



THE PREMIER EUROPEAN JOURNAL FOR PROFESSIONALS IN THE POOL & SPA INDUSTRY



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Tintometer

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Undoubtedly, 2013 will see many opportunities and a number of familiar challenges to address in the pool and spa industry, and looking after customers has never been a bigger priority. The BSPF continues to perform its duties on behalf of EUSA (European Union of Swimming Pool and Spa Associations) through John Scott as BSPF's President, and this honour will continue until the end of this year. According to the recent EUSA market survey, provided at Lyon, the UK market is the fifth largest in Europe for swimming pools, and although data for hot tubs is not currently provided by EUSA, it is believed that the UK is one of the largest markets – if not actually the largest – in Europe. However, there is still room for growth for both pools and hot tubs, and this may be possible across a number of different sectors.

Demand for pools

Looking first at the demand for swimming pools, the luxury end of the market continues to be robust, and projects will continue to be undertaken. Consumer shows will again be an important part of the marketing mix for the industry, with shows such as Grand Designs Live providing quality conversations about pool projects at home and abroad.

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BSPF managing director Chris Hayes offers his perspective on what lies ahead for the UK pool and spa industry in 2013

**In Sweden:
Visit to the
TYLÖ factory**

Recently, the EuroSpaPoolNews team went to Halmstad in the south of Sweden, to visit the TYLÖ factories. There are three separate production units, one dedicated to carpentry, the second to thermoforming and the third to stove manufacturing. The tour was conducted by Erik von Kantzow, CMD of Nordique France, one of TYLÖ's oldest distributors, accompanied by about twenty members of his company (employees, heads of agencies, vendors, etc.) and also several TYLÖ retailers. This was an opportunity [...]

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BSPF managing director Chris Hayes offers his perspective on what lies ahead for
the UK pool and spa industry
in 2013

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CHRIS HAYES

The holiday venue market is also still bucking the general trend. The main challenge is for pools priced under £40,000, as these are not only dealing with a harsher economic squeeze, but also there is also competition from swim spas and hot tubs.

Hot tubs and swim spas

In terms of hot tubs and swim spas, the holiday lodge market is still experiencing demand for this equipment to be an important part of the package. Hot tubs have been in the news recently for positive reasons – such as being one of the top items wanted by Lottery winners – and this is useful to have that kind of aspirational purchase. Hot tubs have also been in the news for less positive reasons, and while most of this adverse criticism can be understood to be envy, the industry must continue to promote our products in the positive light that helps us challenge any negative perceptions there may be about our products.

Internet impact

Internet competition continues to be an issue, with never-ending sales on some sites leading customers to question whether they are really getting a good deal. There is also still an issue where sites have low-quality equipment and back-up support that is patchy or even non-existent. Customers will always seek a bargain, and may end up choosing something that ends up costing them more in the long run, so reputable companies must continue to promote the message about having the right quality products and knowledgeable staff to ensure safe spa water is understood and undertaken – whether this is from a showroom, or via the internet.

Wet, wet wet...

The weather had an adverse affect on the swimming pool industry in 2012, and with the current weather breaking all records for rainfall levels, we must not lose sight that the water companies can request that pools are not filled up during times of water shortages. Therefore the industry is working with water company representatives to find more water-efficient methods for building, renovating and maintaining pools. The fact that hot tubs were not affected in 2012 is down to the close dialogue between BISHTA and the BSPF with the relevant government department and other related bodies, as at one time there was confusion about whether hot tubs would be classed as swimming pools. It took an extra few weeks of negotiation to ensure that there was uniform agreement among the water companies with regard to hot tubs being outside the scope of the ban.

Legislation

In terms of legislation, there will continue to be challenges to face not only with water regulations, but also with building regulations. Insulation will continue to be a topic of interest, and although there are unlikely to be changes in this latest phase of building regulations, there could be pressures for change in the next phase in 2016. Thanks to the work of SPATA and colleagues from the other 30 relevant countries, there will be new standards for domestic swimming pools, and the draft documents are likely to be out for public consultation after Easter this year. The new standards will then be finalised in 2014.

Internal competition...

For the first time for many years, the industry will have two pool shows directly competing with each other, and the fact that they are being held within a couple of weeks of each other is not sustainable in the long term. Spatex has been the industry show for 17 years, and with the profits generated from the show has been able to plough back £1.2 million to benefit ISPE (educational work), PIP and general promotional work, BISHTA, SPATA – and especially the BSPF to carry out its lobbying work at home and abroad to be the voice of the industry. The lack of profits in 2013 for Spatex will impact on the ability of the industry to be effective in dealing with the sheer volume of work at home and abroad – at the very time when we need to be most active. Despite the issues with two shows, the strength of support for Spatex is heartening, and with the package on offer in Brighton, there will still be many fantastic opportunities for Spatex to showcase new products and services, to network, for ISPE to provide educational sessions, and for the industry to come together to promote the latest award winners from BISHTA and SPATA. Michele Bridle and Helen Mulingani have been working tirelessly to find new offers and ideas for exhibitors and visitors, and so I look forward to seeing many people in Brighton.

Chris Hayes - Managing director, British Swimming Pool Federation



Catalina Spas managing director Stephen Crabb thinks 2013 could be the year of the swimspa

With 2012 now history, it will be interesting to eventually understand what happened in the UK spa industry. Companies will have differing sales figures depending on their market sectors and geographies, which makes it difficult to predict where the spa and swimspa market will go in 2013. Differing strategies and areas of specialised activities, regions, the overall health of UK PLC and not forgetting the weather will all play their part.



The British Chamber of Commerce has published a report downgrading their growth forecast for 2013 from 1.2% to 1%. A lot of companies throughout the country and our industry would just be relieved to see any growth in 2013, and would happily settle for 1% growth.

At the beginning of 2012, when I spoke to people, pessimism and worry were the underlying concerns. And during the year the press also played its hand in dashing any glimmer of hope by running endless stories of gloom and doom on the sad closure of companies – being ever-reluctant to run stories on successful ones. Even the ancient Mayans were in on it at the end of the year!

With much relief, so far in 2013 – although it's still early days – there seems to be a distinct lack of the pessimism and more optimism. There is a genuine feeling of 'let's get on with it' and 'bring it on'. Even the BBC seems to have moved on and is finding more positive stories and news. Whilst the UK unemployment figure of 2.5 million is depressing, don't forget that there are almost 30 million people in the UK in gainful employment!

2013 is widely believed to be the 'year of the swimspa'. If it is, it's been a long time coming! For years people have said the swimspa is the next 'must have' item, but I must say that having seen record sales of swimspas in 2012 – why swimspas? Having been involved with the development and manufacture of the very first vacuum-formed swimspa in the UK, I have always wondered why they were never more popular. But this is all about to change: 2013 is looking like it could again break records. The principal reasons are price (good quality swimspas are now available from £9995 (inc. VAT)), ease of installation, speed of installation, safety and running costs. The industry's positive attitude towards putting them on show has also helped – it's essential to display them and always encourage the client to try them out!

Also in 2013, those companies being different or offering something unique will benefit. Customer finance plans will see a significant increase in 2013 and bring in additional sales, especially if used to upsell. Providing a package that will differentiate one company from another will see rewards, and will take away the price war that will usually ensue when it's a low-cost like-for-like sale, with the only real winner being the customer. Keep value in the product you are selling. The biggest challenges facing companies in 2013 are price and maintaining a profit.

The weather might also play its part... With sympathy for the poor souls who have lost everything through flooding, if the weather is cold and wet it could lead to an increase in gazebo and garden lodge sales to new and existing clients. Opportunities are endless for those that are repaired to look for them and not expect them to simply turn up. Being open is a good start, and another rather important factor! It still amazes me how many businesses are often shut for several days...

There are still some concerns about Chinese imports. But I'm not sure that this will have much of an effect on those companies who import from North America and Canada. Many of the Eastern manufacturers have improved their quality and material content with the net effect that their prices are more in line. It was interesting to read recently in one of the national broadsheets that companies in some industries are starting to reduce their Chinese manufacturing base, and one of the new PR strap lines is 'not made in China'. There is almost underlying resistance to product being manufactured there.

In a nutshell for 2013: be different, offer finance, improve your service and be open! Swimspas and aqua trainers are likely to see the biggest growth in sales. The main competition for the customer's leisure and lifestyle budget is holidays, caravans, campers and boats – and on the subject of boats, look out for the weather!

Stephen Crabb
Managing director, Catalina Spas



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With big plans for expansion in 2013, Swimming Pool Zone director David Brooks looks ahead to the New Year



As 2012 comes to a close, we all reflect on a memorable year – the undoubted highlight being the London Olympics and Paralympic Games, inspiring a generation to become active and achieve.

With this fresh in the mind, from my perspective 2013 is set to be an exciting year for those in the swimming pool industry – with major focus on aquatic therapy, fitness and its many benefits to mind, body and soul and general wellness.

Pools are no longer seen as places simply for recreation: in fact, a whole new market in the swimming pool industry is opening up. There is increased awareness of the benefits of the pool environment for non- and low-weight-bearing activity such as Aqua Gym – making more from your pool to get more use, increased income and personal fitness/wellbeing. Taking on-land ideas and transferring them into the water – including Aqua Spinning, H2O Zumba and Aquatic Motorised Treadmill workouts – will attract more users to commercial pools, and therefore provide an increase in revenue to hotels' fitness clubs and gyms.

I see the greatest developments as being in innovative and environmentally friendly products. The introduction and increased usage of multi-cyclonic filtration will reduce water wastage and improvements in solar heating systems, together with heat pumps being a far more economical way of heating swimming pools. New products include pumps with lower power consumption and multifunctional facilities, greener ways to treat pool water (less chemicals into the environment and associated health implications) together with the addition of UV sterilisation and other similar systems.

A knock-on effect of the Olympic year is that people of all ages are being encouraged to become pool aware. Swimming is an essential life skill – not only for recreation but for fitness and safety. A wide range of systems – moving pool floors, wheelchair lifts and hoists – allow people of all ages and abilities to gain access to pools.

Last year was the wettest year on record in England and the second wettest across the UK as a whole – a potential challenge for the swimming pool industry in 2013, with those people who usually prefer a 'stacation' possibly taking to warmer climates to use pool facilities in the sun rather than in their cloudy back garden... To combat this, focus has to be redirected on less seasonal use; aided by the introduction of affordable pool housing, combined with more cost-effective heating solutions, there has never been a better time to take up swimming at home. We should place more emphasis on home pool users enjoying the luxuries of their own pool in their own surroundings – made possible with small lap pools utilising the benefits of 'on-the-spot' swimming, and offering a host of pool styles to suit all budgets and abilities.

I also see a greater emphasis on pool safety over the coming months. Already well recognised in countries such as France and Australia, there will be an increased awareness of the dangers surrounding swimming pools and the various solutions to limit access to the poolside – in particular for the young, and family pets. Although thankfully there are very few swimming pool drownings in the UK, even one such incident is one too many. With the addition of a safety fence or cover, such incidents are preventable.

To conclude, we cannot over-emphasise the importance of working with products from reputable manufacturers, in order to demonstrate to a sometimes sceptical British public that the swimming pool industry is a dynamic and innovative place, focused on increasing everyone's enjoyment of the water at as economical a cost as possible.

David Brooks - Swimming Pool Zone

Keith Glass, Sales Engineer for UV water treatment specialist Triogen, looks forward to a buoyant year

From Triogen's perspective, a buoyant start to 2013 is predicted. In 2012, the UK market was receptive to our UV systems for commercial pools, and we see continued growth in installations of hydrotherapy pools for schools and hospitals over the coming year.

With commercial pool operators looking to hold on to the increased footfall resulting from the Olympics and the continued drive to improve children's fitness, refurbishment and upgrades to existing pools will also be key, with customers being increasingly aware of the environment and water quality they choose to swim in. Competition is high, but pool operators' increased knowledge of the lifespan, operational and annual maintenance costs of equipment will continue to have an increasing effect on the selection of products and suppliers.

Within the domestic market, there are also signs of growth. At the top end, prestigious and luxury pool installations have been strong, and without doubt, quality and faultless service will continue to drive success in 2013.

A movement towards small commercial medium-pressure UV systems and corona discharge ozone systems indicates that water quality continues to have a very strong part to play in purchasing decisions.

In the domestic market as the whole, we can see signs of further recovery, with UK sales of corona discharge ozone systems increasing and sales of low-pressure long-lamp-life UV systems rising greatly. Competitive pricing still carries importance, but online information, product awareness and availability of pricing though the internet will continue to have an influence on sales. This is fuelling more awareness and consumer enquires in reducing chemical usage, long-term running and maintenance costs, so driving more demand towards low maintenance, reliable, energy-efficient and more environmentally friendly products.

Further indication of increased consumer awareness and demands is the addition of the UK Pool & Spa Expo to this year's events calendar, with its public open day. As price and access product knowledge becomes more available, ensuring training, technical knowledge and benefits are to the best standard will be key to a successful year and growth.

Keith Glass - Triogen



Fairlocks Pool Products director Paul Webb looks forward to a positive 2013

Despite the wettest summer in England on record, Fairlocks Pool Products enjoyed a busy and successful 2012, and is moving into its seventh year of trading with a firmly upbeat view of what the future holds for the industry as a whole in the coming year.

I feel that the UK pool industry has to look to the future, and satisfy customers who are looking for environmental answers when it comes to installing or maintaining a pool.

There is a definite change in the way in which customers look at running costs these days. The UK has suffered a deep recession since the beginning of 2009, but despite this fact the high-end market has held up pretty well. However, both the high-end domestic and commercial markets – plus those on a tighter budget – are very keen to explore operating costs and money-saving products, and will investigate these aspects closely before weighing up the pros and cons and coming to a decision, whether they are installing a new pool or updating an old one.

Products that are practical, energy efficient and cost saving are at the top of most wish lists. Insulated pool covers and low-energy high-efficiency heat pumps are in demand as customers look for long-term savings. In addition, heating a pool using solar energy has grown hugely in popularity in recent times; the latest solar products make significant savings on running costs and will produce heat even on cloudy days.

Environmentally, the industry must continue to introduce energy-efficient equipment that also saves the pool owner money! Like it or not, we are weather-dependent in the UK, and after the washout that was 2012, hopefully we will see a drier, brighter 2013.

Paul Webb - Fairlocks



Elizabeth Wilkinson, Marketing Manager for water testing specialist Lovibond/Tintometer, gives her views on the need for regular and accurate water analysis by professionally qualified and trained staff

While news on the international monetary front has finally taken a more positive spin, the forecast for the UK market is for another austere year. Fortunately, swimming is still seen as one of the most important activities for general public health, and local authorities are reluctant to shut public pools. There have been a few closures, of course, but on the whole, public swimming continues to enjoy a bright future.

However, as a result of government cutbacks, there is a growing concern within the industry that the maintenance and operation of these pools may not be being sustained. This has been further fuelled by news reports and constant literature being released on the threat of bacteria (legionella and cryptosporidium). A recent victim was the Newport Centre swimming pool in Wales, whose doors have recently opened again following closure after 20 people were infected with a waterborne bug.

The industry in the UK is realising that it has never been more important to emphasise the need for regular, accurate water analysis by professionally qualified and trained staff.

Although senior management of public pools and spas is aware of the legal requirement to provide a safe and hygienic environment, there is currently no stringent legislation as to how this should be implemented. A Technical Committee has been meeting to initiate pan-European guidelines for new standards for domestic pools that will be applicable across the EU. However, these are still in the pipeline. Until legislation is enforced, therefore, best practice must be applied to make sure pool and spa staff are competent in what they are doing, and we must rely on independent companies to drive these developments. One such reputable organisation in the UK is STA (Swimming Teachers' Association). The STA recognises that pool operators must be trained to the correct standards to ensure that they can operate safe bathing conditions – including the quality of the actual water. They have now introduced three courses, including qualifications on Water Testing and Pool and Spa Water Treatment. STA's Pool Plant qualifications are recognised by RAPs (Register of Aquatic Professionals) – a new UK government initiative that has been launched to standardise aquatic qualifications throughout the UK leisure industry. This enhanced emphasis on accurate, reliable and repeatable pool water analysis has come about as a result of this UK government initiative – the purpose being to standardise the design of accredited qualifications. Students learn all the criteria of water testing – how, when and where – with advice on selecting the right equipment for accurate results such as comparator kits or photometers and, most importantly, determining how to react to any variations.

This UK government initiative is not confined to just swimming pools but includes all the following environments:

- Conventional pools
- Water parks
- Spas
- Interactive Play Features / Splash Pads
- Hydro Pools
- School Pools
- Swim School Pools

Essentially, this covers any public area where contaminated water may cause an issue, preventing (hopefully) any further closure of facilities due to a waterborne bug.

Elizabeth Wilkinson - Marketing Manager

Certikin 50th anniversary year heralds bumper crop of product launches

Celebrating its 50th year, pool and spa distributor Certikin International is launching a number of new products and promotions during 2013 – which will be displayed at Spatex.

Among the newcomers are a new Caldera Spa, Certikin flow fittings, a tiled spa, an Endless Summer pool enclosure, the Dolphin Hybrid intelligent suction cleaner, and the commercial Multicyclone.

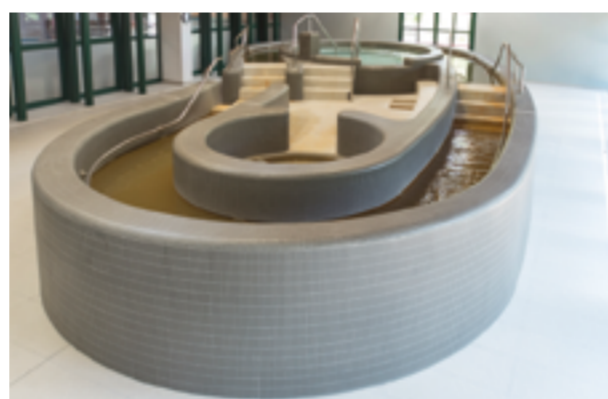
This month (January) sees the launch of the Dolphin Hybrid from Maytronics (pictured), which Certikin says represents a “technological breakthrough” in cleaners of this kind. Recommended for domestic pools up to 8m (26ft) in length, Maytronics designed the new Dolphin Hybrid to combine cost-efficiency with ease of use. According to the company, the Dolphin Hybrid M1 is the only suction pool cleaner that offers: an active brushing system (brushes rotate as the cleaner travels through the pool); systematic scanning that covers the entire pool floor; smart transmission system that enables optimal manoeuvring in the pool; self-propulsion system that uses water flow to generate the required energy for the cleaner's electronic scanning system; easy installation with no tools required; and user-friendly maintenance. The Dolphin Hybrid is light in weight at only 3.7 kg, and requires a 0.75hp pump or larger. New products from environmental control specialist Calorex – for which Certikin is the exclusive UK distributor – include new-look Delta and Variheat units. The company emphasises that Calorex units are fully compliant with the 2013 Energy Related Product (ERP) legislation. Certikin marketing manager Cath Saunders says: “In this, our anniversary year, we are looking forward to getting out and flying the flag, both for ourselves and the industry. Spatex is an excellent launch pad for our new products and, aside from our annual seminars, Certikin regards it as one of the most important dates in the industry's calendar.”



www.certikin.co.uk

The Pejo thermal centre trusts Preformati Italia

Preformati's patented pool technique with self-supporting walls without buttresses proved to be particularly suitable for restructuring the thermal centre of Pejo. As shapes and volumes can be freely designed, its construction in preformed polystyrene has given new life to the aqua physiotherapy pool that combines both therapeutic massages and Kneipp therapy. Thus, the objectives of finding profiles and materials that offered luminosity, forms and ideas all within a recreational context, took concrete shape with this achievement.



info@preformatiitalia.it / www.preformatiitalia.it

AQUAVIA SPA launches its new corporate website

This Spanish brand, which designs and manufactures hot tubs, is to upgrade its online presence with the launch of a new corporate website available in four languages: English, Spanish, French and German. This is essential for a continually growing company that already has operations in over 40 countries.

The website has a wide range of contents with easy, intuitive and highly visual browsing features. Furthermore, with social networks such as Facebook and Twitter ever on the rise, the website is seeking to become an interactive meeting place where customers and consumers are able to find information and tips about the company's products and projects. It is worth highlighting the introduction of a member dashboard reserved for professional traders, who can register for membership by applying to the Marketing Department of Aquavia Spa.



aquaviaspa@aquaviaspa.com / www.aquaviaspa.com

iPool 2013: Ready to click!

The IPool 2012 Contest, the first international swimming pool competition on the Internet, organized by EuroSpaPoolNews.com, was a resounding success! In fact, this web encounter generated more than 10,000 visits per month, recorded 60 participants from 9 different countries with a collection of 150 beautiful pool photos. The winner of this first edition, the Ukrainian company LLC WATER WORLD WINDOW, received its iPool 2012 trophy during the Piscine



exhibition in Lyon. A trophy that came with an iPhone and a one-year advertising contract worth € 10,000 on our media supports EuroSpaPoolNews.com and PiscineSpa.com! With such an encouraging participation, iPool will be back in 2013, from 31st March to 31st July. The rules and the prizes will be identical. You also can find details of the contest on our Facebook page. Remember that the contest is open only to Pool professionals. Find all the contest rules on www.eurospapoolnews.com/ipool2012 and try your luck with your finest family-pool creations ... And do not forget to ask all your friends to vote ...

www.eurospapoolnews.com

New Aqua Cover Sales Manager

Evert Jan DE SMET has just been appointed AQUA COVER Sales Manager.

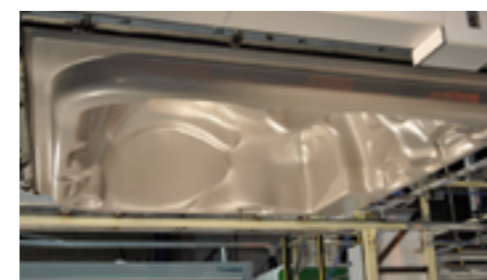
Evert Jan will be the direct contact for resellers in the company and will help them with their projects, encouraged, of course, by the whole Aqua Cover team.



www.aquacover.com

Procopistarts thermoforming spas in France

Following an ambitious investment, Procopi has launched its own vacuum forming factory for the shells of its spas. As such Procopi is one of the very few producers in Europe to control the entire production line of its spas, under one roof in France. The automated process thermoforms the shells, before reinforcing them and cutting the finished shell for the assembly of the jets and piping. Procopi's new production facilities securely place Procopi at the forefront of the European Spa Market.



www.procopiuk.co.uk

AQUA COVER covers the Radisson

The Belgian manufacturer of shutters since 1996 has just installed a 10 x 15m roll-cover on the top floor of the Radisson Hotel, Promenade des Anglais in Nice. Its Director, Frédéric POTY, put his knowledge and experience of public swimming pools to good use. In this project, two 400 Nm tubular submerged motors were installed in the axis of the shaft.



An oblique partition (conforming to French security standards), in this case in white PVC, separates the swimming area from the mechanism section. Oblique partitions are also used by Aqua Cover to renovate existing pools. In addition, as the pool has an overflow lip, Aqua Cover has provided guide rails on castors allowing the slats to pass under the edge beam and not mar the aesthetics of the pool. A grating in exotic IPE wood hides the mechanism. Thanks to this system, the hotel will save a significant amount of energy, and its clients will be able to use the pool both earlier and later in the season.

www.aquacover.com

Golden Coast support package helps you sell saunas

Independent wet leisure product distributor Golden Coast is spreading the message that ‘if you can sell pools, you can sell saunas’, as part of its ongoing package of resources to help dealers' businesses grow. In particular, Golden Coast is encouraging dealers to expand into the sauna market (Golden Coast has enjoyed a 30-year relationship with premium sauna manufacturer Tylo), as it believes the skills, equipment and facilities needed to sell, install and maintain saunas are very similar to those needed for pools and hot tubs. There is also a huge overlap in the customer base, says the company: the most obvious buyers of saunas are the pool companies' existing customers. A convincing case for this business opportunity is given in a free eBook, downloadable from the Golden Coast website www.goldenc.co. Managing director Jamie Adams explains: “Sauna business in this country has been increasing by 10% per annum over the last decade. A company with its own showroom, working as an authorised Tylo dealer and using the recommended SRP, will make a gross profit of 40% on each sauna sale – and customers will expect to pay between £2500 and £25,000 a time.” Golden Coast says that customers are much more likely to buy if they can look, touch and feel. With this in mind, it has put together a Tylo ‘virtual’ sauna display which gives a real flavour of the sauna experience without taking up valuable showroom space. The display is 2.3 metres high and just 1.5 or 2.0 metres wide – depending on whether the single unit with one mounted poster or the double with two posters is chosen. The kit contains everything you need to set the sauna scene – from the shelving and furnishings to the heater, sauna stones, buckets and ladles, hourglass and a collection of essential oils – and the company says it is ‘attractively priced’. “Whatever you do, now is not the time to stand still,” says Jamie Adams. “But while there are many possibilities for diversification, if you move into areas only loosely associated with your core business you may damage your image as a wet leisure specialist. That's why the sauna market, which is such a good fit with the pool business, is the ideal direction in which to expand.”



www.goldenc.co

Pools unite generations

Bundesverband Schwimmbad & Wellness e.V. (bsw)
German swimming pool and spa association
www.bsw-web.de




Aqua Cover

Specialist in tubular submerged pool covers since 1996



New type of motorization with
electronical end-of-run system



High-quality bar covers for all seasons







NEW SPATEX exhibition booth n° L146

Visit our website for more information on our novelties or contact us at sales@aquacover.com

www.aquacover.com



D. SCOTT HUNSAKER

New make-up for NSPF board in USA

The US National Swimming Pool Foundation (NSPF) has announced a new make-up for its management board, which took effect on 1 November 2012. President of Counsilman-Hunsaker & Associates D. Scot Hunsaker was elected President of the Board, succeeding John Puetz, Director of Technology at Advantis. Franceen Gonzales, Vice President, Risk Management, at Great Wolf Resorts in Wisconsin, is the new secretary and G. Bruce Dunn, president of California-based Mission Pools serves as Treasurer in place of Don Witte, who has retired. New board members include Rob Butcher (Executive Director of USMS, a US swimming national governing body that caters for adults aged 18 and over), Diane Dahlmann (Director of Recreation Services & Facilities, Director of Mizou Wheelchair Sports), William Kent (Owner/President of Team Horner, Ft Lauderdale, Florida since 1972, and also a previous NSPF board of directors) and Judy LaKind (President of LaKind Associates, LLC, and a health and environmental scientist with expertise in strategic risk management, assessment of human exposure and health risks, biomonitoring, scientific and technical analysis for regulatory and state-of-the-science reviews). NSPF CEO Thomas M. Lachocki commented: "Our Board brings together strong minds and caring hearts that set our future course and act as our conscience. It is an honor to serve under their direction."

www.nspf.org

New purpose-built premises for Elite Spas

UK hot-tub specialist Elite Spas has purchased land for new purpose-built premises, which are due to open shortly. The picture shows construction in progress in early December 2012. Led by the always-optimistic Kevin and Isobel Rickards-Sanger, the company also promises a new spa pool for 2013, which will be revealed at the two upcoming trade shows. Elite Spas is exhibiting at both Spatex 2013 and the UK Pool & Spa Show 2013.



www.elitespas.co.uk

Hexagone won Olympic Gold for pool cleaning at the London 2012 Olympics

Hexagone, leader in France and No. 2 in Europe, certainly won Olympic gold by equipping the London Olympic pool and 4 other pools in the city! The year 2012 has been a record-breaking year for Hexagone with the significant supply contract for all the pools in Paris and the replacement of a number of pool robots in Berlin, Vienna, Milan, Madrid... Hexagone robots are smart and shrewd, and at the forefront of innovation with a new generation of talking robots, thus furthering the man-machine relationship. Service, through its subsidiaries and its own team of technicians on site is not left out either, with a self-diagnosis that is even more strict, and artificial intelligence that enables the robot to operate even in case of minor hitches.



info@myhexagone.com / www.myhexagone.com

Ecological footprint

Ecology has become an issue that can no longer be ignored in today's society. People increasingly realise that we need to make sure that our children and grandchildren will also have a world that they can live in. For example, studies have shown that over 70% of consumers today are prepared to pay more for eco-friendly products and solutions that simultaneously reduce their consumption costs. Pentair has already been developing eco-friendly solutions for a long time. These products carry the Eco Select™ label, and they allow swimming pool owners to save up to 90% of their energy costs - which can easily represent several hundreds of Euros per year. In other ways too, Pentair is doing all it can to minimise its own ecological footprint. For instance, on the roof of the warehouse in Frame 21 in Herentals, 1.915 solar panels have been installed over an area of 3109 m². As a result, the site in Herentals has reduced its CO2 emissions with 86 tonnes. Find out more about the Eco Select™ label at <http://www.pentairpool.com/pool-pro/eco-select>.



marketing.poolemea@pentair.com / www.pentairpool.com

Procopi teams up with Mitsubishi for new heatpumps

Procopi, a longstanding and recognized manufacturer of Heat Pumps for Swimming Pools, has announced the partnership with Mitsubishi Electric and the release of the new Climexel Power Inverter range of heat pumps. Mitsubishi has a worldwide reputation as an industrial producer of heating and cooling components. The new range of heat pumps offer exceptional performances, even at temperatures as low as -15°Celsius, and an extremely low noise level. These exclusive technology controls the speed of the compressor and the ventilator to bring exactly the power needed in accordance to the outside temperature, water temperature and set point. As such these heat pumps save energy and operate at a very low noise level. More information from Procopi UK.



www.procopiuk.co.uk



Golden Coast aims for differentiation

Wet leisure product distributor Golden Coast is emphasising its new and innovative approach with its exhibition stand at this year's Spatex exhibition in Brighton. The company's stand layout will be designed to allow close examination of key products and questioning of specialists in each field. All of the company's directors will be on hand to advise, along with their technical staff and representatives from Del (pool covers) and Spectravision (pool lighting). Explaining the approach, managing director Jamie Adams says: "We are conscious that trade stands can easily become a boring and predictable collection of products and promotional materials. That's why we always focus on bringing something new and innovative to the show - and adding value with a strong team of advisers on the stand." Golden Coast will be focusing on a number of new products, including the latest sauna model from premium manufacturer Tylö; the Vortex 4 pool cleaner from Zodiac, which is billed as the most advanced and feature-packed four-wheel drive model on the market; Spectravision LED lighting, which creates a variety of colours and rhythmic colour changes to transform the atmosphere of any pool; Etatron automatic chemical dosing systems, for easy, cost-effective control of water quality; and Del automatic pool covers. The company will also be demonstrating the use of its own bespoke control panels for pools and spas, built in-house to meet each customer's particular needs. Golden Coast will also be using a video display to draw attention to the many ways in which it can help trade customers to boost their business through its various websites and eBooks.

www.goldenc.co

Major change in Bosta's and Bevo's distribution

MegaGroup Trade, parent company of Bosta and Bevo and a technical wholesale group selling components for water transport systems, will establish a European Distribution Center in Veghel, in the south of the Netherlands. Since 1943, MegaGroup has grown into a network of 24 outlets in 14 European countries, sourcing mainly in Southern-Europe and China. The Group has been steadily and successfully developing into a company of over 400 employees. And now, according to the parent company of Bosta & Bevo Germany, this step is necessary for the future growth of the company. The Distribution Center is targeted to be operational at the end of 2013. In this way, the customers in the North-West part of Europe will be supplied faster and will be offered a much wider range by centralizing the stock and distribution.



The new Distribution center will contain a surface of 11.000 m² with 18.000 pallet locations and 10 loading docks. The outside terrain contains 3.300m² of covered space. A new and very modern warehouse set-up will guaranty a state-of-the-art dispatch of orders. Supported by the substantial investments in the new building for a massive change, MegaGroup expects to continue growing strongly across Europe.

info@megagrouptade.com / www.megagrouptade.com

SCP UK announces new sales manager and 2013 product additions

Pool and spa trade distributor SCP UK has announced the appointment of new sales manager Geoff Nunn at the company's Gatwick branch. He has been in the industry for eight years managing a local retail company and in sales management for 19 years in the retail industry. Meanwhile new products for 2013 (to be shown at the upcoming UK pool shows) include the Intellipool range from Pentair; the Abridblue automatic cover range; a spa and water treatment display featuring Lo Chlor and Monarch salt chlorinators, as well as SCP's own branded Acti water treatment range for pools and spas. The company will also be focusing on its Totally Hayward programme with a display and advice on creating displays in retail shops, along with SCP dedicated marketing support and tools. Two hospitality events are planned on the company's stand during the Spatex show. SCP UK is exhibiting at both Spatex 2013 and UK Pool & Spa 2013.



GEOFF NUNN

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Aquafinesse reports continued worldwide growth

The AquaFinesse environmentally friendly water treatment for hot tubs, whirlpools and swimming pools is continuing its rapid growth in the UK and worldwide, according to UK distributor Sally Koob. She ascribes the product's success to its ease of use and effectiveness. She also says that most people are unaware of the fact that over 99% of bacteria do not actually live in the bathing water but rather under a slime called biofilm that grows in the pipe work of hot tubs, whirlpools and swimming pools. This slime protects the bacteria beneath from sanitisers such as chlorine or bromine, so even the best-kept water can harbour colonies of hidden bacteria. With one simple dose per week AquaFinesse loosens the slime, grime and calcium, (the bacteria's habitat) thereby massively reducing their breeding opportunities. It's genius!



mail@aquafinesse.com / www.aquafinesse.com/fr

LA Spas' big hot-tub Adventure

US manufacturer LA Spas has launched the Adventure hot-tub series, reckoning to offer "mid-range price points with high end features". The new products are a response to LA Spas' study of the hot tub market revealing that consumers wanted the same features, quality and service as they did before the 2008 economic collapse, but for less money. LA Spas says that premium manufacturers (among which it counts itself) are often reluctant to produce a product which looks as good as their high-end models, fearing margins will erode on the more expensive models. The company says it would very much like to continue selling premium products, but "that's not where the market is today". According to the company, it gave its engineers carte blanche as they designed the line, and they worked in reverse: instead of basing the design on material costs, they chose the target retail price, the dealer's required margin, and what they could spend to build it - then let the design team at it. The new models come in SE and LS variations. Each model has two levels of trim and features, offering the same quality and layout, but at different price points. LA Spas says this makes it easy for the retailer when ordering and for the consumer at the time of sale.



www.laspas.com

Unipools sticks to adhesives for 2013

Joining its established range of pressure testing and leak tracing equipment, Unipools is launching a new colour range of flexible adhesives from CTX for 2013, as well as the H2O Glue underwater adhesive. These newcomers will be joined by a range of injecting and repair products for pools. Unipools continues to supply the Pipe and Fitting Saver in an extended range of sizes, including metric, and the Leak Trac LT2100 that allows you to find holes in liner pools without having to get in the water. Both products will be continually demonstrated on the company's stand at Spatex 2013.

www.unipools.com

Zodiac Marine & Pool acquires SET Schmidt Energietechnik and strengthens its position in the German market



from left to the right Kai Lehnert, Josef Schmidt and Jean-Baptiste Clavel

ZODIAC Marine & Pool has agreed to acquire SET Schmidt Energietechnik (SET), a market leader of swimming pool equipment, located in Hemmingen, Germany. Terms of the transaction were not disclosed. Zodiac is a global leader in the design, manufacture and sale of equipment and accessories for residential swimming pools and spas. Zodiac's technological expertise is reflected in innovative product design, sophisticated manufacturing and constant customer interaction. Its portfolio of high-profile pool brands (Zodiac®, Polaris® & Jandy®) makes the company a recognized international leader in the industry. With the acquisition of SET, Zodiac strengthens its pool care activities in Europe and especially in Germany, where Zodiac Marine & Pool is represented by Zodiac Pool Deutschland GmbH (ZPD). Zodiac's existing product portfolio will be complemented by SET's premium product range, which is primarily specialized in pool dehumidification products, air duct systems, heat pumps and vapor sealed insulation systems. SET Schmidt Energietechnik will continue its business as an independent limited liability company, SET Energietechnik GmbH. The position of general manager will be held by Holger Greschner, who has been a senior manager at SET for many years. Joseph Schmidt, the founder, previous owner and general manager of SET will stay close to the company, providing advisory support and helping to ensure the continued successful development of the high quality products for which SET is so well known. Press release resumee dd. 17 December 2012. Read the whole article on line www.eurospapoolnews.com

www.zodiac-poolcare.com

Saltwater chlorination
FAMILY POOLS, HOTELS POOLS, AQUA PARKS...
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www.pool-technologie.com

Portuguese luxury hotel chooses Heatstar

The new Yeatman 5-star wine and spa hotel in the Portuguese city of Oporto features Heatstar environmental control units for both the hotel pool and its luxury spa. The product's energy efficiency and energy-saving advantages were major criteria in the hotel choosing Heatstar. Two Phoenix 6000 Super units have been installed, with a combined airflow of 12,000 m³/h and a combined dehumidification duty of 29.5 l/h. The units also incorporate fresh air ventilation for dehumidification and cooling, heat recovery to both air and water, and variable-mode humidity control which provides The Yeatman Hotel with a fully automated system designed to ensure that the environment is kept at the exact requirements. Other Heatstar benefits which helped in their selection included the limited access to the pool and spa technical rooms – Heatstar units were perfect for this location thanks to their modular construction and the ability to tailor units to clients' specific configuration needs. Climaconforto – one of Portugal's leading environmental control specialists for the pool industry – has worked with Heatstar for around 10 years and undertook the installation at the Yeatman Hotel. Their Technical Specialist Tiago Rocha commented: "Heatstar always offer excellent technical support both during and after installation. The knowledge and experience of Heatstar engineers is second to none, and their response times to any questions we have are faster than any other company. We also know their products are always at the cutting edge of energy efficiency and quality of construction." The hotel has reported that, since the installation, the Heatstar units have performed faultlessly, and the hotel's maintenance engineer has stated he is completely satisfied with both the products and the installation.



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Waterco expands in Europe and establishes environmental product line

Australian filter and pump specialist Waterco has boosted its customer service in Europe by creating its Waterco France subsidiary at the heart of the French pool market in St Priest, near Lyon. The company has also established a line of new 'EnviroPro' products designed to provide significant savings in terms of water, energy time and chemicals. These include the energy-saving Hydrostorm Eco pump, the MultiCyclone range, the Opal XL cartridge filter and the Admiral robotic pool cleaner. In 2013, the company is planning to launch the MultiCyclone 70XL pre-filter with a maximum flow rate of 90m³ for use in the public sector. It will also be offering the new Hydron filter, delivered in two sections for renovations where access is difficult, and the new Lacronite pump.



info.watercofrance@waterco.com / www.waterco.com



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pH and disinfection still better controlled

POOL TECHNOLOGIE received Pool Eco Attitude award in the category Water treatment, at Piscine and Aqualie 2012 on Tuesday 13 November for its Justsalt® Pro system, which keeps chlorine and pH at ideal, constant levels. This system eliminates any risk of over -or under- chlorination. It is an auto adaptive system for saltwater chlorination. It provides three functions of effective disinfection by saltwater chlorination, smart pH regulation and auto adaptive production of chlorine which has been specially developed for salt water thanks to an ORP probe. Result of four years of development, it helps better protect equipment of the swimming pool and significantly increase lifespan of the electrolysis cell that is guaranteed 4 years. All its functions allows maintaining chlorine and pH levels at an ideal constant avoiding early deterioration of components, bubble covers, shelters, pool covers, etc.



contact@pool-technologie.fr / www.pool-technologie.com

Pool accommodation

Pool enclosure specialist Leisure Shelters is announcing an exclusive relationship with MaperGlas of Barcelona for the UK market. The MaperGlas Ultimate range of enclosures can be from 4 metres to over 30 metres wide, and Leisure Shelters is the only authorised trade partner in the UK to market, sell and install them. The enclosures are suitable for domestic, commercial and school projects. Leisure Shelters also has a long-standing trade partnership with Albixon, which offers the Prestige Collection. Both the Ultimate and Prestige collections are fully customisable to customers' exact requirements – accommodating anything from a small swim spa to an Olympic-sized swimming pool. Leisure Shelters is exhibiting at the UK Pool & Spa Show.



www.leisureshelters.co.uk

A disinfection system for spas changing life

HotSpring® Spas, has recently successfully introduced the ACE™ salt water sanitizing system. This system is the first and unique of its kind. It uses a patented technology, based on special diamond electrodes. Along with two titanium electrodes, the diamond electrode increases the sanitizing power while using less salt than other salt water systems. This system automatically generates five different cleaners instead of just chlorine, from 1500–2000 mg/l of salt (NaCl) and spa water (H₂O). These cleaners are hydroxyl radicals (OH), ozone (O₃), hydrogen peroxide (H₂O₂), chlorine (HOCl) and peroxymonosulfate (HSO₅). The salt concentration is small compared to classical electrolysis systems for swimming pools (4,000 – 5,000 mg/l). Once activated through the appropriate steps, the ACE system operates on its own with minimal upkeep. The company also provides a kit to equip its spas made from 2004 to 2009 with this water treatment system. By generating the right amount of cleaners inside the spa, ACE™ helps to reduce the industrial production and transport of these chemicals in plastic bottles, decreasing the carbon footprint. This device has been awarded at PISCINE 2012 Show in Lyon, with a POOL Eco Attitude trophy.



hotspringeu@watkinsmfg.com / www.hotspring.com/global



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Alert in your Spa...

Based on the observation that many spas, saunas, Turkish baths were not permanently supervised, Hexagone decided to provide a simple, efficient and pragmatic solution through its new SPARTEL warning system designed for saunas, Turkish baths and, indeed, any facility not monitored by a lifeguard. The patented process is based on IP68 panic enclosure that can be installed wherever you want as it is resistant to water, humidity and extreme heat. Its radio system enables it to send a signal up to 200 metres away. As for the receiver enclosure, it can be placed near a pay desk or an intervention team. It is fitted with a luminous figure display feature with highly-visible LEDs and a loudspeaker enabling it to immediately identify the problem and the danger area. This is a simple idea, using tried and tested technology. There is no need to install the system and it is a very inexpensive solution.



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KAWANA offers more and more factory-made replacement salt cells

In 2009, Pool Technologie launched KAWANA, an extensive range of chlorinator replacement cells. Professionals seeking to provide a comprehensive array of services have found the perfect answer in this unique offering. Indeed, salt water chlorination is undoubtedly popular and mature technology; the increasing number of salt water systems in Europe just goes to prove it. Professionals must now look into replacement parts for the industry to develop further. The electrolytic cell is a key component and also a very expensive one, accounting for up to 60% of the costs for even the most basic salt chlorine generators. Consumers have become increasingly acquainted with the technology and are now looking closely at the price-quality ratio. KAWANA satisfies the consumer's need for quality at competitive prices, and, by developing its offering year after year, the brand has proven to be an excellent solution for professionals. Starting off by providing only compatible cells in 2009, KAWANA now offers a growing number of factory-made cells: HAYWARD, PACIFIC INDUSTRIE, AIS, REGUL ELECTRONIQUE, KKLOR, SYSTEM 7, STERILOR, to name but a few. The latest addition to the range is AUTOPILOT, an american leader in salt electrolysis that now benefits from the privileged distribution network offered by KAWANA.



contact@kawana.fr / www.kawana.fr

A full range of heat exchangers

Elecro Engineering Ltd. manufactures high quality water treatment and conditioning equipment for pools and spas. From the entry level Nano to the flagship Titan Optima, its ranges of electric pool water heaters offer a sophisticated and reliable solution for virtually every pool or spa application. Its electric pool heaters are complemented by a variety of shell and tube heat exchangers, including the refined second generation G2 swimming pool heat exchangers. A new addition the Elecro family is a range of high performance plate heat exchangers. In a year of innovations, the manufacturer is also launching Milisol, its new swimming pool solar heating rig that, according to the manufacturer, is set to take the industry by storm. Also manufactured by Elecro for swimming pools and spas up to a volume of 100m³, is the Elecro Spectrum, a low pressure UV pool water sanitizer.



sales@elecro.co.uk / www.elecro.co.uk

Darley launches "most advanced filter cartridge available"

Darley Europe has launched the SilverStream filter cartridge range, featuring silver ion technology in the end-caps and Reemay's Microban antimicrobial filtration fabric to produce what the company describes as "the most advanced filter cartridge available". Silverstream is designed to ensure that dangerous bacteria such as Pseudomonas aeruginosa will not survive on the surface of the filter or within the core end-cap. Darley says its anti-bacterial technology will also ensure the elimination of other bacteria and mould or fungi which can often lead to stains, odours and the general deterioration of a filter.



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Fast electronic water testing for private pools from Tintometer

Pool water testing specialist Tintometer has launched the Scuba II electronic tester aimed at private pool owners and whirlpool operators. Designed to test five parameters – free chlorine, total chlorine, pH, alkalinity and cyanuric acid – the Scuba II enables the user to check the condition of pool water quickly and accurately, according to the company. The user simply immerses the unit's sample chamber in the pool water and adds a tablet reagent which generates a characteristic colour that can be measured by photometry, and the result is then displayed on the screen. The company says that Scuba II aims to make water analysis a pleasure rather than a chore, to allow more time for enjoying the pool itself. The unit even floats if it is accidentally dropped into the pool water.



watch video

sales@tintometer.de / www.tintometer.de

Ocean flap technology boosts automatic pool cleaner performance

Peraqua is launching the Ocean Vac 2Fun and 4Fun automatic pool cleaners, incorporating self-adjusting 'flap' technology designed to provide effective cleaning performance across the cleaners' 20cm width. The Vac 2Fun cleaners are ideal for pool sizes of all types up to 10 x 5 m, while the slightly larger and more powerful Vac 4Fun model caters for pool sizes up to 15x6 m. The control system ensures a change in direction every 25–35 seconds, while the special front wheel enables the Ocean Vac to navigate over drains and other obstacles on the pool floor. Peraqua provides worldwide distribution and back-up for Ocean pool cleaners.



Ocean Vac 4 FUN

info@peraqua.com / www.peraqua.com



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SPATEX 2013 FEBRUARY 3RD TO 5TH

SMART REVERSE: Enhance the lifespan of your POOLSQUAD®

Today, good saltwater chlorinators come with self-cleaning cell by polarity inversion and Pool Technologie was even the first manufacturer to offer a self-cleaning cell by adjustable polarity inversion time according to water hardness. To further automate the process of self-cleaning, the manufacturer offers a patented principle of self-cleaning without any adjustment or settings. Due to this system, the life span of the cell is extended by 30%! This process keeps the salt water chlorinator POOLSQUAD® much longer. It still has advanced features that have earned him the Prix Pool Eco Attitude in 2010. Namely, in particular, it has a constant chlorine production, an inversion of polarity progressive and memorized, an automatic wintering, a smart PH control keeping an ideal constant, a "Low Mode" to act according to the position of the cover, or rather a «super chlorination Mode» in case of need for a higher production of chlorine, an integrated chlorination diagnostic, etc. These technical features, combined with the new Smart Reverse, allow a 4-year warranty of the cell.



contact@pool-technologie.fr / www.pool-technologie.com

Plastica packaging reductions enable lower-cost products while maintaining supplier profit margins

In an initiative to help suppliers in the current difficult economic climate, Plastica Pools is enabling them to offer products to customers at a lower cost while maintaining profit margins. Plastica has created a range of products packaged in re-sealable Eco Pouches that have less packaging than previously. This has resulted in significantly lower trade prices of core pool and spa water treatment products. The reduction in packaging also reduces the carbon footprint of water treatment products, as the empty pouches fold flat – virtually eliminating the hassle of crushing and disposing of plastic containers. Plastica Customer Services and Marketing Manager Cale Sinfield comments: "The Eco Pouches have a press-seal closure that remains airtight, so the contents remain moisture-free – perfect for water treatment, time and time again. The smart base ensures the Eco Pouch is self-standing, making it ideal for retail showroom display."



steve@pools.net / www.plasticapools.net



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Chlorinators

Pumps & Filters

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Commercial

The Vortex™ 4WD 4 takes the lead again!

In January 2013 Zodiac Pool Care Europe will launch its «latest addition to the 4-wheel robotic cleaners, the Vortex™ 4 4WD. The performance and ease of use of this robot cleaner goes even further than its previous models. It is the most intelligent of the Vortex™ robot cleaners. Firstly, Zodiac® elaborated its Lift System function, an exclusive patented system that makes it easier to lift it out of the water (20% less effort required). More specifically, pressing briefly on the Lift system button makes the cleaner float up to the waterline. A longer pressure makes the cleaner rotate to the left, place itself in front of the user, rise to the waterline and press against the wall. Secondly, this new model has 3 levels of filtration to clean even more thoroughly. Lastly, one of its plus points is its kinetic remote, a floating and unique sensory remote unit equipped with motion sensors. It is also comes with a new trolley, more manoeuvrable, and a control unit for the multi-programmable 7-day timer, to set the 3 cleaning zones (pool floor, or floor and walls, or waterline only), the lift system function, the filter indicator and the cleaning intensity according to how dirty the pool is and its shape. It has, of course, the features that made it so successful, namely, its 4-wheel drive for the percentage of the pool area it covers, the optimized trajectory management (the ActivMotion Sensor™ automatically adjusts the trajectory), and, of course, its Vortex® technology for unsurpassed suction power. The manufacturer is also proud to announce that the Vortex™ 4WD 4 is entirely made in France!



www.zodiac-poolcare.com

Spa Crest Europe previews new year product highlights

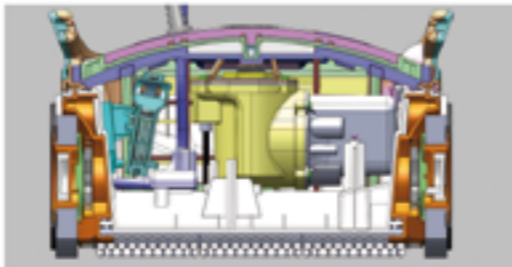
The UK-based European distributor for Spa Crest Manufacturing's range of hot tubs, Spa Crest Europe, has announced numerous new features for the 2013 season, many of which will be on show at the Spatex exhibition in Brighton. A completely new hot tub will be unveiled, although the company declines to provide further information before Spatex, where the product will be on display. Other new products and innovations in the range include: Microsilik – the new hydrotherapy experience from Balboa Water Group, which is said to deliver a number of tangible hydrotherapy benefits and which will be available as an option on selected models; a variable-speed pump seat (also to be available as an option on some models), which allows a bather to control the actual pump flow to customise the massage power to their exact needs, rather than just 'full-speed / half-speed / off'; the top-end Vision range of spas will be fitted as standard with the Balboa BP2000 control system with iPod / iPad / iPhone remote control; overflow and volcano waterfalls will be provided on selected models; a new Bluetooth upgrade will allow all Bluetooth-equipped smartphones and MP3 players to play via the stereo without any physical connection, and with no need to be in the immediate vicinity of the spa. In addition, all European spas are to be fitted with higher-spec covers, offering higher-insulation values as standard, and heat retention properties will be enhanced further across all models by the introduction of floor insulation in the hot-tub base. Spa Crest has announced it will also be embarking on detailed consumer research and profiling on behalf of its dealers to establish in detail the trigger-points and drivers that lead consumers to a hot tub buying decision.

www.spacrest-europe.com

Chlorine On Board Integrated Automation, a new technology

Aquatron has developed a chlorine generator designed to be installed inside robotic pool cleaners. The name for this technology is COBIATM (Chlorine On Board Integrated Automation). The system produces chlorine directly in the swimming pool while the cleaner is in operation. COBIATM is more cost-effective than traditional in-line chlorinators installed in the circulating pipe work of a pool because it works even when the pump and filtration system are not functioning. By turning on the power supply the robot will begin to clean and chlorinate the pool. Each day, this robot will work on its own without touching any buttons. It is totally independent from the pool filter or pressure line and doesn't need any hoses or connections. COBIATM is also available in XL version for larger pools.

COBIA™
Chlorine On Board Integrated Automation



www.aquatron.us

Clear water promise from MSI

Material Supplies International continues to focus on its Jolly Gel product, a fast-dissolving flocculent cube reckoned to banish minuscule particles of dust from pool water, leaving it pristine. Billed as being suitable for sand, Zeocler and glass filter media, Jolly Gel is designed to create a porous, clear membrane over the filter media and penetrate the bed to an average depth of 15cm, removing dust particles and algae spores. It encapsulates the particles and holds them to the bed via a mild glutinous formulation that is flushed away during the backwash cycle. MSI says Jolly Gel offers multiple benefits: there is no hint of clouding or residual dust, it reduces chlorine consumption, and works efficiently for up to three weeks – saving time and money on maintenance. The company says the product can restore discoloured water to peak condition in a short space of time. An international customer in Bangkok, Pool King InterCo's managing director Mrs Rasinee, underlines the product's benefits and speed of effectiveness. "A 2500m3 pool at a customer's luxury villa was filled with rust-coloured water the day before a VIP was due to visit, after the builder at the villa filled the pool with murky water from the main city supply. "I had just received Jolly Gel from MSI and with some trepidation placed 40 cubes into the strainer pump and left the filter system on overnight. It was nothing short of a miracle; the next morning the water was sparkling blue. Jolly Gel saved our reputation."



www.mineralsi.com

Bespoke pool cover colours from OASE

Automatic pool cover specialist OASE offers bespoke covers to match the pool surroundings, including a green colour polycarbonate cover that still provides solar gain via the black underside (see picture). The company is continually launching new colours on to the market, with polycarbonate slats now available in white, blue, silver, red, green, orange and black – or even in combination.



info@oase.be / www.oase.be

Use photos to measure pool covers with Image-Loc

US safety-cover specialist Loop-Loc is launching an innovative way to measure pools and pool covers accurately just by using photos. Users log in to the dealer center of the company's website and view the Image-Loc video that describes the process. There is a charge of \$55 per photo measure. Loop-Loc says the measurements take only 10–15 minutes to achieve. The company's new website dealer center features an entirely revamped dealer center that allows dealers to place and track orders and apply deposits. Loop-Loc is exhibiting at the UK Pool & Spa Expo



www.looploc.com

State-of-the-Art Spas and Swimspas



Allseas Spas & Wellness B.V. is known and respected on the international market for its combination of technology, ergonomic design and superior performance of Spas and Swimspas. Its target is to offer and build the most innovative designs, providing a hot tub that is energy friendly to operate with a limited maintenance. Its advanced Spa and Swimspas Series are built with the latest technology and world-class plumbing. The integrated heat pumps technology allows to control the heat pump from the control panel of the spa and heating savings up to 75%.

info@allseasspas.com / www.allseasspas.com

CCEI goes further in pool lighting

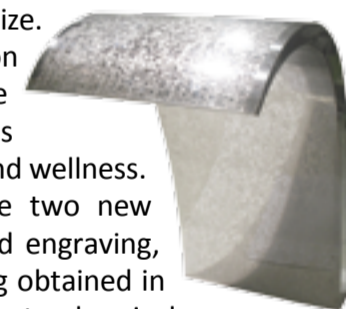
Since 1973, CCEI is a leading manufacturer of electrical equipment for swimming pools. Its R&D department designs smart products according to real needs. For this next 2013, CCEI has extended its PAR56 range with new models. With its latest innovations CCEI covers all needs in lighting: starting from the smallest private basin to the biggest public pools. With only 20W of consumption, the model WEM20 produces up to 1450 lm, just the necessary power to illuminate a small basin. For the first time in LED, CCEI has brought the most powerful LED bulb ever created; 8000lm for a greater comfort for big pools. The company has designed two new floodlights for standard niches: Chroma and Nova. Both are ideal for built-in swimming pools. The Nova offers a stainless steel flange, and the Chroma offers an easily removable flange that can be easily adapted to the color of the clients' choice. For new constructions, Gaia and Cilia are among best options to take into account. Both of them are installed by screwing them in a 1.5" outlet. Here is a step forward to the lighting installation without niche.



contact@ccei.fr / www.ccei.fr

Enjoy a full colour wellness experience with Flexinox Pool

Flexinox Pool consolidates its position in the wellness market with a commitment with those who believe in its way of doing things. A commitment based in advancing to discover that there are new possibilities in design and technology. An excellent example of this, are the new and exclusive Cascades Iguazu Blue Ocean and Arctic. Two models that have, as a starting point, the successful Cascade Iguazu, whose recent launch has been to satisfy the demand of a large part of the market that asked for cascades with a high concept of design and great quality combined with a smaller size. And all this adding a new value, a new dimension because Cascades Iguazu Blue Ocean and Arctic are launched in coloured stainless steel which involves a real revolution in the world of swimming pools and wellness. Thinking in those who appreciate details, these two new models featured in colour, with new textures and engraving, give a new vision of the swimming pool. Colouring obtained in these two cascades has been made through an electrochemical process, being totally secure, stable and durable, and it is supplied with the piezoelectric pushbutton.



www.flexinoxpool.com

Full texts online on www.EuroSpaPoolNews.com





Power LED technology – innovation and design

Designed & manufactured by CCEI

Kuntze announces automatic sensor cleaning for salt water applications

German water parameter testing specialist Dr A. Kuntze has announced the extension to salt water applications of its automatic sensor cleaning (ASR) technology, which converts water molecules electrochemically into hydrogen and oxygen. This was not possible previously because in high salt concentrations, corrosive chlorine gas is produced instead of oxygen. With its new Zirkon Des Pool sensor, Kuntze says it has developed a sensor that can withstand those corrosive conditions and also shows excellent measuring results. The company has run four trials over periods of 4 to 12 weeks comparing the new sensor against a competitor's system using mechanical cleaning in salt water applications. At chloride concentrations of 2–2.5% and temperatures of 38–45°C, Kuntze says its Zirkon Des Pool sensor has proved its reliability and low maintenance requirements. Even daily use of ASR over a period of three months did not harm the sensor's electrodes, according to the company. The accompanying graph shows the results of a comparison at 32mS/cm and 32°C. During the four-week trial, the Zirkon Des Pool sensor did not have to be calibrated even once, Kuntze says.



www.kuntze.com

Bosta's Tornado

Pool equipment specialist Bosta is emphasising the importance of selecting an automatic pool cleaner that properly matches requirements, and underlines that 'simplicity helps reliability while price is not the best guide to quality'. The company particularly picks out the high-specification Haywood Mega Tornado which features a drive unit independent of the filtration, promising high reliability while only requiring 16m3/hr suction. Bosta says the unit is ideal for pools up to 80m3 even in demanding cleaning conditions. Bosta UK is exhibiting at Spatex 2013 and the UK Pool & Spa Show.

www.bosta.co.uk

Triogen adds to UV range

UV and ozone water treatment specialist Triogen has added the Uvaray Crossflow and TR2 UV medium-pressure systems to its product range. Designed for commercial pools and spas, the new products have been developed to provide optimal ease of installation and long-term reliability. The new products complement the company's domestic range launched in 2012, and are designed to have a small footprint and low power consumption. Covering flow rates from 40 to 830 m3/h, the CE-approved systems utilise a 316L stainless steel reactor, UV monitor, reactor temperature sensor and an automatic "smart drive" wiper system. The reactor also features quick-release UV lamp connections – making lamp replacement quick and easy, according to Triogen. The company says the new systems offer high efficiency, with low-cost installation, operation and maintenance.



info@triogen.com / www.triogen.com

DAB brings technology to bear on pool pumps

Specialist manufacturer DAB Pumps is emphasising that with its 35 years of experience in the pump industry, it is well placed to develop new technological products using the latest electronics and technology. The company's swimming pool pump range includes the Euroswim and Eurocover pumps, the former being used for the filtration and circulation of water within domestic swimming pools, while the Eurocover is designed to remove rainwater and unwanted debris from the top of swimming pool covers. DAB says both units are competitively priced within the market, and are renowned for their quality and durability. The use of IE2 motors and low noise output is claimed to make these pumps popular with end-users



www.dwtgroup.com

Red Leopard accessories spring into action

Red Leopard Europe is supplying the UK and mainland Europe with its new range of pool cleaning accessories. The company will be exhibiting at Spatex for the first time in 2013. Products being launched include: the Orbit premium automatic swimming pool cleaner, featuring a one-piece body designed for extra strength and durability and a four-vent footpad to combat larger debris; Flexi Nets, said to be the world's only flexible swimming pool nets, which are designed to mould to the shape of the pool and then bounce back into shape; Flip Floaters for both pools and spas, said to be the only chemical dispensers that can be refilled and come with an early warning 'flip' system when they need refilling; the Advanced Manual Pool Cleaner, described as the first manual pool cleaner to use automatic pool cleaner technology for improved effectiveness. Red Leopard products are supplied to other parts of the world such as the USA, Canada, Australia and South Africa.

www.rleurope.com

GMT launches high-spec spas

Chester-based GMT Spas International, which manufactures mosaic tiled spas and pools for both the UK and international markets offers clients a full service from design conception to finished product – from one-piece shells to multi-sectional shells where access is a problem. The company's newest products are the 3.5m x 3.5m Freeboard Vitality Square and the 5.5m x 4.3m Deck Level Vitality spas. The 3.5m x 3.5m Freeboard Square features 90 cluster massage jets and includes two water cannon, "pepper pot" air injector jets in the volcano pads and foot massage. Its large size means that it can seat ten people with standing room for two more. The 5.5m x 4.3m Deck Level consists of a 5-person lounge featuring 90 air injector bubble jets, two volcano pads below water cannon and seating for a further six people at the opposite end of the spa, with 28 cluster water jets and volcano foot massage pads beneath, which feature another 96 "pepper pot" jets.

www.gmtspas.com

Bespoke tile collections from Solus Ceramics

Porcelain and ceramic tile specialist Solus Ceramics is emphasising the benefits of its Natural Pool collection of natural stone-looking tiles for swimming pools, wet areas and pool surrounds. The collection has been designed to accommodate swimming pools that require a 'more bespoke visual flair', and are billed as being ideal for private swimming pool projects. The Natural Pool collection features 38 colours, from natural beige and brown shades, to warm, rustic terracottas and modern greys. The speckled qualities of the colours reflect the natural stone aesthetic and Solus Ceramics say they create a luxurious and contemporary finish. Tiles are available in a range of standard sizes from 150x150mm to 300x300mm and in a number of finishes, including pinhead styles, crosshatched styles and natural styles. The collection also includes a number of special swimming pool pieces such as rounded channels, internal and external angles, square channels and sloped and flat step edging. Solus Ceramics is exhibiting at the UK Pool & Spa Expo.

www.solusceramics.com

The new filtration unit with an in-ground pump and casing

The French company, FILTRINOV, specialists in filtration units for swimming pools, offers a new filtration unit adapted to the size of the pool: the MX - C00. The MX 18 model is suitable for pools measuring up to 80m3; for larger pools (up to 110 m3), the MX 25 model is recommended. The obvious advantage of these filtering units is that they require no perforation of the liner neither in the structure, thus avoiding any leakage. The mechanical and hydraulic components containing the pump and container are placed underground; this means a separate machine room is not required. This modular filter unit can be fitted with in-built options even years after installation. These could include features such as a salt chlorinator, a counter current swimming mechanism, or valves that will divert flow back to a heat pump, for example. It can be adapted to all types of structures, shells, traditional building, panels, etc. Its removable cover, with a mechanical safety, is very well insulated, thanks to the insertion of foam in a double skin. The buried part contains the filtration pump (18 or 25 m3/h), optional equipment, double removable cartridge filters with basket collecting leaves, balneotherapy, skimmers, the directional heavy flow rate and LED light.



info@filtrinov.com / www.filtrinov.com

The new high-quality hydraulic pool cleaner from Zodiac

Last spring, Zodiac Pool Care Europe launched the MX™8 – a new-generation, high-quality and innovative hydraulic pool cleaner – onto the European market. This mechanical suction pool cleaner is fitted with the company's X-trax system which enables it to pass over obstacles (such as stairs and holes at the bottom of the pool), and has improved motor function and excellent cleaning capability. It maintains perfect contact, with all surfaces, including walls, at all times. It is designed to cover all areas of the pool, whatever shape (up to 12 x 6m) or depth, thanks to its X-Drive technology, a navigation system that is pre-programmed for methodical cleaning. This system is reinforced by its ability to reverse at regular intervals, which prevents the cleaner from jamming. The patented cleaner cyclonic vacuum technology consists in a powerful turbine with two peripheral suction fans which sweep up and collect all types of debris, and an innovative motor that uses the water flow to provide maximum rotation. The MX™8 is simple to install and is fitted with another innovation from Zodiac: its Twist-Lock patented suction hose system that provides an easy and secure connection of hoses to the cleaner head with maximum water tightness.



www.zodiac-poolcare.com

Intellipool™, a breakthrough in ecological management of pools

With the frequency-controlled IntelliFlo®, Pentair already took an important step in the eco-management of pools. Thanks to its intelligent controls, the pump operates only when necessary and saves not only energy but also cleaning products. With the Intellipool™ system, a further step has been taken, for it is now possible to remotely monitor and control all Pentair pool installations. This allows the owner or builder of the pool with a maintenance contract, to know the status of the pool water at any time or to adapt the system in real time, through a Smartphone or an Internet connection. This feature allows one to save energy, improve filtering and supervision of chlorine, reduce the frequency of counter-current washing and reduce chemical waste evacuated through the drainage. In addition, through this remote monitoring system, pool builders can now monitor and maintain all their pools to perfection. Intellipool™ can also be set to trigger an alarm when the registered parameters are overstepped. Finally, the special two-way communication between IntelliFlo® and Intellichlor® ensures optimal operation and feedback.



marketing.poolmea@pentair.com / www.pentairpoolmea.com

Golden Coast launches 'marketing made simple' eBook

Leading wet leisure product distributor Golden Coast has launched a free (and jargon-free) eBook designed to demystify marketing and translate its concepts into simple, practical advice. Called 'Wet Leisure Guide to Marketing', the eBook is written by Golden Coast managing director Jamie Adams, who has spent the 36 years of his working life learning all aspects of the wet leisure business – from actually building pools to running a company and marketing its products and services. With an absence of marketing jargon, the comprehensive 'how to' guide is presented clearly and directly to companies working in the same industry. It starts by explaining what marketing is, why everyone in a company should be involved and why a marketing strategy is needed. "Marketing is a word that often has 'guru' or 'genius' after it to imply that to be successful at marketing you have to be very clever and, probably in their case, hopefully very well paid," says Jamie. "I think that's nonsense." After a section on the theory of marketing, which encourages companies to take a good look at what they are doing, the Wet Leisure Guide to Marketing gives readers step-by-step instructions on how to tackle each method of marketing – including PR and press releases, press and radio advertising, direct mail, newsletters, social media, events and exhibitions. The eBook concludes by looking at the close relationship between marketing and selling. The eBook is part of a whole package of resources put together by Golden Coast to help its customers' businesses grow. As Jamie explains: "Our success depends on the success of our customers – so it's very much in our interest to help them prosper." 'Wet Leisure Guide to Marketing' is downloadable, free of charge, from <http://goldenc.co/>.

www.goldenc.co

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STAND N° L105



The second generation of Pool Rover Jet

Aqua Products is introducing for the incoming season a totally redesigned cleaner Pool Rover Jet for more efficient cleaning. Based on the successful Pool Rover Jet, this second generation unit features a modern design with emphasis on ergonomics, adjustable suction ports, a double shaft pump and a totally redesigned switching power supply.

www.aquaproducts.com

New Catalina products aim to enhance hot tub desirability

Catalina Spas is using the Spatex show to launch the new Catalina Classic Series model CL2000 for 2013. The 2.1m dual-lounger five-person spa features an all-new Bluetooth sound system, programmable LED underwater lighting and LED waterfalls, controls, speakers, handrail and cup holders. The spa is finished in a hand-made mahogany cabinet, and for reduced running costs is insulated with Catalina's thermal pane insulation system. Like all Catalina spas, the CL2000 comes with a 10-year guarantee – which also applies to the cabinets. Catalina will also be showcasing its new mobile display/hospitality unit that will be attending most

of the county shows in 2013. The unit comes complete with four spas and a swimspa, and the company reckons it is the "most professional outdoor display feature on the show circuit". Also making its debut in 2013 is a jet upgrade for the Mardi Gras all-in-one swimspa, swim trainer and party spa launched in 2012. The jet upgrade package option provides individual hydrotherapy jet massage to all 11 bather positions.

www.catalinaspas.co.uk

Suntrap swimwear dryer works in 12 seconds

UK pool equipment supplier Suntrap Systems has recently launched the British-made Swimsuit Dryer, which does what it says on the label and is claimed to remove 95% of water from swimwear in less than 12 seconds. Low running costs and a very low maintenance requirement are claimed. Designed to be straightforward to install and easy to use, the product is set in a plastic casing that will not rust or discolour, and Suntrap Systems says it is so quiet in operation that you will wonder whether it is switched on. An illuminated label reassures you that it is. The company says the innovative design of the dryer will add a modern touch to any changing area, while an interchangeable plastic body means that when your décor changes, your dryer can too. The Swimsuit Dryer is available in a variety of colours, including White Marble, Sandstone, Granite, and Flint Grey – as well as an eye-catching luminous version (pictured). The Swimsuit Dryers will be on show for the first time at Spatex and the UK Pool & Spa Expo, and will be demonstrated on the stand. A special exhibition price is also promised. Suntrap Systems is exhibiting at both Spatex 2013 and the UK Pool & Spa Show 2013.

www.suntrap-systems.co.uk



Swimming Pool Zone majors on safety and fitness

Droitwich-based pool equipment distributor Swimming Pool Zone plans a big splash for 2013 with the launch of a number of pool safety and fitness products. First up is the pool Safety Fence that conforms to European safety legislation and is available in mesh or transparent panels. With the clear panels, the product is designed to have negligible on the pool aesthetics and surroundings while still providing excellent safety. Meanwhile Swimming Pool Zone offers special events pools for any requirement, custom-designed to the client's specification. Recent projects have included pools for kayak jumping, wind sailing, water skiing and sub-aqua. The company says the pools are assembled quickly and easily from tough, durable materials, and are the "ultimate choice" for both temporary and permanent pool solutions. In pool fitness products, sister company Swimming Pool Fitness supplies a range of motorised underwater treadmills and underwater gym equipment, including treadmills, exercise bikes, cross-trainers and current

generators. The company is launching a current generator and a range of aquatic fitness equipment in 2013, including fitness pools for personal and professional use, motorised treadmills and moving pool floors. Swimming Pool Zone is an agent for Electro heating products, Waterco filtration units and pumps, and Speck pumps and counter-current units. The above products will be shown at the UK Pool & Spa Expo.

www.SwimmingPoolZone.co.uk / www.SwimmingPoolFitness.co.uk

Creative Ceilings stretches the imagination

Stretch ceiling specialist Creative Ceilings (UK) is emphasising its status as the installer of the Extenzo Stretch Ceiling system and the only UK major stretch ceiling system manufacturer, backed by over 30 years' experience. The company says the stretch ceilings are exceptionally versatile and can be used to give a perfectly flat ceiling – or, with some creative input, can be shaped to form curves, waves, domes and 3D shapes. The ceilings can be printed on – the company offers a large catalogue of royalty-free images, or customers can supply their own pictures. Creative Ceilings describes the product as a "builder's, designer's and client's dream", offering a certified vapour barrier, a selection of over 100 colours, with finishes such as highly reflective gloss, matt or satin finishes or even translucent for stunning light effects; fibre optic lighting can also be installed. The company is exhibiting at the UK Pool & Spa Show, and is offering a 10% discount voucher on the stand.

www.creativeceilings.co.uk



Seal highlights salt-water chlorinator range

Family-owned Australian company Seal Pool Equipment is highlighting its wide range of salt water chlorinators, pumps, filters, ORP and pH for all types of pools – both residential and commercial. Having originally launched its range of salt water chlorinators – the CL series for residential facilities – Seal has recently developed the Seal Pup, a chlorinator for small pools and spas. At the other end of the scale, for commercial facilities the company supplies a fully automated salt chlorinator and management solution for hotels and water parks, the



sales@sealpoolequipment.com / www.sealpoolequipment.com

SealPro – which adjusts levels of pool disinfectant automatically, and detects and strictly controls chloramines. Reverse polarity, low-salt and water-flow alarms, manual and automatic settings and electrode monitoring are among the features common to all the company's chlorinators. Seal will shortly be launching its own brand of ORP and pH systems, developed in-house. It also offers a full range of pumps and filters for all type of pools to complement its water treatment products. A UK office handles European distribution of its products.

Sauna and hammam in the same cabin

Encouraged by the success of its Impression range, TYLÖ presents its new series of cabins, Impression Twin. Combining both the benefits of a sauna and a steam shower, this range builds on the uncompromising high standards of quality that gave this famous Swedish manufacturer its reputation. TYLÖ pursues its goal of bringing the sauna / steam bath to the home.



info@tylo.com

www.tylo.com

New pool equipment automation system

In the first quarter of 2013, Zodiac®, experts in automation for several years in the United States, will launch its first centralized control unit in Europe, the AquaLink TRI®, which uses iAquaLink™ technology, and the AquaPalm remote control in option. The AquaLink TRI® helps to remotely control pool equipment. The unit can connect to up to 4 standard pool devices such as filter pumps, water treatment systems, hydraulic pressure robot of the Polaris type, lighting, counter-current swimming system, etc., or 6 «intelligent» iAquaLink™ devices. AquaLink TRI® can be remotely controlled through a personal internet connection, a smartphone, or using the optional AquaPalm wireless remote. Homeowners will be able to manage their pool equipment with the greatest ease, even during their absence. Furthermore, the system can also activate equipment using the LCD screen of the unit. AquaLink TRI® comes pre-equipped for seamless connection to the TRI salt-water chlorinator, variable speed pumps and, eventually, to all the products of the Zodiac Pool Care range.



www.zodiac-poolcare.com

Home Spa Twin is a range of cabins that combines aluminium, glass and noble woods in contrasting shades for an elegant look. The cabins offer a wide range of options, fixtures and combinations. Thus, according to their needs, customers may opt for a large sauna and smaller steam shower, or two cabins of the same size, or, on the contrary, a larger steam bath with a sauna that is smaller. All cabins are fitted with showers and come with an additional luxurious stool.

Robots. This is what we make.

When it comes to swimming pool cleaning, a true innovation must be more than the next new thing. For almost three decades Aquatron's innovative spirit has led to a continuing series of product enhancements and value-added services only Aquatron offers. In listening to that spirit, we've brought innovation beyond product technology to improve every aspect of swimming pool cleaning. In short, we've accomplished true innovation.

Aquatron inc.
robotic systems
Clean at the touch of a button.

www.aquatron.us



In Sweden: Visit to the Tylö factory

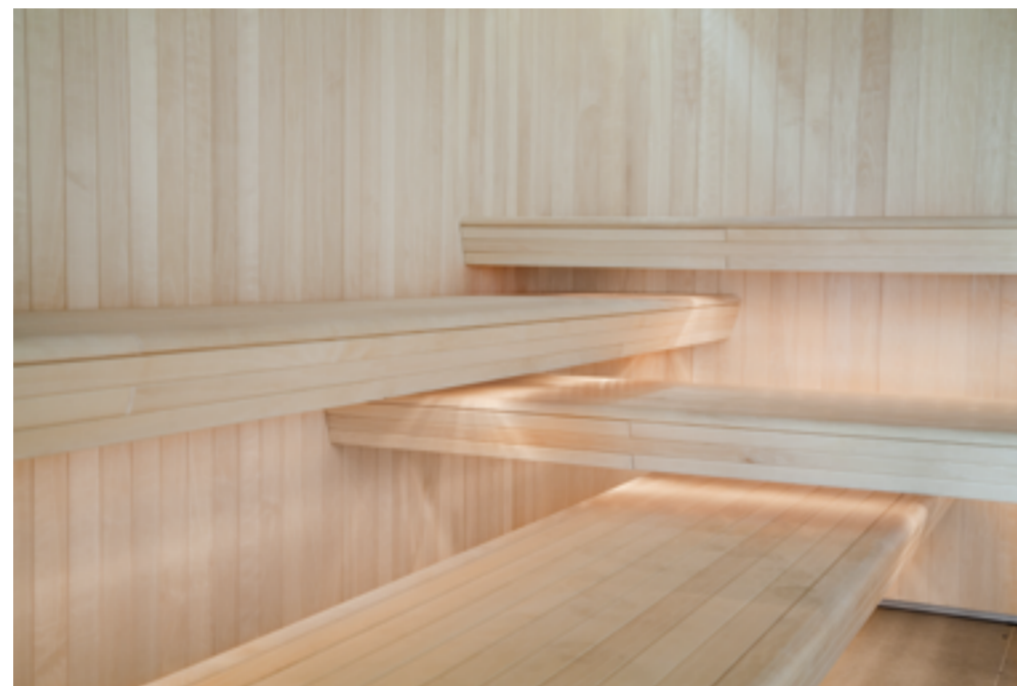
Recently, the EuroSpaPoolNews team went to Halmstad in the south of Sweden, to visit the TYLÖ factories. There are three separate production units, one dedicated to carpentry, the second to thermoforming and the third to stove manufacturing. The tour was conducted by Erik von Kantzow, CMD of Nordique France, one of TYLÖ's oldest distributors, accompanied by about twenty members of his company (employees, heads of agencies, vendors, etc.) and also several TYLÖ retailers. This was an opportunity for those who came for the first time, to experience the exceptional welcome offered to the distributors of the brand. For over 60 years, the Swedish manufacturer has endeavoured to promote the sauna and hammam as a true lifestyle choice with a discreet combination of tradition and innovation. Its ambition now is to bring the sauna and hammam into the bathroom and to encourage its customers to experiment with different types of baths, dry saunas, and steam baths. Tylö is thus making every effort to develop the concept of Home Spas, i.e., cabins that are a combination of sauna and steam. The company also offers custom installations for hotels, fitness centres, spas, sports clubs and various other sectors, and also for professional users worldwide.



Krister Persson and Erik Von Kantzow



Elysée Model



Benches Model

«An exceptional welcome for the French distributor»

After a presentation of the company and the company's new products by Krister PERSSON, CMD of TYLÖ, backed by demonstrations, we were able to visit the facilities dedicated to Research & Development, production, and storage facilities; the company now exports to over 90 countries worldwide. The TYLÖ factory, with an area of 30,000 m², is situated in a modern industrial zone near the centre of Halmstad, Sweden. All stoves for saunas, steam generators and other electrical and electronic components are tested, monitored and inspected here throughout the manufacturing process. Steam cabins and all plastic parts are thermoformed under strictly controlled conditions. The array of sophisticated machinery ensures compliance with the strictest environmental criteria related to products and production methods.

Various types of sauna stoves and accessories displayed in the showroom



- Founded in 1950 by Sven-Olof Jansson
- 130 employees, with 90 in production
- Manufacturing units of 30,000 m² in Sweden
- Exports to over 90 countries worldwide
- Exports: 75% of total sales
- Annual turnover: 250 million SEK (approx. 29 millions d'€)
- (Bank credit rating AAA)

The «sauna of the future» - not yet on the market but displayed in the Tylö showroom in Sweden



Visitors in front of the production plan



Manufacture of a sauna bench



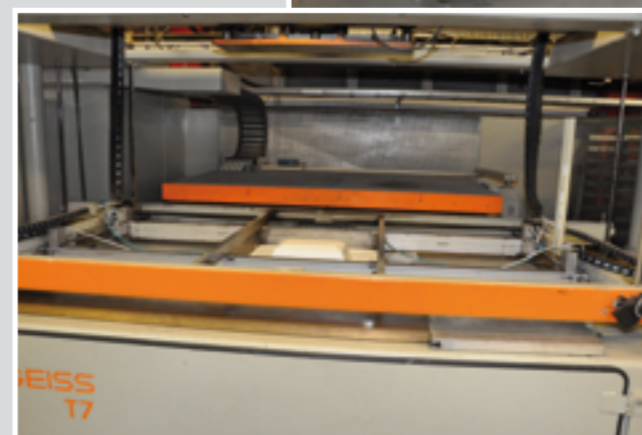
Manufacture of sauna panels



Production line of stoves that will be fitted in another production unit

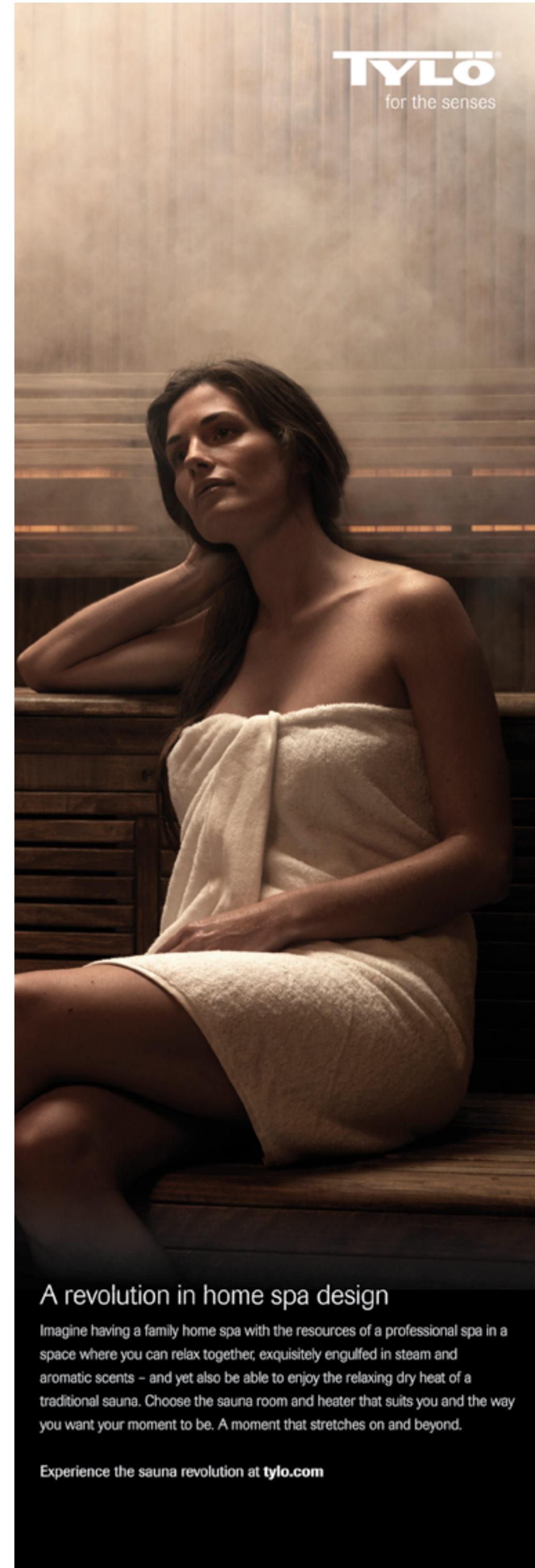


Prefabricated steam room (hammam)



Thermoforming oven for steam rooms (hammams)

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INTERNATIONAL AQUATIC EXHIBITION AT EXPOLAZER
30 JULY - 2 AUGUST 2013
www.expolazer.com.br

BARCELONA INTERNATIONAL AQUATIC EXHIBITION
15-18 OCTOBER 2013
www.salonpiscina.com

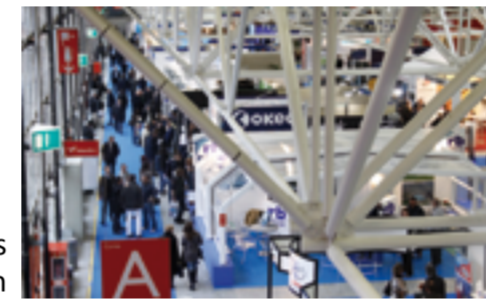
Fira Barcelona
www.salonpiscina.com

As we usually do, we give you below a line-up of the upcoming exhibitions around the world for 2013. Throughout year, as usual, we will not fail to bring you plenty of information and news on new products which will also be published on our website www.eurospapoolnews.com and in our newsletters. **LE JUSTE LIEN** will be distributed at most of these exhibitions in the local language. Don't miss the chance to advertise in these magazines distributed at the entry of all these exhibitions. They are an excellent medium of communication. If you wish to feature in any of the upcoming editions, please contact us at contact@eurospapoolnews.com.



FORUMPISCINE: an Exhibition and an International Congress in Bologna from 21st to 23rd February 2013

The latest news, products and services offered by many Italian and foreign companies, training programmes with industry experts: everything that matters in the pool universe will be found in Bologna from the 21st to 23rd February. FORUMPISCINE is the only event in Italy to bring together all those gravitating around the Pool and Spa world: Professionals, architects and designers, but also public administrators and private stakeholders. An exhibition and conferences with an international reach. Even the Emilia-Romagna Region has understood the importance of FORUMPISCINE, recognizing it as an international event because of the results achieved in the previous editions. To cite only the year 2012, the organizers reported the presence of more than 6,000 visitors and 160 exhibiting companies.
info@ilcampo.it / www.forumpiscine.it



Highlight on Aquatherm pool exhibition in Cairo, Egypt

After the recent revolution and in context of a new Egypt to conduct a full-scale economic reform, this event is seen as the opportunity for a real investment push. The increasing demand for swimming pools and water treatment equipment in Egypt and the Middle East in general indicate a true boom in Egyptian economy. It will take place from 26 until 28 February 2013.
www.aquathermeg.com

PISCINE EXPO MAROC

After the success of the first 3 editions, the Salon Piscine Expo in Morocco has become a key event for professionals in Africa. Several sectors participate in this event: pool building and construction, water treatment, heating and air conditioning, maintenance and filtration equipment for swimming pools, spas, saunas, recreation sports and equipment for green spaces, confirming the Moroccans' great interest in the construction and development of pools. This International Fair attracts nearly 10,000 professionals and private individuals! Note the dates: 27th February to 3rd March 2013.
www.piscineexpomaroc.com

PISCINEXPO 4 Salon International de la PISCINE-SPA - BIEN-ÊTRE & VILLA DE LUXE
À l'Office des Foires et Expositions de CASABLANCA

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www.piscineexpomaroc.com

1st edition of Piscina Moscow, 11 - 14 March 2013

Fira de Barcelona and Euroexpo are jointly organizing the first edition of Piscina Moscow. This exhibition will be an opportunity of getting access to a sector enjoying 7 to 10% growth and where imports represent 85% of the market. The event will concern 3 key sectors: swimming pools, wellness centres and aquatic facilities. The show's organizers have designed a program to attract professionals from the sectors of design, construction, retail, wholesale and manufacturing.
piscinamoscow@firabcn.es / www.piscinamoscow.com

AQUA SALON Wellness & Spa - Pool & Sauna

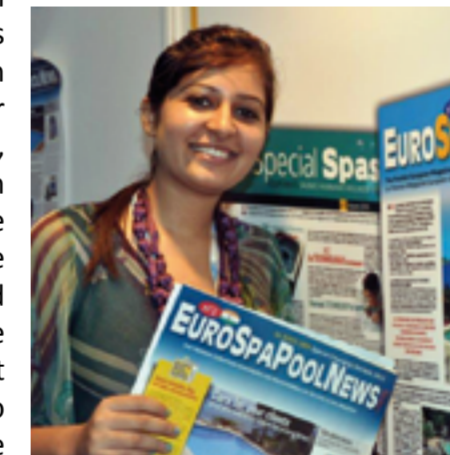
This 7th international pool and well-being exhibition will be held in Moscow from 14th to 17th March 2013. Being at the industry's forefront, this pool and wellness industry project is a successfully developing meeting point for the leading local and international brands. In 2012 the event played host for more than 60 exhibitors from Great Britain, Germany, Spain, Canada, Sweden, Ukraine and Russia and 25 997 people with 45% of professionals from Russia and abroad came and visited it.
www.aquasaloon-expo.ru/en/

International heavyweights launch joint venture for Asia's pool & spa market

Two of the world's leading pool & spa trade show organisers have formed a partnership to host a new event for the Asian pool & spa market. The new event called Piscine SPLASH! Asia combines the resources of GL events, organisers of the world's largest pool show, Piscine and Interpoint Events, organisers of the award winning SPLASH! Pool & Spa Trade Show in Australia. Piscine SPLASH! Asia will take place over 20-21 May 2013 at Suntec International Convention Centre in Singapore. It will incorporate seminars and workshops, networking opportunities and an estimated 100+ exhibitors will participate. In 2013, more than 1500 buyers are expected to attend.
alexandra.moncorge@gl-events.com / www.piscinesplashasia.com

Saudi Pool and Spa Expo: a new show in a key business hub!

Jointly with Saudi Kitchen & Bathroom Expo 2013, Saudi Pool & Spa Expo 2013 will come on stage for the first time in Jeddah from April 30 to May 2. The shows will be structured around pool, spa, kitchen and bathroom sectors and will gather global industry manufacturers, suppliers, service providers and project builders on a high-spending and extremely lucrative construction market in Saudi Arabia and the wider GCC region. The events are expected to welcome over 150 exhibitors and more than 4,000 visitors in Jeddah. Note that 10,000 swimming pools are expected to be built every year in the Kingdom for the next 5 years and in the GCC, 58% of all State spending on social infrastructure projects is concentrated in Saudi Arabia.
www.saudibathpoolandspa.com / info@saudipoolandspa.com



QPS continues its momentum

After good results and positive feedback in 2012, the second edition of the Qatar Pool & Spa Expo is announced for a comeback the 6-7-8 November 2013 in Doha Exhibition Center. This event will feature a world-class exhibition (on November 6, 8 and 9), as well as a series of topical educational seminars and courses. The Exhibition is targeting thousands of industry professionals, suppliers, producers, manufacturers, distributors and individuals under one roof to meet the specialists from over 20 countries displaying the latest technologies in Spas, Beauty Saloons & Centers, Cosmetics Suppliers, Public & Private Pools and Aqua Parks.
info@htsxp.com / <http://htsxp.com>

PISCINA BCN: a key position for the international swimming pool market

The eleventh International Swimming Pool Show, Piscina BCN, will be held from 15 to 18 October 2013. Important buyers, suppliers and distributors from over 120 countries are expected this year. In 2011, over 300 exhibitors and 19,000 trade visitors attended this international show. With a stock of over 1,100,000 swimming pools, Spain accounts for 7% of the world market and is fourth in the ranking of total number of pools on the planet. In 2013 the show will renew its commitment to innovation and sustainability through various initiatives, receiving for example many companies that present eco-friendly facilities and products.
info@firabcn.es / www.salonpiscina.com

New Aquanale: 400 exhibitors and 25,000 visitors are expected in 2013!

Aquanale, the international Trade Fair for sauna, pool and ambience will take place from 22 to 25 October 2013 in Köln. New Aquanale will now be joined to FSB, the international trade fair for amenity areas, sports and pool facilities. The show will present the whole world of saunas, pools and ambience in its full diversity and innovative strength through six theme worlds: Public Pools Facilities, Swimming Pool Technology, Private swimming Pool Area, Sauna & Spa, Private Spa and green Living. The six attractive theme worlds easily identifiable by pictograms will help the trade fair visitors find exactly what they are looking for.
www.aquanale.de / aquanale@koelnmesse.de

DIARY

- FORUMPISCINE 2013 - Italy**
From 21/02/2013 to 23/02/2013 - BOLOGNA
info@ilcampo.it
www.ilcampo.it / www.forumpiscine.it
- AQUATHERM - EGYPTPOOL**
From 26/02/2013 to 28/02/2013 - CAIRO
info@aquathermeg.com
www.aquathermeg.com
- PISCINE EXPO 2013 - Morocco**
From 27/02/2013 to 03/03/2013 - CASABLANCA
kim.medias1@gmail.com
www.piscineexpomaroc.com
- ISH - Germany**
From 12/03/2013 to 16/03/2013 - FRANKFURT
ish@messefrankfurt.com
www.ish.messefrankfurt.com
- PISCINA - Moscow**
From 11/03/2013 to 14/03/2013 - MOSCOW
datos@firabcn.es
www.piscinamoscow.com
- AQUA SALON WELLNESS & SPA Russia**
From 14/03/2013 to 17/03/2013 - MOSCOW
weg@weg.ru / www.aquasaloon-expo.ru/en
- 4th Ibero-American Congress on sports and recreational facilities Uruguay**
From 18/04/2013 to 20/04/2013 - MONTEVIDEO
info@cidyr.org / info@aaidyr.com
www.cidyr.org
- IBF International Building Fair Czech Republic**
From 23/04/2013 to 27/04/2013 - BRNO
hzikmundova@bv.cz
www.bv.cz/en/building-fairs-brno
- The 8th China International Swimming Pool Sauna & Spa Expo**
From 25/04/2013 to 27/04/2013 - BEIJING
shspool@yahoo.cn
www.poolspa.cn
- SAUDI BATH POOL SPA EXPO 2013 Saudi Arabia**
From 30/04/2013 to 02/05/2013 - JEDDAH
info@saudibathpoolandspa.com
www.saudibathpoolandspa.com
- AQUA-THERM KIEV 2013 Ukraine**
From 14/05/2013 to 17/05/2013 - KIEV
info@fin-mark.com
www.en.aqua-therm.kiev.ua
- PISCINE SPLASH ASIA - Singapore**
From 20/05/2013 to 21/05/2013
alexandra.moncorge@gl-events.com
www.piscinesplashasia.com
- EXPOLAZER 2013 - Brazil**
From 30/07/2013 to 02/08/2013 - SÃO PAULO
internacional@francal.com.br
www.expolazer.com.br
- BARCELONA 2013 - Spain**
From 15/10/2013 to 18/10/2013 - BARCELONA
info@firabcn.es
www.salonpiscina.com
- AQUANALE 2013 - Germany**
From 22/10/2013 to 25/10/2013 - COLOGNE
aquanale@koelnmesse.de
www.aquanale.de

Trade fairs: double-check before leaving
Following the recently postponed and cancelled trade fairs and events these last months, we remind you it is recommended to get in touch directly with the organizers of the various shows you wish to attend, in order to obtain confirmation of the exact dates and that the event will be held. We only relay the information which is provided to us by the organizers and update in real time all modifications. We can not be held responsible for such last minute cancellations.

PISCINA BARCELONA
INTERNATIONAL AQUATIC EXHIBITION

BARCELONA, THE MOST INTERNATIONAL WELLNESS EVENT

All the trends and developments of the welfare and personal care market will be here. Take part in this essential event, which brings together the products and solutions of the industry, and make contact with the managers of hotels, resorts, spas and wellness centres who come in search of business opportunities.

Fira Barcelona
Gran Via Venue
15-18 October 2013

BARCELONA WELLNESS
INTERNATIONAL AQUATIC EXHIBITION
www.salonpiscina.com

aquaTherm 2013 Egypt Pool & Water Technology Exhibition
26-28 February
www.egyptpool.com - info@aquathermeg.com

Organizer: Co-Organizer: Publisher Sponsors: Sponsors

ein, SES, GEF, EMAX, SOUL WATER

14-17 March 2013 THE 7th INTERNATIONAL EXHIBITION
Moscow, CROCUS EXPO Exhibition Center

AQUA SALON

WELLNESS & SPA POOL and SAUNA

HYDROMASSAGE SPA POOLS
WATER TREATMENT AND DISINFECTION
POOL EQUIPMENT
POOL CONSTRUCTION
WELLNESS TECHNOLOGIES
TURKISH HAMMAM
FINNISH SAUNA
RUSSIAN BATH
BATH STOVES
SANITARY WARE

INTERNATIONAL WELLNESS & SPA
AQUA SALON
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ORGANIZER
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www.weg.ru

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SAUDI POOL & SPA EXPO 2013

30 April - 2 May 2013
Jeddah Centre for Forums and Events
Kingdom of Saudi Arabia

Book your stand today, contact info@saudipoolandspa.com

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Co-organiser: Reed Saudi Exhibitions
Co-located event: SAUDI OFFICIAL NETWORK (SON 2013)

Construction Intelligence Partner: KARAMA onsite
Sponsors: UCFE
Facility Organisers: TURKON, SCS

Media Partners: Landscape, iStock Design, Trade Show, TRADE EXPO, TRENDS, YAPI, design, QHRAH

www.saudipoolandspa.com



Pool & Spa Trade Show

20-21 May 2013, Singapore
Suntec Singapore International Convention and Exhibition Centre
www.piscinesplashasia.com

Australia, New Zealand and Asia (excluding China and India) - Interpoint Events
Karen Jaques | Ph: +611012 9640 2113 | Email: kjaques@intermedia.com.au

France and other Countries - GL events Exhibitions
Alexandra Moncorge | Ph: +331014 78 174 301 | Email: alexandra.moncorge@gl-events.com

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Media Partner: SPLASH!
Organised by: interpoint
GL events

QPS 2013

6 - 8 November
Doha Exhibition Centre

QATAR POOL & SPA

Heights Exhibitions & Conferences
P.O.Box :37955 - Doha, Qatar
Tel : +974 40164184
Fax : +974 40164182
Email : info@htsxp.com
www.htsxp.com

February 21/22/23 2013
Bologna Exhibition Centre (Italy)

ForumPiscine is the leading event in Italy in the pool and Spa sector: operators, manufacturers, architects, designers and private citizens have chosen ForumPiscine as the event of reference thanks to the full and varied offer of systems, models, innovations and technologies for the market and the parallel international Congress presenting major issues in the field. The event will take place in conjunction with the fourteenth edition of ForumClub, Expo and International Congress for Fitness, Wellness and Aquatic Clubs, which will also be featuring a wide exhibition area dedicated to the latest technologies in terms of equipment, products, accessories and services for running fitness and wellness clubs, leisure and sport centres.

FORUMPISCINE

17th Pool & Spa Expo and International Congress

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