



The reduction in chlorine use contributes around \$6,500 to the cash savings your clients will enjoy over

the next twenty years! We also supply 1/2 power Eco Pumps with the ULTIMATE pool kit. These 550 watt pumps are cleverly engineered to punch above their weight: They act like a 1000 watt pump, yet consume just over HALF the power requirements of the other pumps other pool companies are using! The daily savings are small, but ADD UP to the \$16,500 or so your customer will save over the next twenty years!

Finally, we have a new filtration media that is as good as D.E. (Diatomaceous Earth) and will reliably filter down as fine as 3 microns or less - so that the pool will SPARKLE with cleanliness! This newly available media is exclusive to us through *Filtermaster*, and other filtration suppliers will not have it. A 100% New Zealand product, it boasts not only extreme filtration, but a LONGER FILTRATION CYCLE as well - unlike D.E. which needs regular attention to media changes - using 30% less water for backwashing!

USE THESE SAVINGS TO YOUR ADVANTAGE IN SELLING!

I have found that there are two separate agendas going on in most (Auckland) households. Women are the buyers in Auckland. I know the "rugged kiwi bloke" likes to rule the house in the country areas, but wherever urban spread is taking place, it is becoming more the prov-



cascade industries limited

ince of the *woman of the house* to deal with these items, while the "hubby" works to provide the funding - then wants to be left alone to play golf, go fishing, or work overtime.

The "new urbanisation" is apparent in Auckland, Hamilton, Tauranga, Taupo and Kapiti Coast. Dunno about South Island other than Nelson, but I am going down there next week, so I will let you know when I get back.

Other parts of New Zealand may yet to feel this urban expansion, but I imagine that parts of the far north should soon feel the effect, as wealthy "City Folk" establish their retirement or holiday homes there.



Nevertheless, it always seems to me (during pool interviews) that the wife is more

concerned with environmental issues, while the husband concerns himself with the on-going running costs of a pool. Learn to use this in your sales pitch, and focus on who seems to be the dominant person in the marriage. *Learn to read body language, and watch and listen for tell-tale signs of who is responding to what is said!*

It's called SELLING! ... Do It!

Our pools are KIWI products! The lowest Carbon Footprint of any pool available in the country. All the steel is produced to the highest quality at Glenbrook, Auckland from recycled cars etc. and galvanise plating added at the Glenbrook Steel Mill. Only the liners and filtration are brought in from Australia. Compare this to a fiberglass pool, transported



3,600kms from Perth West Australia on a diesel powered ship! Imagine the carbon footprint! Every fibreglass pool is manufactured from as much as 115 barrels of crude oil - and we all know how this is depleting the planet! Fibreglass is "ThermoSET PCV" - meaning chemically altered in such a manner as to be UN RECYCLEABLE! whereas the pool liners are "Thermoplastic PVC" - which - at the end of its life as a pool liner, can be recycled into garden hose & other PVC products.

YOU NEED TO POINT OUT THESE DIFFERENCES TO YOUR SALES LEADS

It's not always about the cost. Sell your pools for the appropriate price, but remember, you are selling the BEST POOLS IN THE WORLD, not the cheapest!

I defy any of you to travel to any country in the world, and come back with a design that's better, more environmentally aware, or more rewarding financially to your clients!

Get out there, and tell your clients what a GREAT pool product we have, and **SELL IT TO THEM!**

- Larry Ogden
- Managing Director



THE ULTIMATE POOL
BY CASCADE INDUSTRIES

CASCADE INDUSTRIES DEALER NEWSLETTER

Cascade Industries Limited PO Box 17069 Auck 1050

3rd September 2007

As more cheap fiberglass pools imported from Australia flood the market with very plain tupperware pools, it's time to review what we do, and remember why we are justified in calling our swimming pool product the "Ultimate Pool".

The Ultimate insulated design is innovative and robust, and the panel modules are so adaptable that almost any shape or size may be constructed.

The illustration (right) shows an Ultimate 6.0 x 12.0 meter pool under construction near Whakatane by Cascade's Tauranga Agent and Master Pool Builder Andrew Newitt.

The pool features a unique shape and a two meter high "vanishing" or "infinity" edge requiring us to specifically design and manufacture special tall wall panels for Andrew. In order to contain the high density concrete and the pressure gener-



Two Meter walls! The ULTIMATE design in pools

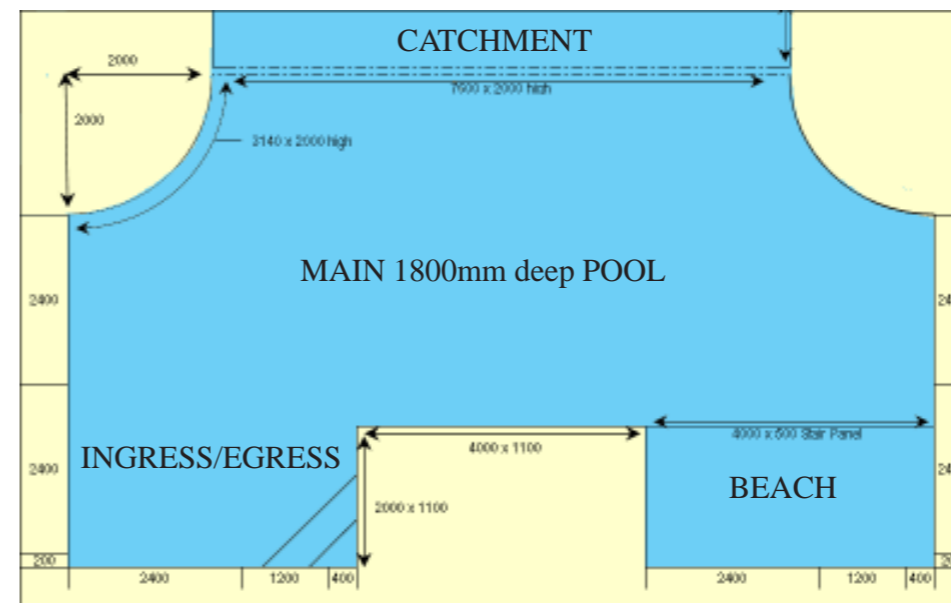
ated at 2.0m, and still support itself more than two meters above ground, the 200mm x 200mm vertical tubes are at 600mm centers, and the boreholes beneath the surface ended up 325mm in diameter and 1.50m into the ground. A solid structure indeed!

Other details include a protruding island centered on the uphill side of the pool, flanking two beach/swimout areas, and semicircular walls meeting the vanishing edge. The exposed outside edge of the infinity wall will be

sheathed with hardplank then tiled. The catchment area at the bottom of the wall is only 400 deep which will not require a galvanised steel mesh covering at - or slightly below - the trough's water level to avoid contravening the Fencing Act. There are no skimmers fitted to the main pool. The returns will be handled by a number of vinyl pool eyeball fittings pointing downwards to direct the ozone being introduced. Andrew's unending enthusiasm and "never say can't" attitude is reflected in the way he has approached this unique swimming pool - unique by any standards, not just for an Aqualux interior swimming pool - which was sold in the \$70,000+ price range.

This the first time we have built such a complex pool, so some costs were "guesstimates". It seems an \$85,000 to \$90,000 would be a more realistic retail price if another pool of this size and complexity is sold. Another pool company quoted over \$100,000 for this job which tells us something!

The pool should be completed with the ABGAL liner fitted in a week or two, so I will post more photos as they come to me from Andrew.



ULTIMATE

THE BEST SWIMMING POOLS IN THE WORLD

PICTORIAL OF WHAKATANE POOL



Not very strong ground - a mix of soils and pumice, similar to Onerahi Chaos that we get in the Auckland area.



Walls all up! Note Andrew's neat approach to his customer's site. Also note the Crew all wearing Company T shirts! Very professional looking, and typical of Andrew's approach to his CASCADE Agency!



An overall view of the neatly kept pool site with house in the background.



Tree stumps and dark soils found while digging the post holes. Hard work! The machine kept breaking down (as did the replacement) Very Frustrating!



Finally all done! Buckets were used to stop the forecasted rain from filling the holes. Rebar steel hooked through the bucket handles was used to stop the buckets falling down the bore holes. It worked!



Andrew trying the first of the weir panels for size: Note the angled top: It lowered the pool top 50mm to form the vanishing edge. At first Andrew thought the panel was too tall! But it wasn't!



Detail of the Ingress Area (Note: Under the new Building Act 2004, we cannot refer to these features as "steps" as they do not comply with the Act for height. So we use "Ingress" and "Egress" - being Latin for "entry" and "exit" otherwise they cannot have a riser (vertical element) of more than 200mm. No good for sitting on in the pool water, would hardly dampen your bottom!



Temporary bracing was employed by Andrew - just to be on the safe side. It worked!



On the concrete day, everybody pitched in. Note Myles hard at work. Probably the only time you will see this! Keep this photo for future reference! (Just kidding, Myles)



Peering over the abyss! Where the crew is standing will be infilled back up to 1.0m depth at that point. Due to the nature of the substrata, I suggested that some foot-path mesh or Rebar used to stop localised subsidence of the concrete floor.



The owner's beautiful Harley Davidson motorcycle! they also had a set of Jet Skis, Kayaks, Home Gym, a power boat, his lovely wife also has a little-used new Lexus Convertible. Very Successful couple!



Lovey home, great view, nice location, AND soon to be graced with a beautiful ULTIMATE swimming pool!

ULTIMATE

ENVIRONMENTALLY FRIENDLY SWIMMING POOLS

ECOLOGICAL
REUSE
REDUCE
RECYCLE

WHY SETTLE FOR ANY LESS THAN THE ULTIMATE POOL!

You might be having a tough time in your area, selling against all the cheap fiberglass pools, and those crazy individuals who spend their entire working lives building concrete pools for peanuts! What you have to do is highlight the DIFFERENCES in what we do! Differences that are PLANET FRIENDLY and yet SAVE THEM MONEY! None of the fiberglass or plastered concrete pool guys can make this claim!

Those people sell on PRICE and PRICE ALONE: Consider this: All fiberglass pools are more or less the same. Some have slightly different shapes, but they all have to be 4.2m or less wide, or they can't be transported on New Zealand roads, and the colours are all the same. These pools may never look "quite right" if they are oddly proportioned.

USE THIS AGAINST THEM!

Tell people about the value of classical Greek architecture, who considered the "perfect rectangle" to be a building or object in which the length is double the width! In fact, the Greeks were SO CHUFFED with this design that they called it the GOLDEN RECTANGLE. In Architecture School, you would be taught to revere these ancient wisdoms! Use them today: sell 4.5 x 9.0, 5.0 x 10, 6.0 x 12, etc. in other words, sizes that F/g CAN'T duplicate!

Check our current Price List (Tauranga Specific enclosed) that shows lots of interesting new shapes! With exotic names such as La Mancha, Miami, Conchita,

Calais and Palos Verdes - we can offer a great selection of shapes & sizes that fibreglass can't and the concrete guy's prices would be too high for such complex shapes!

Quality: A fiberglass pool is as thin as the average pencil. In fact, I use a new pencil to illustrate the difference between the ULTIMATE pool and others: Hold a pencil out at arm's length. Ask them to look at the pencil. Say "this is the thickness of the average fiberglass pool". Next drop the pencil on the table and spread your thumb and forefinger as far apart as you can. This should approximate 150mm. Ask them to compare this thickness with the pencil! 150mm is the width of the TOP bond beam, and 250 x 300 the bottom beam. STRENGTH!

YOU WILL IMPRESS THEM - especially when the price difference for the competition is only a few thousand dollars cheaper!

(I always tell them that these pools - which originate in Australia, are sold over there fully installed - including salt automatic chlorination - for only \$16,500 AUD. Yet here, the price jumps to \$30,000 or more. Value for money? NO the extra costs are for TRANSPORT, FREIGHT and GST)

Our pools are SOLID CONCRETE!

Another thing to impress upon them is the 90mm FOAM INSULATION in the walls of every ULTIMATE pool! This foam insulation has a zero Ky. rating (the measure of heat transference) whether DRY or WET! ZERO! Our expanded foam insulation will keep HEAT IN and HEATING BILLS LOW!

Use the ENVIRONMENTAL page we send out with every pool brochure and DVD. It's the TRUTH! The average ULTIMATE pool owner could save as much as \$16,500 in running and heating costs over a twenty year period (the time most families intend to stay in their home once they install a pool). If you are not using this as a sales aid, **you are nuts!** Ask Myles to print you out some if you don't have any! Another important feature of the retail ULTIMATE pool is the OZONE sterilisation we use in tandem with the AQUAGENIE.

YOU SAVE! OZONE is 10 times more bactericidal than chlorine (although you will still need a small residue of chlorine to protect the pool when the filtration is not running). We can supply these units to you at a competitive price.

The injection of OZONE into the AQUAGENIE is the perfect pool sterilization system! The water stream is directed downwards towards the pool floor, and the ozone microbubbles slowly escape through the pool water into the atmosphere, taking approximately 1.5 to 2 hours, where they are then rapidly reabsorbed into oxygen in the atmosphere. Other pool company can't use this combination, as we won't sell them Aquagenies!

Even if they fit ozone themselves, they will use waterline eyeballs that allow the ozone gas to degenerate within mere minutes due to the proximity with the surface!

JUST DON'T TELL THEM WHAT WE DO OR HOW WE DO IT!