can schedule it for you at your convenience.

Increased chemical treatments often mask emerging pool performance malfunctions. Abnormal amounts of chemistry should never be used as a long term alternative to fixing mechanical problems. It's not good for swimmers, equipment or mother earth.

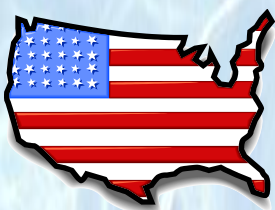


As of this printing, the Florida Building Code Title 13 Law is still scheduled to go into effect on July 1, 2011.

This law states that all swimming pool pump motors needing replacement must be replaced by a variable speed or multi speed motor.

With this change, you can expect the price of a pump or motor change to be more than double what it is now.

We advise you to research the title 13 law at http://www.dca.state.fl.us/FBC/commission/FBC_0210/Pool_Subcomm/Pool_Subcommittee_to_Energy_Code_Workgroup_Agenda.htm and if you are having any problems what-so-ever, contact us to do the pump and/or motor change before July 1 to save yourself a lot of money.



Pool Care Programs For Everyone

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)

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.

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 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.