



North East Florida
Chemical Corp.

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Chlorine Times

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Cooler Temps on the Way and What they Mean for Your Pool

As of this printing Autumn should be in full swing with cooler temperatures and a collective sigh of relief from all of Jacksonville that signals the end of another hot summer. This also means that the assault on your pool by leaves is about to begin. This is the worst time to abandon your pool. Leaf accumulation can cause serious problems in your pool. Left unattended, the leaves will decay in an accelerated manner, this will cause surface staining, the pool water to turn green or brown and/or damage your pool equipment. Each of these situations results in costly repairs or treatments ranging from \$150 to thousands of dollars. Protect your investment by following these simple tips.

- Run your Pump Daily. Your pool needs less circulation when the water temperature drops below 70 degrees, however, it is necessary to run the pump a minimum of 4 – 6 hours per day. Do **not** turn the pump off and leave it off for the winter! This **will** cause damage to the pool and equipment. *NOTE* I am estimating mid to late November as the target date for pump run times of 4 – 6 hours, until then run times should be reduced to approximately 7 – 8 hours daily from the summer run times of 10 – 12 hours.
- Empty Baskets Daily. Removing leaves from the skimmers will allow your pump to function normally. If the skimmers or pump strainer become clogged with debris it will cause the pump to run dry, overheat and burn up the motor. *NOTE* If you are a Full Service customer, please assist us by checking your baskets regularly as well.
- Vacuum Weekly (non full service customers). Leaves allowed accumulating on the pool floor release tannin acid among other chemical reactions that cause unsightly brown to dark brown stains on the pool surface. This is also a breeding ground for algae, when the water starts to warm up in spring you'll have a massive cleanup project on your hands. Save yourself the major expense of stain removal and time this spring by keeping up the maintenance this winter.
- If you're planning to remodel the pool (resurface), winter is the best time to do it. You can get great deals and the start up is much easier with cold water. Please contact our office for a free quote on your pool project needs, or for a referral to a reputable contractor.
- Covered Pools. If you cover your pool, it is still necessary to run the pump. Do not allow the cover to sag into the pool water. Inflated beach balls can help with this. Have the cover turned back on your service day to allow our technicians to service the pool. For proper chemical reactions in your pool, regardless of the sanitizer used, it is recommended that at least 75% of the pool water surface be exposed to the sun for a minimum of 2 days per week.

Your pool is a major investment. It is not a toy that can be put on a shelf for months at a time. Continuous maintenance and chemical treatment is mandatory for the health and longevity of your pool and its components. You wouldn't drive 10,000 miles without an oil change for your car, so why would you neglect your pool in the off season? It is never too early to plan for the next swim season. If you have any questions or concerns, please, call Joe Jr. at 904-636-0903.



HAPPY HALLOWEEN



“Love is an act of endless forgiveness, a tender look which becomes a habit.”

Peter Ustinov

Stain Treatments are coming to Town...

The recent wave of above normal temperatures has kept the pool water a bit warmer than anticipated. So the new target date for stain treatments to begin is November 8th. If it is possible to begin prior to that date we will.



Holidays are Looming

The holidays are fast approaching and with them some much deserved time off for the staff of North East Florida Chemical and North East Florida Pool Service. Our technicians will not be servicing pools November 20 through the 24th and December 22 through the 26th. This will allow them to spend time with their families over the Thanksgiving and Christmas holidays. Your pools will receive extra chemicals the visit prior to the vacation weeks. Don't forget Gift Certificates for pool service make great gifts. **Buy discounted certificates now: 1 - 5 @ \$50/month or 6+ @ \$45/month**



COMING SOON

As you are already aware, it is our desire to become your one stop pool shop. From our in house water testing laboratory to service and repairs we want to meet all of your needs. In keeping with this philosophy we are proud to announce the launching of our new web store! We will initially offer specialty chemicals, pool supplies (brushes, poles, and nets), filter cartridges, motors and more! All of these items will be competitively priced to meet or beat local retail store pricing with equal or superior quality. These items will be delivered on your first available service day* free of charge. If you have an immediate need for the item it can be delivered sooner for a modest fee. In addition, we are developing an option to pay your service bill through the same portal. The web store will be connected to our current website www.clear-n-safe.com. As always, we will continue to sell any pool item that you may need, just call the office if you don't see it online. Expect more great things from NEFCC in the near future.

**note – please allow 2 – 7 business days for free delivery*



Referral Special

Everyone is familiar with our referral program, send us a new customer within our service area and get 1 month free service. Refer now and in addition to a free month of service, you'll receive a \$20 gift certificate for our new online store.