

POOL NEWS

cascade
POOLS FOR THE
21st
CENTURY

Vol 39 Issue 1

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This issue "SALESMANSHIP"

A great salesman once wrote "Selling is the removal of customer's objections to purchasing your product"! If they have NO OBJECTIONS left, there is no obstruction to them buying a pool from you!

I generally start with a brief outline of what we do, and why we are different (better!) than other pool types. Here's a typical start to my discussion with the prospective customer..... you will need to adapt it to your style, but try to include all the relevant points:

Pools for the twenty-first Century

"In 2002, soon after the turn of the millennium, I (Cascade) started thinking about the twenty-first century, and what it would mean to Cascade, and particularly how what we do now would mean to my grandchildren.

"All the swimming pools you see today – gunite/shotcrete, developed in the 1940' after WW II and fiberglass pools following soon in the early 1950's – are basically all "twentieth century technology" and now reaching their 70th birthdays, I thought with my construction engineering background I could redesign the Cascade pool (also developed in 1950) taking modern considerations into account. "Starting with a blank sheet of paper, I listed out all the attributes that would be desirable for a "Twenty-First Century" swimming pool:

1. Think KIWI - use NZ products where possible



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Where did you spend YOUR summer?

Cascade
Web Page 2010

Auckland office:
Cascade Swimming Pools Unit 2, 134a Manua Road, Ellerslie, Auckland, NEW ZEALAND 1051

2. Low environmental impact
3. Maximise heating with Solar input & Solar covers
4. Maximise heat retention with wall insulation & thermal pool covers
5. Low running costs
6. Minimal chemical use
7. Recycleability

"Having happily sold the US designed Cascade pool since 1965, I decided that Cascade should lead the New Zealand industry and I redesigned our pools taking these seven ideals into account!

1. Thinking KIWI –
 - a. wherever possible, we use New Zealand boys to build the pools, using New Zealand materials where possible.
 - b. Our pool construction uses recycled Toyotas (all the steel reinforcing and shuttering comes from NZ Steel Mills at Waiuku, Waikato) and other recycled materials

- c. Cascade is a New Zealand family owned business with New Zealand families holding Franchises in selected areas. We are all "Builders" of your pools – not just commission resellers of some Chinese product!
2. "Low environmental impact means "don't do things that adversely affect the environment!"
 - a. most pools these days are shipped thousands of kilometers across the ocean from Australia and China – in huge sulfur polluting "Bunker Oil" burning Ocean Freighters (They only use their diesel engines within Territorial Water) that are destroying the planet!
 - b. These huge pool shells are then stored on productive farmland somewhere, eliminating the use of the land for food production!
 - c. When sold, they are then trucked on large trailers by huge diesel trucks, accompanied by a fleet of pilot vehicles – and finally craned into place by another huge diesel machine! Imaging the diesel use,

and carbon footprint of such an enterprise?

- d. These imported pools are 100% petro-chemical derived products – once again, depleting the planet at the same time as adding a burden to landfills, as they cannot be recycled: after their design life is reached (15 years?) they must be removed, cut up and added to landfills where they will decompose only after hundreds of years; It's a pity their interior (which hold the water in) don't last as long!
- e. We use Low power (yet just as effective) 750w pool ECO Pumps which use ½ the power requirement of the pumps the others typically use, You will notice your low electricity bill compared to a friend without this advantage!
3. "Maximise pool heating using Solar input: Our range of dark blue pool interior colours attract and hold the solar energy input from sunlight. Our popular interior colour "Pacific" is the best in terms of heat retention, and our 70mm thick concrete pool floors eliminate any heat loss through the pool floor! (Other pools with 5mm thick floors sitting on drainage metal just "leak heat" at an alarming rate!
4. "Maximise heat retention with insulated pool walls: Our environmental design incorporates 90mm (nearly 4") of refrigeration grade insulation foam in the pool walls – effectively ensuring that 87.5% of the pool wall has 100% insulative quality! The remaining 12.5% is 150mm of concrete, so there is little heat loss there as well!
5. "Low running costs: Pools traditionally use electricity to power the pool pumps and most commonly these days, a Heat Pump to create "free heat" from the ambient atmosphere. As shown above, our pools use 750w pumps that "punch above their weight" i.e. they act like 1.25Kw pumps but use almost half the power (and are quieter), and the huge insulation factor means the heat input required by the Heat Pump is up to 65% LESS than any other pool!

6. "As well as these savings, Cascade uses OZONE in conjunction with the incredible Aquagenie water system to generate and distribute microbubbles of Ozone throughout the pool water – thus ensuring two things:
- a. You children are far more secure from bacteria and germs in an Ozone pool, and
- b. The cost of producing Ozone is so low it's almost impossible to calculate!
- c. The result is: very safe pool water, and very low running costs!
7. "Finally, recyclability.
- a. We have already mentioned that fiberglass pools (technical term: CPVC Thermoset or chlorinated Poly Vinyl Chloride Thermoset plastic) goes through a process called Thermoset which renders it unsuited to recycling. Accordingly, it must be cut up and dumped in landfills once its design life has been reached.
- b. On the other hand, the interiors of the Cascade pool are a similar material with one dramatic exception: instead of adding hardening agents, a plasticizer is added (CPVC Thermoflex, or chlorinated Poly Vinyl chloride Thermoflex) which means the material is recyclable at the end of its design life (25 years)!. So "old" Cascade pool interiors can be recycled into garden hose, children's toys, and other non-virgin vinyl applications!

"In summary:
"Unlike all the other pools available, a Cascade swimming pool is a 21st Century design, which takes 21st Century ideas into consideration. "Cascade has the lowest running-cost, easiest to heat and longest lasting

interior, almost "chlorine-free" pool available in New Zealand.
"It has been estimated that the total savings in running a Cascade pool over a twenty year period is close to \$16,500.

"If you are interested in saving the ecology, and saving money at the same time, a Cascade swimming pool is your answer.

This approach will both inform them of our unique product, and how it will benefit them both in their family life and also financially!

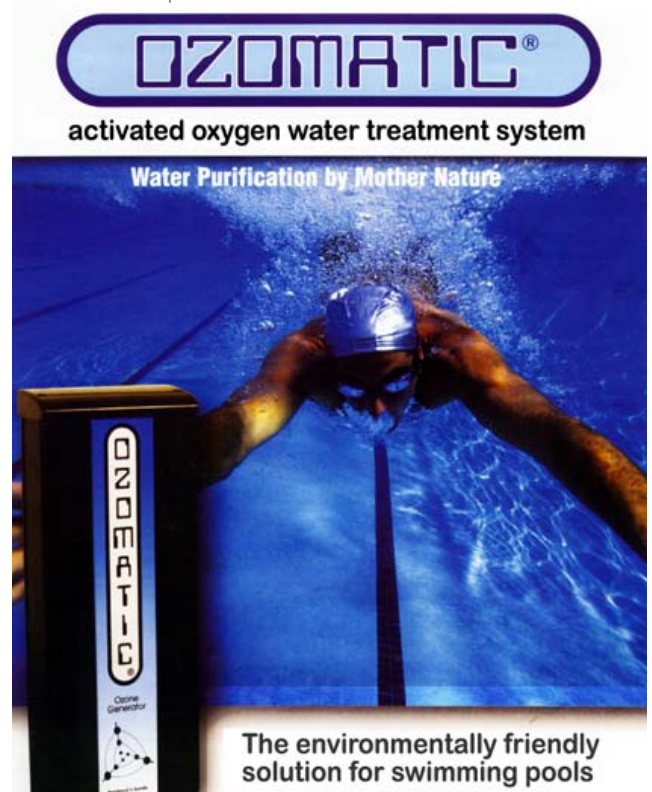
Activated Oxygen

I notice that in the United States, the use of Ozone (O³) is becoming more common in residential swimming pools - it has already overtaken other sterilisation systems in Spa pools - and in typical US fashion they have re-styled the devices "Activated Oxygen" systems.

I Like it!

Henceforth, we will be calling our Ozone systems "Aquagenie with Activated Oxygen" water treatment systems.

There is no doubt about it! The



combination of Activated Oxygen + Aquagenie sure makes pool care a whole lot simpler!

Other pool companies might get on the Ozone bandwagon (after all, "Salt" is so old hat these days, and the hassles of needing hydrochloric acid to lower the pH and neutralise the build-up of sodium hydroxide is just too much work for most people, and storing hydrochloric acid is never a fun idea!) - but they don't have the advantage that the Aquagenie gives their customers. Pointing nozzles downwards to direct the Ozone just won't work, as the bubbles will rapidly reach the pool surface and dissipate.

Conversely, the Aquagenie system crunches the Activated Oxygen into Micro Bubbles, that are injected right down to the pool floor!

These Microbubbles then take several hours to reach the pool surface, so the pool water is protected for many hours after the Ozone unit has been switched off for the day by the pool timer!

It's an incredibly successful system!



Dealer Rewards Trip: Vanuatu this year!

Even in the past few recession years, Dealers have been able to maintain



their Rewards Points towards very welcome mid-winter break in the Pacific Islands.

Qualifying Dealers are looking forward to the choice of location this time, as previously we have held these mini-holidays at Denerau Island, Fiji - so a new venue will be an interesting departure.

It will be particularly interesting for me, as my father - electric linesman Sgt Ted Ogden RNZAF (Patrol) was stationed up there for a time in 1943 to 1944. He was posted to Henderson Field (the New Zealand Air Force



maintenance facility in support of our Air Force flyers and the USAF aircraft deployed in the Pacific Theatre) on the Vanuatu island of Espirito Santo.

All that was a million years ago (or so it seems - but then I remember him and the war stories he used to tell me.

Unfortunately, he died in 1958 at the age of 56 from a combination of a Malaria-type sickness (probably Dengi Fever), pneumonia and a heart attack). My mother always swore he died as a result of the War, and possibly it's true, but the New Zealand War Department didn't see it that way.

As I said - all this was a million years ago, and I am certain the Vanuatu Islands are going to be just as beautiful as the photos depict - and I am sure we will all have a wonderful 7 nights of tropical sunsets and maybe a tropical sunrise too?

Oh ... and a few Mai Tais? (Is that the right drink for Vanuatu?)

Cascade Mini Sales Conference 2010

In conjunction with the NZMPB Inc's AGM on Friday July 2nd this year, we will be holding our annual Mini-Sales meeting earlier in the day (on the same day)

Hopefully, you will be attending both of these functions, and Members of the NZMPB Inc who qualify will be able to apply for a subsidy of up to \$250 to attend the AGM

The Agenda for the Cascade meeting will follow previous years, with an interesting road trip to see a few recent pools we have constructed, a Sales Seminar at which I hope to have a comprehensive discussion on how we hope to sell pools in the coming season, and perhaps even a display or two by our Preferred Suppliers!

Make a point of adding this event into your diary for 2nd July now - and if you are not currently a member of the NZMPB Inc, how about applying for membership!

The NZMPB Inc is your Industry Voice, and a great deal of effort goes into trying to represent the Pool Industry to such diverse people as Local Territorial Authorities, the Government Builder's Licensing Department and Politicians that dream up all kinds of weird and wonderful unusual laws that affect the Pool Industry.

It's in your interest to belong, and it's well worth the \$250 annual fee if you come to the annual General Meetings as the fare subsidy is \$250 for air travellers!

Pool Photo competition

The NZMPB Inc is currently holding the third Photographic Competition

since 2000. It's your chance to earn points by winning in the category of your choice. Check the NZMPB Inc web site www.poolguild.org for details

NZMPB Inc AGM
July 2nd 2010



The famous Landcruiser Lift using NYLEX swimming pool liner material

The 2010 AGM will be on Friday 2nd July 2010 at the Ellerslie International Motor Inn, commencing at 6:00pm with drinks from 5:00pm onwards and Dinner at 8:00pm.

If you need accommodation, let me know. If you are a paid up Member, you can apply for a \$250 subsidy to assist with fares/accommodation etc.

NYLEX pool liner division has been purchased by ABGAL

ABGAL have purchased the liner material machinery from the Liquidators of family business NYLEX, which recently went into receiverhip and liquidation after neary 40 years in the flexible vinyl business.

Renown for strength and durability, the NYLEX material was based on the Union Carbide product 2051s Krene developed as a result of US Marine Pacific Island wartime needs to quickly cover areas of sandy islands with a flexible and durable material so they could land helicoptersto ferry equipment on recently occupied Islands. It's quite

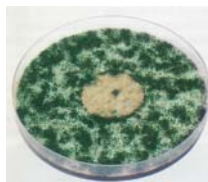


an interesting story that I will tell you sometime (if you are interested). The picture at left shows the elongation test which expects the .75mm material to stretch to more than six times before breaking. This and other durability

tests have resulted in a product so robust that we suggest a twenty year guarantee is appropriate in New Zealand, and an expected lifetime of twenty-five to thirty years in Kiwi conditions!

Sanitizers

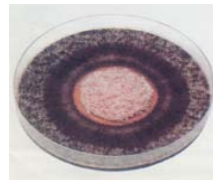
The pool liner material is also Sanitized™ treated - by combining an anti-bacterial compound in the basic mix, all algaeeal growth is inhibited to make the pool surface remain clean and algae free. Note the difference in the two test cultures - the untreated material will support rapid growth of the algae culture, while the "Sanitized"



sample below shows the culture has died

This is a positive and important advantage of

using ABGAL treated pool liner material!



Using chlorinated polyvinyl chloride thermoflex material is not new to the water retaining industry! Unlike chlorinated polyvinyl chloride thermoset (ie. which goes through a process which hardens the PVC making it un-recycleable as in fibreglass reinforced resin pools), the thermo flex material can be recycled at the end of its working life, getting a new lease of life as a garden hose or children's toys!

You might also be interested to learn that the largest swimming pools in the world are lined with similar material as our CASCADE swimming pools!



Check out these photographs of the huge Sanctuary Cove Hyatt Regency Hotel swimming lagoon! Yes - it's a vinyl-liner swimming pool designed to look like a saltwater lagoon - complete with beach and palm trees.



If anyone ever questions the quality of a vinyl liner in a pool - here's an example of a huge lagoon-style pool that has been in operation for 20 years or more - and there are even bigger vinyl liner pools in South American and Middle East resort complexes!

How's that for a tough and long lasting pool interior?

LE Ogden April 2010

