

# Crystal Clear Pools

of Florida

■ Pool & Spa Service ■ Pool Supplies ■ Pool & Spa Repair

## November Newsletter

### Inside Crystal Clear Pools

Every day we help lots of customers find the pool and spa accessories, equipment and supplies they need. With a gigantic selection of pool and spa products, you are sure to find just the item you are looking for. Crystal Clear Pools is a family-owned business dedicated to providing our customers with excellent customer service. Built from the ground up by way of hard work, word of mouth, and determination, we will stop at nothing to provide our customers with the best customer service experience possible!

Why choose Crystal Clear Pools? We will never give you a reason not to! We stand behind everything we sell 100%. Aside from passing along deep discounts from industry leading, brand name products, our customers are guaran-

teed excellent products. We even have industry experts on our side, providing technical help, tips and answers to ensure our customers get the maximum enjoyment that every pool owner deserves.

Most of all... we treat every customer as if they were family. Each member of the Crystal Clear Pools is not only an excellent customer service provider, but a consumer as well, and we never forget it! We have the highest standards for the service and products we offer and would never expect our customers to settle for any less. Our Pool Store carries a complete line of Swimming Pool Chemicals, Equipment and Supplies. we specialize in the installation of heaters, heat pumps, automation salt systems and energy efficient pool equip-

ment. Our licensed and trained installers offer the best in service and experience. Our guarantees exceed our competitors with longer warranty coverage periods and ease of processing (we handle it for you)!

Our customers are our business and we know how to keep them! You come to a pool store to get answers on how to take care of your pool... Customers come to Crystal Clear Pools for the right answers and knowledge. We offer free monthly newsletters and free in-store water testing everyday! Of course, we are fully insured and all of our work is guaranteed.



### Energy efficiency testimonials

**PUMPS:** I've been selling energy-efficient pumps since they were introduced, but for the first few years, I had no personal experience with them. Then in May of '08, I had a problem with the pump on my own pool, so I decided to go ahead and upgrade to the energy-efficient model.

Prior to putting in that pump, I was running my 2-hp pump for six hours a day. When I put in the new variable-speed pump,

I doubled my run time from six hours to 12, and my first electric bill was down \$100 from the month before. I let three months go by, because I wanted to make sure the first month wasn't just a fluke. But as time passed, I found that I was saving about \$75 a month on electricity consumption alone.

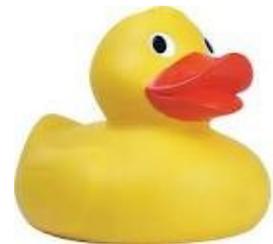
So I said to myself, "I owe it to my customers to at least let them know about

this." And I sent a mailer out that said, "Look, we're not just trying to sell you a new pump. This is what I personally experienced, and this is what I perceive my payback to be. And I think you owe it to yourself to at least look at it." I really don't know of any other product that you can just replace, and see it not only pay itself off, but continue to pay dividends down the road.

### Special points of interest:

- > Inside Crystal Clear Pools
- > Energy Efficiency testimonials, Pumps.
- > The Importance of pH
- > Water Evaporation or A Leak?
- > Liquid pool cover - VS - Solar Blanket

**Did you know?  
Swimming helps  
reduce stress.**





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“An hour of vigorous swimming will burn up to 650 calories.

It burns off more calories than walking or biking.”

### The importance of Ph

pH is one of the most important factors in pool water chemistry and it should be tested and balanced at least once a week. pH is the measure of how acidic or alkaline the water is. A pH of 7.0 is neutral - below 7.0 is acidic, above 7.0 is alkaline. The pH of our eyes is 7.2 . No wonder that the ideal pH for your pool is just that - 7.2 , and should be kept within the range of 7.0-7.6 .

What happens when the pool is

too acidic?(pH is low)

\* If your swimming pool is concrete & plaster, the pool water will begin to dissolve the surface, creating a roughness which is ideal for pool algae growth. A similar result occurs in the grout of the pool tiles.

\* Metals corrode - and this includes swimming pool equipment, pipe fittings, pump connections, etc.

\* As the swimming pool walls and metal parts corrode, sulphates are formed. These sulphates are released from the water onto the walls and floor of the swimming pool causing staining



### Water Evaporation or A Leak?

The best way to find out how much water your pool is losing is the following:

Take a 5-gallon bucket and make a mark with a permanent marker at about the halfway point. Fill the bucket with water up to that point, and set the bucket right beside your swimming pool. Simultaneously, use a pencil to mark the water level on your

pool tile. In that way, you can determine how much water has evaporated from the bucket and from the pool. Evaporation rates vary depending on many factors such as relative humidity, air temp, water temp, and wind speed. Also running water features such as spitters, water falls, sheer decents greatly increase the surface area of water increasing the amount of

evaporation. Many swimming pool construction companies consider 1/8 in. water loss per day normal evaporation. Pools that run multiple water features for extended periods of time may lose upwards of 1/4 in. per day.



### Liquid pool cover - VS - Solar Blanket

Swimming pools lose energy in a variety of ways, but evaporation is by far the largest source of energy loss. Evaporating water requires tremendous amounts of energy. It only takes 1 Btu (British thermal unit) to raise 1 pound of water 1 degree, but each pound of 80°F water that evaporates takes a whopping 1,048 Btu of heat out of the pool. The simple act of laying a pool blanket over your pool when it is not in use can help keep it warmer. It is highly likely that you pool will lose a lot of its heat during the night if it is left uncovered. After undergoing pool installation, it seems foolhardy to let all of that warmth evaporate overnight. A well designed, custom fitted pool blanket can help

retain a lot of the heat and keep it from disappearing into thin air. You will find that your pool is kept at a more comfortable temperature more consistently and easily, too. Liquid Pool Cover is a mixture of carefully chosen ingredients which are lighter than water so that they automatically float to the surface. They are attracted to each other so that they try always to form a perfect very thin layer over the whole pool surface. Heatsavr™ slows evaporation substantially. Evaporation is one of the main forms of heat loss from swimming pools and spas. Slowing it can yield large cost savings. Heatsavr™ will lower humidity as well as evaporation. It takes

money to buy heat, and heat to evaporate water, so slowing evaporation will lower humidity as well as heating costs.

#### Cost Comparison:

Pool Blankets are between: \$80 - \$150



Solar Sun Rings are \$30 each, an average pool will use between 8-12 rings.



EcoSaver/Pills/Fish are \$10.99 and will last for 30days—By far the most cost effective.

