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THE PREMIER EUROPEAN NEWS MAGAZINE FOR PROFESSIONALS IN THE POOL & SPA INDUSTRY



**Patrick Thorpe**

*Chairman, Certikin International*  
The pool industry's low point in this recession was in 2008 and 2009. In the season of 2010, we saw the little green shoots of recovery, and I believe most distributors experienced modest growth in 2010. The number of new pool builds remains historically low, but the number of...

*Continued on p.4*



**Stephen Crabb**

*Director, Catalina Spas*  
Starting a new year is always an interesting time – especially after a turbulent and often difficult previous 12 months and more, but if the first few weeks of 2011 are anything to go by, then this year will be the year of 'all change'. I cannot remember a New Year with such a positive...

*Continued on p.4*



**Jamie Pratt**

*Sales Manager, EJ Bowman*  
I believe 2011 will be a challenging year for the UK swimming pool industry. With rising energy prices, pool running costs are set to soar, but with the UK economy still fairly fragile, pool operators need to think twice before raising prices, especially in light of the recent VAT increase to 20%.

*Continued on p.4*



**Dominic Adams**

*Director, Golden Coast*  
We view SPATEX as an extension to our on-going customer relations. The show provides a platform to meet with existing and new customers in order to discuss their needs, as well as bringing them up to date with the latest innovative pool products we offer and/or developments in...

*Continued on p.4*



**Ian Pratt**

*SCP UK*  
Last season was definitely challenging. However, we saw some good success in the above-ground pool category and also spas. Overall, we had a good year. We are equally confident about our showcase events in 2011. A number of categories are still growing in the market, especially above-ground pools and also spas, and we are confident that we will increase...

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## The Renovation Market: a lucrative sector not to be ignored

Chris Hayes, managing director of the British Swimming Pool Federation, gives his views on the potential for the UK renovation/refurbishment market



*Chris Hayes*

Although there is little publicly available data on the size of the refurbishment market in the UK, the figures can begin to be understood, as the estimated total number of pools is in the region of 213,000. The average number of pools built annually has been approximately 6000 (although recently this figure is estimated to have dropped to about 2500 pools per year). There are a large number of pools that will be over 20 years old, and still a sizeable number that will be over 30 years old and so will require refurbishment.

There are definitely many opportunities for companies in the UK to support these customers – both commercial and domestic – with replacing liners, providing/upgrading automatic pool covers, erecting enclosures, upgrading more energy efficient heating systems, repairing leaks and renovating the pool basin and or finishes (such as tiling and grouting), for instance. There are also valuable servicing contracts to be negotiated. The potential growth areas include holiday venues and domestic pools. With more people choosing to holiday at home ("staycations"), venues such as holiday parks are realizing that there is potential for more visitors to stay in the UK, and the customers will be attracted to places that have upgraded their existing facilities – including the changing areas. Some recent changes in the commercial pool market have affected some hotels, which have been re-profiling the pool slopes to make them less steep and to reduce pool depth to bring them into line with requirements under European standards. Refurbishments are extremely important – especially at this time when new builds have been affected by



*Réalisation France Piscines / Everblue (06 - Le Cannet)*

the economic downturn – as more people are improving their homes (including pools), but a note of caution is needed for companies working on pools where underground water pressure could be a factor. There have been several instances of domestic pools being pushed up out of the ground when the pool is emptied, as the hydrostatic relief valve (HRV) has been thought to be working, but has not been effective, and the underlying pressure lifts the pool shell, causing extensive damage. For the time and cost it takes to totally remove the old HRV, it may be wise to insist on this cost to avoid damage and expensive insurance claims at a later stage. Companies working with commercial clients must know what is required of them in terms of their policies and expectations for how their businesses are run (such as payment terms). Being familiar with relevant

standards and publications, where applicable, will maximise the chances of demonstrating professionalism and increase the chances of winning the job. This expertise will also ensure the job is fully understood and does not become an issue at a later date, and this is where robust contract terms are vitally important. Part of the success of winning contracts is to know how to submit an effective bid, and help is available with this important aspect of business. SPATA recognises the importance of refurbishment work carried out by its members at their annual awards ceremony held in Brighton at the same time as SPATEX. The SPATA Awards winners will be announced on Sunday 6th February 2011.

*by Chris Hayes, managing director of the British Swimming Pool Federation*

## BSPF Fact Sheet

### SWIMMING POOL RENOVATION

Despite the advances in materials that make modern swimming pools economical to install and maintain, you may eventually wish to give your pool a facelift or a bit of cosmetic surgery. Alternatively you may have inherited an ageing pool when you move house and wish to give it a make over - what can you do?

The first step is to establish whether the pool is holding water. Fill a bucket or washing up bowl with pool water and suspend in the pool water. Mark both the pool wall and the bowl to indicate the level of water. Do not swim or clean the filter and turn off any topping up device. At the end of 24 hours examine the water loss. If evaporation is the cause, then the pool and bowl will have lost the same amount of water.

If you believe there is a water loss, SPATA can provide information on tracing water loss that suggests a series of simple tests a pool owner can carry out before calling in a pool engineer. If a fault is located in the underground pipework, equipment is available to ensure that any disturbance to your surrounding property is kept to an absolute minimum.

### LINER POOLS

In the case of a liner pool, the life expectancy of the pre-formed PVC liner can usually be anywhere from 10 years and upwards. This can be maximised by careful control of the level of chemicals in the pool and by keeping the water temperature below 29°C (85°F). Over the life of the liner it may lose elasticity or suffer from wrinkling, cracking or minor cuts and punctures. The latter can be temporarily repaired using special waterproof adhesive patches, or permanently by welding.

When the time comes to replace the liner completely, the pool will have to be emptied and this should only be done with professional assistance. Once the pool is empty and the liner removed, the structure can be inspected and any repairs carried out. The floor and walls MUST be in good condition and any problems rectified prior to refitting a new liner. Whilst a liner can be replaced as a self build job, it does require a degree of skill and experience which is best left to the professionals who are equipped to deal with any unexpected problems.

Longer life in a liner can be achieved by choosing a heavy duty PVC material. This, because of its weight, has to be cut and welded on site, unlike the standard liners which are factory made. Consequently these liners are more expensive.

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**READ PAGE 9**

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# The Renovation Market: a lucrative sector not to be ignored

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## CONCRETE POOLS

Again, before starting any renovations check that the pool structure is sound and watertight. If the construction is sound, the pool can be refurbished by retiling. If there are any leaking or hair-line cracks, this may indicate continued structural movement. It would therefore not be appropriate to recommend the use of a brittle finish such as tile or mosaic. A glass fibre reinforced finish may be a good alternative, as it is not only hard and resistant to impact damage, but also has sufficient flexibility to absorb minor movement. In cases where more pronounced structural movement is apparent, a heavy duty PVC lining which has the necessary elasticity can be tailor made on-site.

## COMPOSITE POOLS

These pools are based on fibreglass and ceramic material. They will require specialist repair or resurfacing. This should not be attempted by a non-specialist as the result could fatally damage the pool.

## EQUIPMENT

If the pool itself is in good order, it will be worth looking at the filtration, heating and treatment systems. Pumps have a life of approximately 8 to 10 years, more with good treatment and luck. Filters do not regularly need changing, but the sand in them might. Valves can become worn and stiff or loose. Electrical controls may not conform to modern regulations and should be inspected by a qualified electrician experienced in pool matters.

The pool may benefit from modern equipment, such as automated chemical treatment, heat pumps, solar panels and automated pool covers. Getting an enclosure may also enhance the pool experience and there are separate factsheets on these types of items.

Whichever type of pool you own, calling in a SPATA approved specialist will ensure that your renovation project ensures many more years of bathing pleasure.



## 3D software for pool shelters on the iPhone

Sokool, French manufacturer of telescopic shelters for pools, terraces and spas, associated with Dassault Systems, creator of software solutions using 3D, in order to allow wider access to 3D virtualization to each and everyone, everyday. Based on the 3D VIA software from Dassault Systems, Sokool will be launching the first iPhone application for pool enclosures. This software allows one to view the Sokool products catalogue in 3D on this multimedia cell-phone. But even more, it offers an exceptional 3D experience where one can superimpose the selected 3D model, thanks to a photo taken by the cell-phone to simulate the presence of a shelter in a given environment. The result of this experiment, which will help the user in designing a new project, can be emailed or saved in the iPhone photos library.

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## The partnership between Filters4Spas and Darly swiftly and effectively continues to build the Darly brand

Filters4Spas is Europe's fastest growing supplier of spa filter cartridges and continues to build its network of distributors and retail dealers across Europe, The Middle East, India and the emerging markets. Formed by Philip Moseley and Gil Gingell, the UK based company Filters4Spas Limited focus exclusively on the supply of Darly's high quality cartridge filters to the pool and spa trade. Filters4Spas have produced an online comprehensive filters identification system in four languages providing the trade with an easy way of identifying Pool and Spa cartridge filters. Their website also provides the trade with other useful multilingual information, additionally, there are many exciting new online developments in progress, as well as numerous production innovations such as a brand new anti-bacterial cartridge to be launched early in 2011. Filters4Spas currently hold a stock of 10,000+ cartridge filters within the UK but plans are already in advance stages for distribution direct from Sweden, Holland, France, Portugal, Switzerland, Ireland and Poland which will initiate simplified logistics with much improved delivery costs for each region. Expansion will be effective and swift. Filters4Spas has complete confidence in the quality and effectiveness of their products. When you purchase one of their filters you receive a 12 month Satisfaction Guarantee. Filters4Spas are actively seeking additional distributors and retail dealers; interested parties should email.



[info@filters4spas.com](mailto:info@filters4spas.com) / [www.filters4spas.com](http://www.filters4spas.com)

## "Piscine Expo Maroc" awaits you in Casablanca

After the success of its launch, the "Piscine Expo Maroc" Show is back for its second event, which will open for 24-27 February 2011, in Casablanca. The first one in Morocco, in Africa and in the Arabic world, «Piscine Expo Maroc» confirms prematurely its status of elite show in Africa. Director of the exhibition, Kamal LWED of KLK Media: "the majority of the participants of the first edition have already booked their stand." The show is planned on a global surface of at least 5 000 covered square meters and expects approximately 10 000 visitors, exclusively professionals.



This show is at the same time a professional and a commercial pole which aims at positioning as a federative event and a shop window of the industry of the swimming pool and the wellness. It settled the ambitions to strengthen the dynamics of the sector, to manage the synergy of the operators of the targeted sectors, to make this event a major pole, to value the Moroccan offer and to make professionals and consumers aware of the sustainable development and water saving. Eurospapoolnews is proud to be partner of this show.

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## Swimming ponds and natural pools the trendsetters

This trend is being followed by aquanale, International Trade Fair for Sauna, Pool, Ambience, which will be held from 26<sup>th</sup> to 29<sup>th</sup> October 2011 in Cologne, and present swimming ponds and natural pools along with swimming pools, sauna and wellness as a key theme. In this context, an accessible theme area is being specially created, which is designed to show the trade fair visitors a private natural oasis with a nature-based swimming section.

Exhibitors and experts on the theme of swimming ponds and natural pools will also have the opportunity to present themselves in the direct surroundings of the special presentation area. The area is rounded off by a complementary support programme.



[www.aquanale.com](http://www.aquanale.com)

## SPLASH! New Zealand Pool & Spa Trade Show

This year, the event will co-locate with the 50th annual JAWS (Just Add Water Seminar) conference of the New Zealand Recreation Association, in Wellington, New Zealand. This annual Aquatics Conference is one of the events most looked forward to on the NZRA professional development calendar. It will be held on 18-19 August 2011. Each year JAWS attracts more than 150 delegates from all areas of the Aquatics Industry, including facility owners, operators, managers and coordinators, industry

consultants and local government personnel. All delegates are being invited to attend SPLASH! A number of companies have confirmed their participation at the event, new buyers including Filtermaster as the Silver Sponsor and NSPI who are assisting with education. The organizers are mindful the event is for the trade i.e. builders, specialists etc. and they will be developing an even stronger educational component at the event. With the launch of SPLASH! Asia in Singapore in 2011 – it will be a big year for exhibitors and visitors. Both events will be organized to the same high standard as previous SPLASH! Shows.



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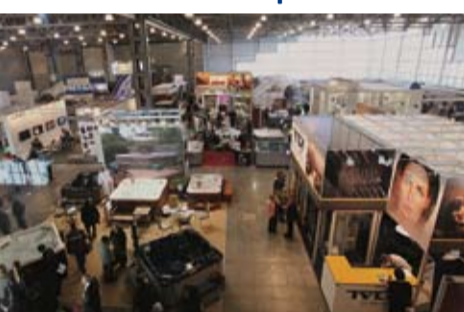
## FORUM PISCINE Bologna, capital of the Italian swimming pool

ForumPiscine Pool & Spa Expo and International Congress confirm their appointment at the Quartiere Fieristico of Bologna, Italy, from February 24th to the 26th, 2011. The organizers of the Expo – which last February brought more than 6,000 visitors and over 130 exhibitors – have already registered many scheduled participants. Yet again the variety of product categories on display will make ForumPiscine an important event with the exhibition of systems, innovations and technology for the construction, maintenance and care of public and private swimming pools, spas, wellness centres, equipment, décor and accessories for water activities. Besides the splendid exhibition area, ForumPiscine is proposing a rich conference agenda aimed at architects, designers, builders and managers in the water sector, but also for entrepreneurs, directors and professionals in the wellness sector.



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## Best time to make pool and wellness business in Russia



AQUA SALON the trade fairs for wellness and spa, pool and sauna takes place for the 5<sup>th</sup> time from 23 to 26 March at the Crocus Expo Exhibition Centre, Moscow and looks set to be a real success. In spite of hard competition in the Russia swimming-pool exhibition branch AQUA SALON found a way to win acceptance as one of the leading trade fairs in the pool and wellness industry in Russia. This fact is confirmed by the previous event as well: 73 exhibitors showed their innovations to 25 500 visitors (60 % professional guests).

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## SPLASH! Asia: new exciting opportunities for a developing market

SPLASH! Asia will make its debut in Singapore and will be held from 4th-5th May 2011. "We are very excited by the launch of the event. The Asian market has been steadily developing over the past few years, particularly in the commercial leisure sector" declared Interpoint Director, Simon Cooper. The organizers see this event as an opportunity for Australian and New Zealand companies to come into the Asian market and find distributors. "Our Gold Coast event has steadily seen an increase in visitors from South East Asia and we see this as a timely opportunity for industry" he added. "SPLASH! Asia in Singapore sounds like a great opportunity to support the industry in an area that really has no focused trade event (...) I am certain that we would draw from as far north as Japan, west to India, East to the Philippines and possibly further – Malaysia and Indonesia would participate out of convenience of course (...)" said Hugh D. Smith, Director Pool Group Asia Pacific, Pentair Water Pool & Spa. SPLASH! Asia is expected to attract 40-50 exhibitors and around 800 -1000 attendees. One of the key draws will be the popular educational seminar program.



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## Piscina BCN 11

Piscina BCN 2011 - the International Swimming Pool Exhibition - will take place in Barcelona from October 18 to 21<sup>st</sup>. The show is an open platform to the sector: building of covers, outdoor and interior furniture, sports furniture and accessories, spas, saunas, steam baths, hydraulic beds... For 4 days, the world of swimming pools, wellness, and sports facilities will have its most international meeting point for thousands of international professionals in search of new offers, contacts, and solutions. Over 20 000 persons from 110 countries and all sectors will be present.



[www.salonpiscina.com](http://www.salonpiscina.com)

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## The Czech Pool & Spa Trade Show is coming soon

The 6<sup>th</sup> ABF Trade, "POOLS, SAUNAS & SPAS", previously named "Swimming Pools, Saunas, Solariums & Wellness", will stand from 10 to 13<sup>rd</sup> of March, 2011 in Prague, at the Prague Exhibition Centre Letnany, Czech Republic.

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## Wellness industry in India: a large market in perspective!

WAVES POOL-SPA-BATH International Expo, which will be held in August 10<sup>th</sup> – 12<sup>th</sup>, 2011, at New Delhi, is India's first face-to-face platform to unite wellness market professionals, while providing the industry's top decision-makers with a much needed event to meet in person, network, learn, and expand their businesses. Over the past decade, India has seen a surge in demand for luxury baths, swimming pools, and home-spas. The current market value of the pool & spa industry in India is over USD \$350M and grew by over 50% in 2010. According to the Construction Association & Councils of India, the country's construction industry market size is well over USD \$50 billion. With thousands of new townships, developments, bungalows, hotels, resorts, second homes, and farm-houses springing up across the country, the luxury wellness industry can hardly keep up! Thousands of new homes means thousands of custom baths, home-spas, and swimming pools are being built across the nation. This exhibition will help professionals to connect with people in the industry to develop new markets and succeed in the fastest growing wellness industry in the world! Eurospapoolnews is pleased to be the exclusive media partner of this exhibition all over the world (except in UK).

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## New Show in Athens

The 1<sup>st</sup> International POOLabout Salon, which will take place at Expo Athens from February 18<sup>th</sup> to 21<sup>st</sup>, is a unique event that aims to establish communication between the pool and spa industry and pool constructors, architects, engineers, maintenance companies, hotel owners, real estate agencies and luxury spa centers. The Greek market, despite the current conditions, allocates a dynamic business dexterity which can constitute its way out from the recession. According to all economic analysts, the swimming-pool and spa market are considered "non-saturated" and still very dynamic. This event will give its exhibitors a huge opportunity to present their product and services in a growing emerging market.

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## Egypt pool and Water technology Exhibition preparations finalised

Egypt will host Aquatherm - Egypt Pool, the 7<sup>th</sup> international exhibition for the swimming pool industries. Programmed for February 13-15, the event will take place in Cairo. Eng. Essam Marwan & Mr. Adel Abd El-Ghany, the organizers, said they expected to attract about 10.000 attendees to the show's 12,000 square meters of exhibit space, at the Cairo international Convention Centre. It is a good opportunity for real investment push, as both foreign and local investors are experiencing more security in the Egyptian market. Given these indicators and measures, it seems certain that the Egyptian economy is likely to witness a true boom in the days to come. Due to the increasing demand for swimming pools in Egypt and the Middle East, Egypt Pool will exhibit a huge spectrum of pool and water products. Next Aquatherm – Egypt Pool exhibition will be held in February 2012 in the same place with the same activities.



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## The Mopper robot assembled by aerospace professionals

For over a year, the MOPPER pool-cleaning robots have been assembled at MECAHERS MAINTENANCE & PARTICIPATIONS, in MECAHERS GROUP in Launaguet, to the north of Toulouse. This vast aeronautical complex consists of eight aircraft PRODUCTION units for aviation (Airbus, Boeing...). The Group is headed by Jean-Pierre Razat who created this business activity in 1984. In order to diversify its business, which focuses on the international market for aircraft maintenance, he created an assembly line for the robot in one of the workshops. We asked him what pleased him about going from the Airbus to the Mopper robot, (...)

[Read the online interview](#)

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## Pool & Spa Asia Exhibition in Bangkok



The Institute for International Research reminds that the Pool & Spa Asia Exhibition will take place from 21<sup>st</sup> to 23<sup>rd</sup> of September, 2011, at the Impact Exhibition and Convention Centre of Bangkok, Thailand. It is "The" South East Asia's show dedicated in Trade Exhibition and Conference for Pool & Spa Industry.

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## SCP gains a foothold in Belgium

SCP gains a foothold in Belgium

Pursuing its policy of expansion through acquisitions or by opening new centres, SCP has just announced its acquisition of the Belgian company PBL, situated south of Brussels. The Eurospapoolnews team witnessed to the signing of this acquisition agreement at the Eurexpo Lyon exhibition while it conducted this interview of the main participants of the event. "(...) Proceeding in the same way we did in other countries, we worked here in partnership with people who have been working in the local market for many years" explained Perez de la Mesa, the Managing director of SCP Pool Corporation. And Sylvia Monfort added: "for SCP, this signifies our access to a new market in a new country. And proceeding in the same way we did in other countries, we worked here in partnership with people who have been working in the local market for many years."

To be continued on-line [http://en.eurospapoolnews.com/actualites\\_piscines\\_spas-en/33401](http://en.eurospapoolnews.com/actualites_piscines_spas-en/33401)

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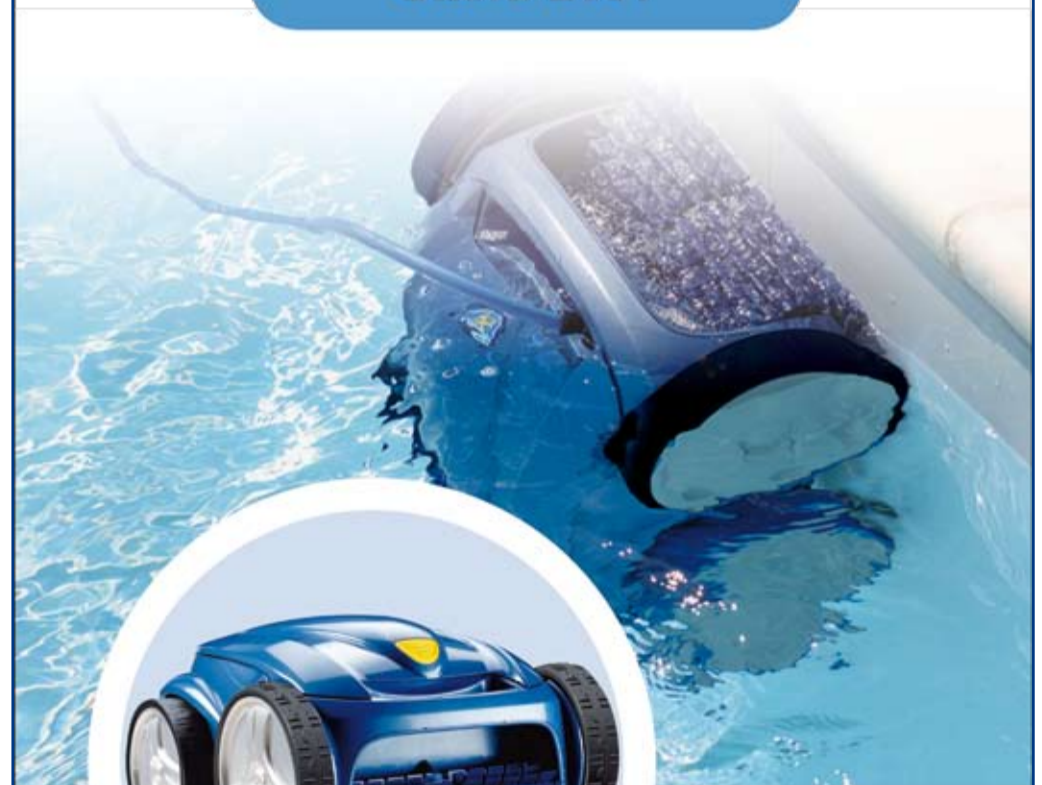
## Durasport Spas / Strong Spas seeking European partners to expand market presence.

Durasport Spas by the makers of Strong Spas recently launched into Europe. They are committed to creating the industry's most innovative products, focusing on producing state-of-the-art rotationally molded spas that deliver clean, efficient, reliable performance as well as a mid to high end Acrylic offering which includes their 90Jet 3 Pump models. Currently, the company is actively seeking distribution partners for its products in all European markets. Durasport Spas in particular have seen a great increase in demand in many European countries already, due to their portability, low price and operating costs, ease of installation and simple "plug & play" feature which requires no special electrics. These spas can effectively be sold alongside any premium spa offering without conflict; in fact these spas will complement any current offering helping our partners sell more spas.



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**Dominic Adams, Director at leading pool distributor Golden Coast, gives his views on his company's aims at Spatex and the overall pool and spa industry in 2011**

**What does Golden Coast expect to achieve from SPATEX?**

"We view SPATEX as an extension to our on-going customer relations. The show provides a platform to meet with existing and new customers in order to discuss their needs, as well as bringing them up to date with the latest innovative pool products we offer and/or developments in the pool industry," says Dominic Adams, director of Golden Coast.

**What are the prospects and main issues for the UK pool and spa trade in 2011?**

"There are two clear sectors of the market that our industry relies upon to survive and grow - the wealthy high-income buyers of luxury goods and 'aspirational' buyers, those who have a degree of disposable income available to 'treat' themselves to major luxury items.

"Historically the luxury goods sector has been immune to the effects of previous financial downturns and at present this sector is continuing to buy; however, purchases from wealthier clients represent only a small percentage of either new-build pools or upgrading existing pools each year.

"It is clear that in 2011 the majority of home owners will have less disposable income for new pool and spa sales, and it is likely that this middle ground - which represents the bulk of our collective businesses - is set to be hit the hardest. This will result in a smaller, more cost-conscious market place, with competition coming from many directions.

"The challenge, therefore, is to ensure that every pound spent is spent on wet leisure products and not on some other 'discretionary' purchase, even holidays. The industry must achieve sales across the range of products, not simply chasing an expected reduced number of new pools and spas, but through beneficial accessories and essential products through which existing owners can enhance their pool or spa experience.

"In short, the industry needs to promote itself like never before. There are tens of thousands of pools and spas in use throughout the UK and every opportunity must be sought to ensure existing owners are enhancing or upgrading their pools or spas. Every one of us in the supply chain, especially retailers, must work their customer database to capitalise on every sales opportunity by selling the benefits of a product, making customers aware of what is on offer. It is no use expecting sales to 'walk in through the door': as an industry we need to go out and seek them.

"Even in the toughest market, opportunities always exist. At Golden Coast we constantly look for quality products and new ways to promote sales, working with our dealers and retailers to generate opportunities to secure new and profitable business by making customers aware of what is available. Now is the time for the industry to pull together in order that we can enjoy the benefits of increased sales when better market conditions return.

can see there is no reason why SPATEX 2011 will be any different. We will be taking along a number of new spa and Swimspa models as well as our new ECO heating system and very much look forward to demonstrating these and meeting our existing dealers and introducing a few more. SPATEX is an ideal venue to enable us to do this, and it gives further reassurance to our clients as to why Catalina is one of the UK's longest and largest established spa distributors.

At Catalina we are all very much looking forward to 2011 and all the exciting opportunities it will offer. The last few years have been tough, but we have come through it stronger and better than before. We remain very focused and of the firm belief that customer service and quality of supply and value for money are the winning formulae.

Sadly, the last few years have been a hard time for some and have brought closures. Many, it can only be said, will be for the betterment of the whole industry and safety, as well as the finances of the hot tub buying public! Our industry attracted several characters who thought they could make a quick 'buck', but it takes time and a lot of hard work to build any business; import and distribution is no different. We have been supplying spas to the UK market for over 15 years and our strength has been built on honesty, service and support.

Our industry has still a lot of hard work ahead, but those who go that extra mile for the customer and are prepared to stay open longer and use every effort in getting the product under the nose of the potential client will survive and grow in strength. There are spa resellers who you could argue are in the wrong location, but only through sheer determination, hard work and constant new marketing ideas will they continue to sell large numbers of spas locally without the need to travel hundreds of miles. In short, 2011 has every possibility of being a great year, and we are looking forward to it.

**Patrick Thorpe: Certikin view of Pool & Spa sector prospects for 2011**



The pool industry's low point in this recession was in 2008 and 2009. In the season of 2010, we saw the little green shoots of recovery, and I believe most distributors experienced modest growth in 2010.

The number of new pool builds remains historically low, but the number of high value refurbishments has to a large extent compensated for this. There is a far greater interest from the consumer for anything green. All forms of heat pump technology have increased considerably along with condensing gas boilers. Covers of every description have grown, which is probably a direct response to the ever-increasing cost of energy.

On the commercial side, there is significant growth within the "holiday Park" segment. The quality of accommodating and facilities is improving beyond all recognition - long gone are the days of "Hi-de-Hi". Many of these facilities offer lodges with their own hot tubs as well as magnificent swimming facilities in the central complexes.

We can only believe when the new pool building returns to normal levels that we will have a significant growth spurt within our industry.

Regarding the prospects for 2011, we believe it will be a very slow start caused by the prospect of continuing bad weather, coupled with a very late Easter this year. However, most people will remember 2010 as a good summer. The end of May through to the end of July was excellent - well, for the UK at least. This should boost sales in early summer, so we at Certikin are hoping for the best.

As far as Spatex 2011 is concerned, we think it reflects the slight economic improvement, with all the major distributors re-booking. This must indicate a mood of quiet optimism.

**Catalina's views of 2011/Spatex: Stephen Crabb**

Starting a new year is always an interesting time - especially after a turbulent and often difficult previous 12 months and more, but if the first few weeks of 2011 are anything to go by, then this year will be the year of 'all change'. I cannot remember a New Year with such a positive start: the sales and enquiries phone lines have been ringing non-stop since we opened the office on 4 January - hardly a moment to get all those pre-planned matters started. In fact, 2010 was a good year for us, and it all kicked off with an excellent SPATEX, and as far as we



**Loïc Biagini has met Ian Pratt from SCP UK, and asked him a few questions about the sector**



**LB: How was last year's season for SCP UK?**

**Ian Pratt:** Last season was definitely challenging. However, we saw some good success in the above-ground pool category and also spas. Overall, we had a good year.

**LB: and what is your view about 2011?**

**Ian Pratt:** We are equally confident about our showcase events in 2011. A number of categories are still growing in the market, especially above-ground pools and also spas, and we are confident that we will increase our business in in-ground pools as well. The swimming pool sector is still strong - we just need to show we can help our retailers with marketing initiatives and literature to help them increase their business.

**LB: How is Spatex important for your business?**

**Ian Pratt:** Spatex is an event that we should attend because we are a part of the industry and we should be seen as a part of the industry. It also gives us the opportunity to see those customers who we couldn't see in our showcase events, so between the national showcase events and Spatex, we will probably cover 92% of our customer base.

**"I believe 2011 will be a challenging year for the UK swimming pool industry", says Jamie Pratt, Sales Manager of EJ Bowman.**



"With rising energy prices, pool running costs are set to soar, but pool operators need to think twice before raising prices, especially in light of the recent VAT increase to 20%."

Against this backdrop, interest, Jamie Pratt believes there are still excellent opportunities for forward thinking pool operators.

"Heating costs are still one of the biggest issues for swimming pools, and the rise in energy prices is only going to compound the situation. Consequently, operators need to look at ways of reducing energy usage. There is an obvious solution, but it frequently gets overlooked - the pool heat exchanger".

A common misconception is that all heat exchangers are very much the same. "To the layman, heat exchangers look similar. It's only when you open them up - or look below the surface if you like - that the difference becomes obvious," says Jamie Pratt.

And that difference has the potential to provide significant savings every year. For example, a Bowman heat exchanger will heat pool water up to the required temperature in typically one third of the time taken by many competitor products. Or to put it another way, over 60% of a pools heating costs could be saved, simply by switching to a high efficiency heat exchanger.

A good analogy is to consider the significant energy savings provided by the latest domestic gas fired condensing boilers compared to traditional boilers. However, whilst changing a gas boiler can cost thousands of pounds, switching to a high efficiency heat exchanger costs just a few hundred pounds.

In many respects, it is "an obvious thing to do" believes Jamie. "It's probably the simplest and most cost effective solution available to keep the effects of rising energy costs in check. In the current economic environment, changing the pool heat exchanger could be one of the smartest solutions that you can do".



Interview by  
Stephen Delany for  
EuroSpaPoolNews.com



## A new range of equipment to automate pool management

Led by a team of partners engaged in the swimming pool industry since 2002, Bright Blue is focused on research, development and production of high-tech electronic equipments for water treatment. The company has already designed

several models for disinfection and automation of the physical parameters of the pools. Through the inherent capabilities of telemetry and remote control, recent systems are able to monitor the actions performed automatically; issuing alerts for situations where manual intervention in the processing loop is mandatory and informs what maintenance operations were done, all through a simple Internet access. Now, it presents its ultimate technology range of equipments to automate: the operation of the pool, water balance and disinfection, levels replacement, external components control and energy savings through circulating pump control. A dedicated and user friendly browser interface allows the use of a PC, mobile phone or PDA, in order to read and remote controlling without limits. "The right solution for Commercial and Private Pools at a very competitive price" quotes Pedro Nolasco (Commercial Director).

[comercial@brightblue.com.pt](mailto:comercial@brightblue.com.pt) / [www.brightblue.com.pt](http://www.brightblue.com.pt)

## Customizable Robotic pool cleaners

Aquatron is proud to launch a new and advanced cleaning technology for its Commercial Robotic Pool Cleaners in 2011. Its modern style and advanced technology gives the ability to properly clean any Olympic or semi-Olympic size pool in as little as 3.5 hours. Aquatron also introduces the Aqua-control Technology. This technology is a unique control panel installed on the Power Supply of the robot, which allows the user to communicate directly to the robot and customize. This human machine interface, gives the user the option to program different parameters so that the pool can always be eco-efficient clean. The overlay chart enhances features like, three different cleaning programs, pool shape, scrubbing walls and floor, internal timer program and more.



[info@aquatron.us](mailto:info@aquatron.us) / [www.aquatronsystems.com](http://www.aquatronsystems.com)

## A Crystal-Clear Water by Dimension One Spas

The water management system is one of the most important indicators of the quality and reliability of a hot tub. As a result of their constant quest for innovation, Dimension One Spas has developed UltraPure®, a unique and patented ozone-based water management process. UltraPure® distinguishes itself as the world's first UL-approved system that ozonates water while users occupy the hot tub. Why is this system unique? Because UltraPure® does its work in a separate, closed system within the spa's plumbing area. This increases the system's efficiency, enabling it to treat 40,000 liters of water per day, even while people are using the hot tub. At the end of the process, ozone is transformed into oxygen before being returned to the spa, avoiding possible skin & eye irritation. Combined with D1's patented Vision sanitizer cartridge, the need for other harsh chemicals is considerably reduced. Passion for innovation has also driven D1 to develop UltraPure® Plus. With this system, UltraPure® has been strengthened with D1's new patent pending germicidal UV light, which adds another level of germ-killing power to the system. This reduces the need for chemicals even further, giving you soft and healthy water.



[d1europe@d1spas.com](mailto:d1europe@d1spas.com) / [www.d1spas.fr](http://www.d1spas.fr)

## Clearwater Spas new 2011 Resort Series is now available.

The popular Resort Series, by Clearwater Spas, now has even more enhancements to pamper your hot tub experience. A color matching removable bistro table with illuminated digital lighting is the ultimate new feature item that comes standard on the three larger spas – the Orlando, Monaco and Cabo. We have also added new streamlined stainless jets with incredible hydrotherapy water flow for the ultimate massage. Enjoy the new topside control Clear-Sound stereo system, new digital lighting, new energy-efficient hardcover and new AIRS cover removal system!



[lrichards1@clearwaterspas.com](mailto:lrichards1@clearwaterspas.com) / [www.clearwaterspas.com](http://www.clearwaterspas.com)

## Bosta UK opens 2 regional offices

Bosta UK has been supplying the pool trade for 8 years, specialising in technical pool installation equipment, including (heat) pumps, filters, lights, hose, PVC and couplings. Most recently they have made some dramatic changes which has positioned them as a major force within the swimming pool market in the UK. Besides the headquarters in Bury St. Edmunds, new regional offices in Warrington and Yeovil were opened in 2009 and 2010 respectively, bringing Bosta UK closer to its customers. The new depots are staffed by passionate, experienced professionals, helping Bosta UK to even better understand and meet their customers' needs. Furthermore, it has allowed Bosta UK to improve its service level and to help support its customers' requirements. This expansion reflects the continued growth and development that Bosta UK is achieving with its loyal customer base even in these challenging times. The network doesn't stop in the UK. Bosta UK is part of MegaGroup, the number 1 growing pool filtration components wholesaler in Europe. The MegaGroup has 17 warehouses across Europe, giving Bosta UK access to an extensive stock holding. Bosta UK is constantly increasing its product range to keep ahead of the market, with new brand names on offer alongside their own Mega Pool range.



[sales@bosta.co.uk](mailto:sales@bosta.co.uk) / [www.bosta.co.uk](http://www.bosta.co.uk)



## Swimming Champion Michael Phelps and Master Spas® Create New Line of Signature Swim Spas

Phelps and Coach Bob Bowman Aid in Development of "Michael Phelps Signature Swim Spa by Master Spas". The signature line of swim spas provides a solution for all fitness levels, health regimens, and spaces not typically conducive for accessible, year-round aquatic exercise and hydro-

thermal therapy. The line features six (6) new and different, premium swim spas for residential settings and one (1) premium, commercial-grade swim spa ideal for fitness centers, universities, and physical therapy centers. Mr. Phelps and Mr. Bowman, in conjunction with Master Spas, are actively promoting the sport of swimming and the health benefits associated with aquatic exercise and spa therapy.

"One of the biggest goals I have in my career is to grow the sport of swimming in as many ways as possible, and the ability to partner with Master Spas' to create a signature line of swim spas is another unique way to help the sport," stated Phelps. "Our goal with this line of swim spas is to create more and better opportunities for everyone interested in swimming, from exercise enthusiasts through the next generation of competitive swimmers."

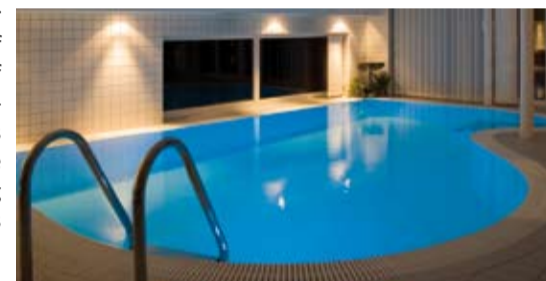
The distinguishing difference of the Phelps-designed swim spas is the unique, patented Wave Propulsion™ Technology that provides an exceptionally wide, deep, and smooth current for a superior swimming experience. The propeller drive system generates a turbulent-free current, rather than the "fire hose" blast of typical water jets found in other spas.

For further information contact Master Spas Europe, Stephen Weller, Next online on [www.EuroSpaPoolNews.com](http://www.EuroSpaPoolNews.com)

[stephen@masterspas.co.uk](mailto:stephen@masterspas.co.uk) / [www.masterspas.co.uk](http://www.masterspas.co.uk) / [www.michaelphelps.com](http://www.michaelphelps.com)

## What's new at Centralplast?

This year, Centralplast started up new internet pages in a fresh, modern, and more attractive design. Two of the most important changes are the expansion of language versions from Czech and English and now even in German. The second significant change is the creation of swimming pool configurations for final customers. This will be completely functioning by the end of the year. The company is also preparing the configurations for its dealers. Probably the most important news for the company this year is the expanded selection of colored shades for the pool shell. At the beginning of the season it also started offering new shells in an attractive sand color. The interest in this new color was surprisingly large mainly in the Czech market. Since the spring of 2009 Centralplast, one of few firms producing polypropylene pools is able to transport finished pools up to the size of 4x10m to most countries in Europe.



[www.centralplast.cz](http://www.centralplast.cz) / [www.pp-pools.com](http://www.pp-pools.com)

## Bosta

*Creating Connections*

### Intelliflo VF Pump

- Variable flow pump.
- Motor rotates 400 to 3450 RPM.
- Intelligent interactive electronic drive.
- Calculates & maintains required flow.
- Reduces energy consumption up to 70%.
- No need for pump curves & hydraulic calculations.
- Protects against loss of prime or flow blockage.
- LCD display showing flow rate, RPM & power consumption.
- Internal 24hr clock for setting controlled on/off times.
- Very easy to install, program and operate.

Come and see us at Spatex 2011,  
where you can see the Intelliflo VF in action!

**HALL 7 STAND L190**  
(opposite the Technical Area)

**YOUR SUPPLIER IN POOL FILTRATION COMPONENTS!**

A company of  
**mega group**

[www.bosta.co.uk](http://www.bosta.co.uk)

### Diamond technology to sanitize water

HotSpring® Spas, the world's number one selling brand of portable spas, has introduced the ACE™ salt water sanitizing system. This more hands-free approach allows hot tub users to spend more time relaxing and enjoying their spa, with less water care maintenance required. How does it work? When the diamond electrode in the ACE system is energized, it breaks apart water molecules to create high-energy, active oxygen. The active oxygen then combines with salt and other elements in the water to create chlorine and three other powerful oxidizers – ozone, hydrogen peroxide and monopersulfate (MPS). Through intuitive and easy-to-navigate menus on the spa's control panel, owners can easily operate the ACE salt water sanitizing system. They simply need to check the sanitizer level regularly with a FreshWater™ test strip and confirm the use level just once a month, and soak the ACE system cell in a cleaning solution for 10 minutes every three months. Another key benefit of this system is that it reduces environmental impact: it cuts back on excess chemical use.



[info@watkins.be](mailto:info@watkins.be) / [www.hotspring.com/global](http://www.hotspring.com/global)

### The "Green Friendly" stamp

The company feels that it should shoulder some of the responsibility for creating a future that respects the environment and that takes care of a resource as valuable as water. It has therefore created the "Green Friendly" stamp that will help customers to identify its products and equipment that deliver sustainable solutions for their pools. Its commitment to sustainability is reflected in the definition and goals of this product range: "Enjoy your pool while you preserve the environment."



[www.astralpool.com](http://www.astralpool.com)

### When magic effects slip into the swimming pool

Pentair introduced a good number of novelties for 2011 at Piscine 2010 Show. Most of them are "Green" products under its brand Eco Select™. One of these launches is the new Intellibrite® 5G, a LED light that consumes 50% less than regular LED lights. With a wide spectrum of colours and preset light shows, it's a very pleasant underwater light. Last but not least is the new family of water features. MagicFalls™ waterfalls help transform pools into a relaxing focal point; Magicstream™ Deck Jet™ I & II creates a graceful arc of water that enters the pool with a gentle splash and the futuristic MagicStream™ Laminars spreads totally clear, uniform arcs of moving coloured water. Those new elements afford a combination of tricks to get magic effects in the moving water.



[www.pentairpooleurope.com](http://www.pentairpooleurope.com)

### Eco-friendly Finnish hot tubs and saunas

Ole Sten started his company, Spa Dealers, on a small scale in 1981 and has worked diligently on product development and design in recent years. Nowadays, spas and saunas' developments are more and more driven by the demand for energy efficiency and eco-friendliness as well as comfort. It is the case for its products, including wood-fired hot tubs, luxury whirlpool tubs and small, easy-to-place saunas, handmade in the factory on the Finnish west coast. The insulated whirlpool tubs are made out of Finnish heat-treated pine, giving a completely different impression compared to plastic. They are also bonded on the inside with a durable, transparent plastic material to maintain the "wood feel". The quality- and eco-rated heat-treated wood is not impregnated, but it still has a hard, durable surface. In 2010, SpaDealers have invested in new production facilities and is currently looking for serious dealer partners mainly in the EU countries.



[info@spadealers.eu](mailto:info@spadealers.eu) / [www.spadealers.eu](http://www.spadealers.eu)

### "Customized" transparent pool cover slats

In addition to the large choice of colours already available, the range from Belgian manufacturer Aqua Technology now proposes "customized" transparent or translucent slats for pool covers. The company, which is in a constant quest to optimize its products, is now able to offer transparent pool covers in pink, yellow, green or any other colour to suit the final customer's requirements. These products can be supplied in two qualities: standard PVC and HQ PVC-PMMA (a mixture of high quality materials). The advantages of the PVC-PMMA are the following: higher softening point (~85°C), increased UV protection, superior shock resistance, stronger rigidity, improved longevity and four years' warranty. When combined with coloured LED diodes swimming pool lighting, the transparent slats can create a very original effect.



[info@oceabe.be](mailto:info@oceabe.be) / [www.oceabe.be](http://www.oceabe.be)

### Always on the safe side with the new Aquastar "Safety Pack".

Peraqua is offering now an innovation regarding safety, reliability and long life cycle. A state-of-the-art constructed control system. Developed by the R&D department of Praher, the control system avoids that pools are drained in case of interruption of the electric power when the valve is on position "backwash". Supported by a high quality rechargeable battery unit the valve automatically turns to position "filter" in case of power failure. Therefore a malfunction of the "backwash" process is impossible. A LED display is helpful for the problem identification. The 12V 0, 8 Ah rechargeable battery is charged automatically, is maintenance free and the capacity is strong enough to compensate power failure up to 4 times per hour. The valve can be run up to 5 min operated by the rechargeable battery. The "Safety Pack" is available for 1 1/2" and 2" models for the Aquastar 3000 – 4000 and 6500 and also can be delivered as assembly set for the latest models. With this Aquastar Comfort Safety Pack Peraqua seems to have placed once again a "big hit".



[diwold@peraqua.com](mailto:diwold@peraqua.com) / [www.peraqua.com](http://www.peraqua.com)

### Quality and high standard for these swimming pool liners and covers

As a manufacturer of liners and covers for swimming pools, Linov is a pioneering company in this sector in Portugal. It has a newly-built 1800m2 production facility, one of the most modern in Europe. Thanks to the state-of-the-art production equipment, the quality of its products is reflected by the large number of orders from around the world: Spain, Portugal, France, Italy, Sweden, Belgium, Israel, Greece and Switzerland amongst others. These liners are made from the finest vinyl: Renolit Alkorplan 2000/2010 and Canadian General-Tower Infinity RT 3000. The company uses the most innovative 3D drawing programs in CAD and CAPM. It uses the latest technology in terms of digital cutting and high-frequency welding assembly, to create high quality products and finish.



[info@linov.pt](mailto:info@linov.pt) / [www.linov.pt](http://www.linov.pt)

### Microdos presents Simple

Among the plethora of new products introduced by the Italian manufacturer MICRODOS s.r.l., the « Simple » line stands out from the rest. Innovative and composed of measuring pumps for swimming pools, it is designed to regulate acid and chlorine levels. The pumps circuit board features an integrated control device for proportional dosing that displays the measurements in real time on a digital screen, whilst being smaller and less expensive than an external control device. This product was designed for the increasing number of private pools (up to 200 m³), which do not require complex programming. The settings have been maximally automated thanks to a powerful microprocessor that controls the electronic chip, thus minimising the amount of manual programming required: simply by calibrating the sensor, pressing « CAL », and configuring the set point by pressing « SET ». The « Simple » line is available in peristaltic version (MP1S-pH, MP2S-Rx) and in electromagnetic version (ME1S-pH, ME1S-Rx).



[info@microdos.it](mailto:info@microdos.it) / [www.microdos.it](http://www.microdos.it)

### POOLSQUAD 2G rewarded at Piscine 2010, Lyon

This electrolyser was rewarded in Lyon, in the POOL ECO ATTITUDE category, because of its advanced technology which brings comfort and tranquility in the highest respect for the health and for the environment. Poolsquad 2G, high performance saltwater chlorinator, controls three essentials of water disinfection: chlorine production, chlorine regulation and pH regulation. Easy to install (in line cell, accessories holder, analysis chamber), this device has a gradual reversal of polarity, with inversion memory process to increase cell's lifespan. With its integrated system, it has a "super-chlorination" mode and a "pool cover" mode to reduce production if pool is closed. It proposes an easy and economic maintenance, because no reagent is needed anymore. Chlorine regulation is made by amperometric probe according to pool demand and circumstances. In summary, it provides intelligent and secure control of pH.



[contact@pool-technologie.fr](mailto:contact@pool-technologie.fr) / [www.pool-technologie.fr](http://www.pool-technologie.fr)



[www.rppiscines.com](http://www.rppiscines.com)  
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## UN MONDE DE SOLUTIONS POUR PISCINES

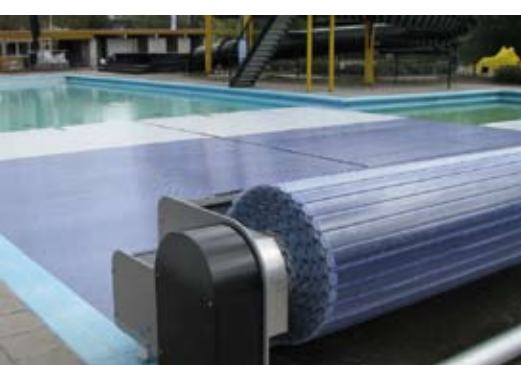
**SOLEO**  
Piscines en kit  
ACIER +BETON+LINER

**Inoblock**  
Piscines INOBLOCK  
100% BETON

**OVER FLOW**  
Piscines MIROIR  
en liner 75/100

**naturis**  
Piscines en kit de BETON,  
aspect bois

**Dynamic Panelpool**  
Piscines Publiques



### A complete range of solar Energy Systems

Since 1978, PoolTechnics has specialised in developing and producing swimming pool covers and solar heating systems.

The pool cover program consists of four different types of swimming pool covers: HydroDeck, ThermoDeck, EcoDeck and SafeDeck. All of the aforementioned are made-to-measure and are available in different finishes and colours. All products are hard-wearing and have a long service life. PoolSolar is the brand name for various solar energy concepts, which have more than proven themselves! The energy yield per m<sup>2</sup> has been calculated exactly and can be guaranteed. The various concepts mean the design is flexible and simple, whilst high energy prices make the investment very cost-effective. Water is an ideal heat buffer and ensures good heat storage. Because of this, the water remains sufficiently warm even on colder days, certainly if the pool is covered at night. An optimal installation concept is available for every practical situation. The customers can also count on rigidly planned and fast delivery times.

[info@PoolTechnics.nl](mailto:info@PoolTechnics.nl) / [www.PoolTechnics.nl](http://www.PoolTechnics.nl)

### A polymeric solar collector to reduce energy expenses

MAGEN Eco-Energy is a world leader manufacturer of solar collection systems. The company announces the launch of eco Flare, a polymeric solar collector. This product is uniquely engineered to drastically and efficiently reduce water heating expenses. It is suitable for a large range of applications, from heating water for a single house, spa or apartment to heating large quantities of water for hotels and industrial facilities. The polymeric composition specifically developed enables it to withstand the most severe weather conditions. The core of Magen's product lines is based on the Over-Moulding Injection Technology. Moreover, Magen has achieved official recognition as a green organization, awarded the ISO 14001:2004. All of Magen eco-Energy's products are produced in accordance to ISO 9001:2008 international standards. Magen eco-Energy is constantly looking for new distributors across Europe and in Russia in particular.



[www.magenecoenergy.com](http://www.magenecoenergy.com)



### iD4 in the spirit of the times

Aqua Dolce believes that in order to develop a sustainable European market for the leisure spa, it is necessary to offer products that convey the true values of wellness. This French manufacturer revisits the leisure spa, frozen for over 20 years in North American codes and tastes: the body needs to retrieve its freedom and comfort within the aim of wellbeing, where every step of the wellness journey provides real physical and mental benefits to its user. iD4 is a convivial spa where anyone is free to choose its own seat and position to suit its imagination and its inclination. In keeping with the spirit of the times, the spaces are not partitioned off, the lines are sleek and the benches are comfortable. The headrest, composed of two materials, delineates the water line. The covering designs blend easily into Zen, deco, or contemporary interiors. The simplicity of the style enhances the wellness course. With its sober, innovative, harmonious and ergonomic design, the iD4 goes straight to the essentials. It relies on efficiency, durability and aesthetics. Original, the spa iD4 offers a choice of four customizable universes: classic comfort, deco, contemporary or Zen. With great concern for sustainable development, particular attention has been paid to the environmental impact of the product. As it is manufactured in France, it reduces the need for intermediary trans-shipments. According to the manufacturer, «All the choices during creation were guided by a desire to be eco-responsible».

[contact@aquadolce.fr](mailto:contact@aquadolce.fr) / [www.aquadolce.fr](http://www.aquadolce.fr)



### Improved elements in Evolution Spas range

Last years, Evolution Spas re-developed the whole range of its spas. Some of the improving features were: 3Zone disinfection, a combination from an ozone generator with reaction chamber, an effective UV-system and a 1-micron filter with silver ions. This latter guarantees the clearest water with fewer chemicals, even without chlorine when using the Evolution Aqua-Perfect, 100% biodegradable. Furthermore, regarding spas enjoyments, the new sound system from SpaTunes now gives the feeling to be in the middle of the music: 360 degrees Omni surround. The sound reaches the user through the water! The new SV series from SpaNET is also more energy efficient than the existing models and the first one has been showed at the Lyon expo, the most important in the world, in November 2010, obtaining the prestigious 'Pool Eco Attitude Award'. In combination with a heat pump an energy saving up to 70% is possible! This explains the Award. In addition, Evolution launched a new swim spa with a water level of 130 cm and a counter flow of 12 HP that guarantees the best work out even for a professional swimmer.

[www.evolution-spas.com](http://www.evolution-spas.com)

### Spa accessories

The 'Essentials' items complete the pleasure that is offered by the spa. This range is one of the largest sources of spa and hot tub accessories in Europe, supplying everything from steps and lifters to toys, games and fragrances together with a complete variety of replacement cartridge filters. "Essentials" offers an assortment of products specifically designed to make the hot tub experience more convenient and accessible. All these products are reliable manufactures, have a good reputation and supplied with a guarantee. From easy access articles and spa games to hammocks and parasols, it provides all that is needed to transform a deck or a patio into a true leisure area.



[swimmer@goldenc.com](mailto:swimmer@goldenc.com) / [www.goldenc.com](http://www.goldenc.com)

## Aquatron<sup>inc.</sup> robotic systems

Pool automation at the touch of a button!



ULTRAMAX  
Commercial Pool Cleaner



ULTRAMAX JUNIOR  
Commercial Pool Cleaner



AQUABOT VIVA  
Residential Pool Cleaner

AQUABOT BRAVO - Residential Pool Cleaner

For more information about our products, you can contact us at [info@aquatron.us](mailto:info@aquatron.us) or visit [www.aquatronsystems.com](http://www.aquatronsystems.com)



# Aquabot



### A spa with an organic design and soothing features

The makers of Caldera® Spas are pleased to introduce an all-new flagship spa, the Cantabria™ spa. This one is a real head-turner, with a stunning design and soothing features. Equipped with a total of 88 jets in specific anatomical configurations, it offers a spacious interior, comfortably seating eight adults, and the UltraMas-seuse™ system that features six different massage sequences. Its soft and graceful curves reflect a unique blend of traditional and contemporary styling. Striking details, such as a gentle river rock pattern, have been designed into the bottom of the spa where the feet rest. The mood is set to soothe the mind and spirit with the new SpaGlo™ multi-zone lighting system. The Advent™ remote control gives spa users the freedom to adjust lighting, jets, two gentle Acquarella™ waterfalls, optional music, water temperature, cleaning cycles and more, from outside or inside the spa. With audio options, the spa music system uses customized iCast™ wireless electronics to transmit sound from an iPod® or virtually any other audio source to your spa.



[info@watkins.be](mailto:info@watkins.be) / [www.calderaspas.com/global](http://www.calderaspas.com/global)



### Ecopratic Plus is A. di Arcobaleno's newborn pool enclosure

A modern design and low visual impact, thanks to vertical stiles joint by a lowered segmental arch, are the aesthetic peculiarities of this structure. Despite the quite thick profile our enclosure doesn't look bulky thanks to the heat bent polycarbonate

which gives a transparent look with no visible joints between roof and wall, perfectly integrating inner and outer space. The Ecopratic Plus enclosure is characterized by an extruded profile made out of aluminum alloy 6060 UNI 9006-1, which provides a better wind/snow load resistance and allows the covering of larger surfaces. The chassis has a 94mm depth, with flutings for hollow polycarbonate and gaskets. Balloon gaskets between the enclosure's bays provide a better airtight and watertight insulation, preventing dirt on and in your pool and creating a perfect "greenhouse effect". The enclosure slides easily on crushproof wheels thanks to an innovative bays' linking system, with no tracks needed whatsoever. The enclosure is provided with custom molded fixing brackets, giving a better and more personalized look than the standardized ones.

[www.adiarcobaleno.it](http://www.adiarcobaleno.it)

### The family of Intelliflo® pumps grows

Available for 2011 season, 2 new models of pumps Intelliflo®: UFL-VS and SW5P6R-VS for seawater applications. Pentair's Intelliflo® pumps are capable of energy saving, ease of service with their 305 programmable speeds, versatile as only one pump is needed for several applications, environmental friendly, compatible with seawater applications. For more security, the pump will switch off when detecting blockage in suction line. When the end customer wants to add an extra application to its pool, one just has to slightly increase the motor RPM so that the pump will deliver a greater flow. More than 100'000 units of the Intelliflo® have been sold worldwide since 2005, showing this is a proven concept. Pentair also announces the release of the new Intelliflo® brochure and website [www.intelliflo.eu](http://www.intelliflo.eu) which both will help users to understand better the benefits of the variable speed technology.



[poolmea@pentair.com](mailto:poolmea@pentair.com) / [www.intelliflo.eu](http://www.intelliflo.eu) / [www.pentairpooleurope.com](http://www.pentairpooleurope.com)

### Filters Max Series

Filter Max Series are the latest plastic filter development by Emaux. These Filters were designed specially to be durable and heavy duty with a maximum working pressure (2, 5 bar). They can operate at 50° Celsius, which is more than sufficient to cater the need of most swimming pools. These Filters are available in both Top Mount & Side Mount version from 17", 20", 24", 27", 31" to 35" in diameter, giving a comprehensive range to suit many pool requirements. To ensure heavy duty and durability, during the development and testing phase these filters all undergone a 20,000 cycle test. This filters' range will provide an efficient filtration for a clean and clear water pool environment.



[info@emaux.com.au](mailto:info@emaux.com.au) / [www.emaux.com.au](http://www.emaux.com.au)

### Preformati Italia launches the EPS SYSTEM

These are pre-set, modular self-supporting structures ready to install and be finished in any manner whatsoever, which substitute, or may be used together with, traditional masonry structures with no need for skilled workers. They are certified structures made of high-density, self-extinguishing, sintered expanded polystyrene (EPS AE), which are smoothed and reinforced with fibreglass fabric, and waterproofed for every application. Whether modular, linear, circular or irregular, all our structures are computer designed and manufactured without using any moulds. Our product is a finished preformed structure with perfect radii of curvature and smooth surfaces for a professional installation. These structures are the product of precise on-site analyses of all the problems involved in the traditional building sector. Hence

they are becoming the starting point for a modern and innovative construction method, which is also quick, safe, clean and affordable. The key word is CUSTOMISATION. It is just from this idea that a careful analysis of both the engineering drawings and the electrical and plumbing installation begins, making our firm ready and able to resolve the most complex client requests.



[info@preformatitalia.it](mailto:info@preformatitalia.it)

### An innovative swimming pool dehumidification technology

Microwell, Ltd., a manufacturing and trading company with more than 7 years experience in the marketplace, launches its new, elegant and affordable swimming pool dehumidifier's DRY series, DRY 800 and DRY 1200. These units are designed for bigger indoor swimming pool halls with 90 – 120 m² surfaces. This new silent and effective dehumidifiers with a modern, and innovative design, are produced in silver metallic finish colour. Other innovations from the Slovak company are Microwell DRY Precision 100 and DRY Easy 200, remote wireless humidistats which are used for an effective control of the humidity and temperature regulation. They use the latest micro processing digital technology, with a modern silicon capacitance humidity sensor, ensuring a precise control with a long term constancy of the parameters. DRY Precision has got also a data logger function, enabling data recording and a sequent statistics processing for optimizing the unit's operation.



[microwell@microwell.sk](mailto:microwell@microwell.sk) / [www.microwell.sk](http://www.microwell.sk)

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## The majestic quality of reconstituted natural stone

Specializing in the manufacture and marketing of reconstituted natural stone paving, Fabistone is already a benchmark in the market. It offers several product ranges worldwide and manufactures reconstituted natural stone paving, curbs and walls with a certain beauty and refinement. Its modern production facilities allow it to use fully-automated processes, from designing and creating moulds right through to packaging. Fabistone products are exported to Spain, France, Italy, Belgium, Greece, Cape Verde, Morocco, Tahiti, Kuwait, Egypt, Dubai and Bahrain. Bradstone and Linea Sol, with the latest additions Chelsea Pavement, Traverti Wall and Bracara Pavement are two product lines manufactured by Fabistone in Reconstituted Stone, offering a variety of styles, from modern to rustic.



[info@fabistone.com](mailto:info@fabistone.com) / [www.fabistone.com](http://www.fabistone.com)



## Filtering and light electronic control for pools

MOPO, by Astrel, is an electronic control unit for swimming pools designed to meet three specific goals: integration, simplicity and economy. MOPO includes filtration management and the operation of lamps or 12 Vac LED lighting systems by MODO PZ-01 submersible buttons. Furthermore, MOPO's electronic control unit includes additional energy-saving and safety functions: automatic variation of filtration times depending on external temperature, antifreeze function and automatic activation of the ozone generator during filtration to reduce the use of disinfecting chemicals. On top of all this, it features a simple and intuitive user interface. The control unit also includes a quick access button for the H24 function. A USB port allows downloading new micro-programs to implement additional functions and easily download operating data. It is also compatible with home automation systems and recognizes additional cards with supplementary functions.

[info@mo-do.it](mailto:info@mo-do.it) / [www.mo-do.it](http://www.mo-do.it)

## The stronger nozzle plate in Technol filters!

Technol, the Slovenian producer of filters with more than 20 years experience, has developed a new production process for nozzle plate by of vacuum infusion. This production method, besides being eco friendly, positively changes the structure of the product, because of the higher content of fiberglass. In this way the plates are stronger with enhanced flexural strength and flexural modulus which means the best fatigue resistance. This is the best solution for commercial heavy duty conditions. Additionally all Technol filters are standard produced with vinylester liner which enhances chemical resistance.



[technol@siol.net](mailto:technol@siol.net) / [www.technol.si](http://www.technol.si)

## New polycarbonate slats

T&A, specialist in automatic pool covers, is extending its range of PVC slats by commercializing a new type of slat in polycarbonate. Polycarbonate (PC) is known for its high mechanical resistance to impact and its resistance to higher temperatures. This makes PC slats ideal to use in countries with more sunshine (higher UV radiation). These PC slats will complete the range of transparent and solar PVC slats. The polycarbonate slats offer a longer life expectancy of your cover and minimize the risk of damage caused by bad weather such as hail. PC makes it possible to use also solar slats in the southern part of Europe. So everybody will have the possibility to heat their pool by using free energy from the sun!



[info@aquatop.be](mailto:info@aquatop.be) / [www.t-and-a.be](http://www.t-and-a.be)

## A user-friendly cleaning robot

France based company PMPS Technologies designs and manufactures autonomous cleaning robots for swimming-pools. Its latest product, the Mopper V2, has a trendy design and presents an undisputable efficiency and reliability. It is equipped with Leroysoner motor, guaranteed for 4 years, that has a high rate of filtration and can be adapted to all coatings. It integrates several technical developments: the detection of full cassettes, a hydraulic strut rotation system and innovative fast cable/ motor connectors. It also brings to an end the visits to the factory for after-sales service. In fact, thanks to integrated solutions, the retailer can now carry out all the servicing tasks easily using a simple screwdriver and this within less than 5 minutes. The Mopper V2 is delivered with an elegant and strong trolley that holds the multi-purpose control unit.



[contact@mopper.eu](mailto:contact@mopper.eu) / [www.mopper.eu](http://www.mopper.eu)

## New brand T-Cover

POOL'S presents its new brand T-Cover synonymous with telescopic covers. How many times in the spring and autumn you wondered what could be the best solution for increased use of your pool? T-Cover is the answer, protects the pool and allows the right climate in mid-season, allows smaller pool maintenance, reduces water loss through evaporation and prevents the accidental fall of children and pets through the doors that are shipped complete with lock. Each T-Cover coverage follows the specific needs of realization. The covers are assembled using extruded aluminium alloy connected by internal teams and stainless steel bolts, the surfaces are made of transparent polycarbonate for the roof and safety glass for vertical surfaces. No need for guides to the ground as you scrolling of each module is assured by Teflon wheels which facilitate the opening and closure; can also be equipped with a pair of radio-controlled motors powered by solar panels. To put the best telescopic cover in your environment, you can choose from a wide range of colours, even with wood effect. It's possible to insert doors or sliding windows. The various types of T-Cover telescopic covers are: full, full with double roof, leaned against one angle, leaned against one roof, leaned against a double roof. The telescopic covers T-Cover can also be used on public facilities, accompanied by calculations and certificates filed in Civil Engineering. Are also easy to place in all those businesses in which you want to make usable spaces such as terraces or outdoor area, in order to increase your business.

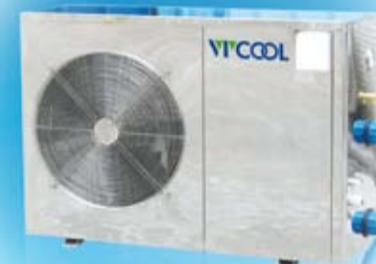


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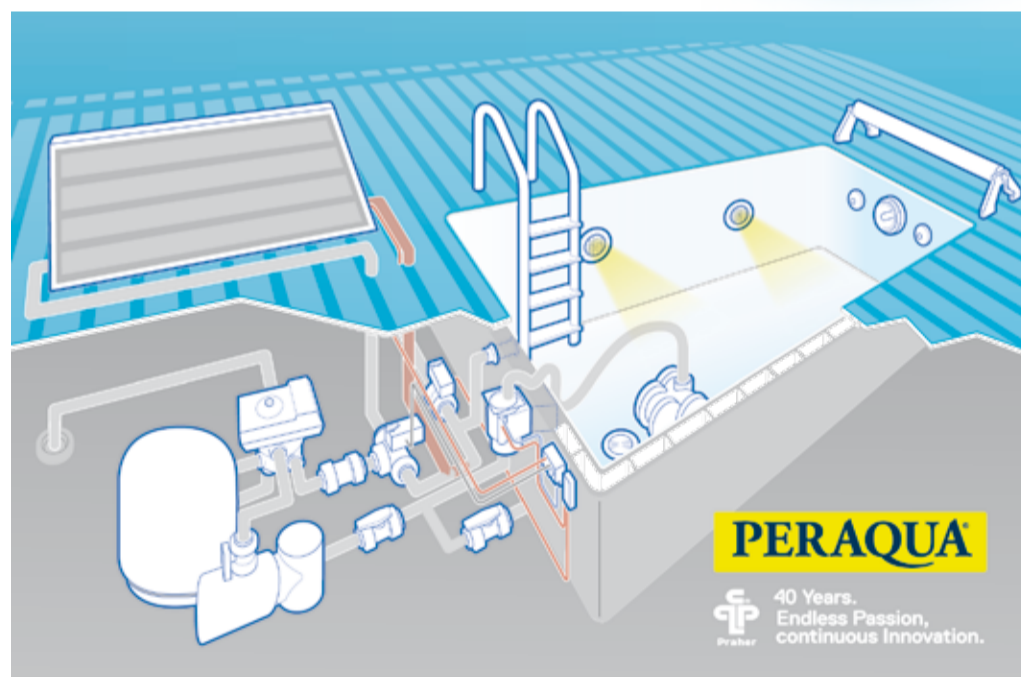
## V-COOL launches VL Series

VL Series is a new range of domestic swimming pool heat pumps, made of a 304 stainless steel shell.

It is rust free even under very salty or humid conditions. One of the main features of VL Series is to be energy saving: COP>5 at air 24°C (Dry bulb), air 19°C Centigrade (Wet bulb), water 27°C. Furthermore they are Eco-friendly as they use gas R410A. A military level control system, a titanium heater exchanger PVC, a lower noise level and a famous brand compressor, make of VL Series a very reliable product, with 20-25 years lifetime. The capacity range goes from 3.8kw to 5.5kw, 8.5kw, 10.5kw, 13kw, 17.5kw, 21.5kw and 25.5kw; a 60 Hz version is also available. V-Cools gives a 3 years warranty on the whole unit, which received the CE and RoHS approval



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### Lotus Spas series: a premium line of European spas

Lotus Spas series is a premium line of portable spas manufactured by the European Vajda Group with a tradition of quality and innovation in water sport equipment for 15 years. Those Spas feature a very modern design with ergonomic seats, as they are manufactured with an attention to every detail. They offer a full range of hydrotherapeutic massage treatments. Each seat and lounge is proportionally equipped with both water jet system and air jet system to fit any individual therapeutic needs. Every water jet is adjustable and can mix water with air through the air valves. A powerful air blower forces preheated air through spa water giving the illusion of sitting in a giant glass of champagne.

The shells are made from ARISTECH Acrylic® sheets reinforced with layers of vinylester fiberglass and covered with polyurethane foam, integrated with antibacterial protection of Microban. They all benefit of the latest ThermoGlove double insulation system and the LCD control technology for a convenient and user-friendly operation.

[kleberc@vajdagroup.com](mailto:kleberc@vajdagroup.com) / [www.vajdagroup.com](http://www.vajdagroup.com)

### Golden Coast's lofty view

Taking up residence in a completely new location on the balcony at Spatex, Golden Coast (Stand U130) is launching a number of new products for the 2011 season that will be on display at the show.

Starting with pool cleaners, two new models are the Barracuda T5 Duo suction and the Vortex 4 automatic robotic cleaner from the Zodiac stable. In lighting, Spectravision is the latest addition to the company's LED range, and is available in two models – one producing a moonlight white and the other offering 16 colours. Also coming this spring is the Spectravision Adagio Plus which combines white and coloured LEDs in one unit. New covers for 2011 include the DEL Mikado four seasons cover which 'seals' the pool and is designed to keep children out of the pool when not in use and also to keep out winter debris. Further up the scale is the fully automatic Roll Energy slatted cover system that can be supplied either solar-powered or for use with a 24V supply – with the motor inside the roller, there is no need for a roller pit.

Other debutants for 2011 include the Badu Eco-Touch pump with new Touch I and Touch II controllers for simple operation, yet more additions to the established Essentials range of fun and practical accessories for spas and hot tubs, the Mypool B touch pad controller for controlling water balance and sanitiser levels in pools, the Everyday 435 spa and hot tub with two-pump hydrotherapy system, Everyday saunas designed for customers who require a high quality product on a strict budget, and the Tylo Infra Red domestic sauna cabin that is designed to be assembled quickly and easily and is available in four sizes. Pictured is the Mirage Beauty from the Marquis Spas 2011 range, for which Golden Coast is the exclusive UK distributor.

[www.goldenc.com](http://www.goldenc.com)

### Swimming pools for all tastes



Founded in 1994, RP INDUSTRIES has already built more than 40,000 swimming pools all over the world. The Portuguese company is now active in many countries such as Portugal, Spain, France, Italy, Switzerland, Belgium, Romania, Hungary, Greece, Serbia, Russia, Morocco, Algeria, Angola, Cape Verde and Tahiti. In designing its pools, the company

uses Spectron steel, which has a thickness of 2.5 mm and has made it possible to reinforce the guarantee attributed to the steel for 30 years. RP INDUSTRIES offers various solutions for professionals in the world of swimming pools and stands out thanks to its wide range of products. This product range includes Soleo pools - kit pools made of steel and concrete; Inoblock pools, 100% concrete pools with double thermal insulation; Overflow pools, 75/100 liner pools using the Finnish overflow system; Naturalis concrete kit pools made of imitation wood or DynamicPanelPool pools, public swimming pools.

[vladimir.prudik@wanadoo.fr](mailto:vladimir.prudik@wanadoo.fr) / [www.rppiscines.com](http://www.rppiscines.com)



### Chlorinated water-resistant hose

The Hi-Fitt® laboratories introduce Barrierflex CDS®, a spiral hose, able to resist corrosion by chlorinated water. This one is suitable for feeding systems of swimming pool and hydro massage bath in place of regular rigid hoses. It combines two Hi-Fitt® patented technologies in an only hose: the crush-proof rigid spiral reinforcement inserted into the hose with Spiral Protection Barrier® that guarantees a higher degree of resistance, and the special film Chlorine Defence System® made of new PVC formulation that protects the hose from the abrasive action of chlorinated water. Laboratory tests revealed that the presence of the CDS protective film guarantees 11 times less water absorption compared to other PVC products available on the market, together with a drastic improvement of ultimate tensile stress and ultimate elongation. According to the duration and temperature parameters of the test, exposure to chlorinated water shows that it is 3 times more resistant to ultimate tensile stress, while there is no change to its ultimate elongation. The product is supplied with a Statement of Conformity and a 20 years Warranty Certificate.

[info@hifitt.com](mailto:info@hifitt.com) / [www.hifitt.com](http://www.hifitt.com)

### A range of stainless steel accessories

For many years Flexinox has supplied all over the globe stainless steel accessories for the pool. Now it introduces technology into the stainless steel: the new range of products Fx-ON! The Fx-ON range consists of the water curtain Aquila, the cannon Hydrus, and the shower Auriga. All three products combine the usual elegant design with special innovative technology that converts the stainless steel into a tactile control system. For instance, with Aquila, the water flow can be controlled and has an associated colour. This colour is projected on the water curtain by the LED lighting and therefore giving a relaxing chromotherapeutic effect. Besides, the Hydrotherapy program combines three different flow levels & colours over a period of time resulting in a complete and relaxing treatment. The Ambient one produces a transparent flow with Magenta colours. There is also a manual mode, allowing three different options to choose a personal atmosphere in and around the pool.



[customer@inoxidables.com](mailto:customer@inoxidables.com) / [www.inoxidables.com](http://www.inoxidables.com)

### When locking and unlocking an enclosure section becomes a pleasure

ALUKOV HZ starts the New Year by presenting its latest innovation for the 2011 season: EASY-UP, a technical solution for the locking and unlocking of individual enclosure sections. This solution, which meets AFNOR security standards, provides a new comfort in terms of locking and un-locking of enclosure segments. It is the first fully integrated upper-positioned control system located at a height of about 60 to 90 centimetres above the ground depending on the height of the enclosure model itself. Thus, it allows for more convenient handling of the segments by the user, without having to bend down towards the bottom of the enclosure. This solution is in keeping with the latest trends in modern curve and colourful designing and it is a natural extension of the streamlined, rounded design of ALUKOV's NEOTM line. This exclusive innovation will already be available throughout Europe via IPC Team distribution retail points, starting February 1, 2011; it will be officially launched in the Czech Republic as of Mar. 1.



[ipc@poolcover-ipc.com](mailto:ipc@poolcover-ipc.com) / [www.alukov.cz](http://www.alukov.cz) / [www.poolcover-ipc.com](http://www.poolcover-ipc.com)

### An original pool creation

A light, essential, solid shape and soft to the touch. Intentionally different right up to its colour: black! It the achievement of one of the most original pool proposed by Flagpool: an area of 98 m<sup>2</sup>, 22 mt at its longest and 7 mt at its widest, including a 70 m<sup>2</sup> solarium. Entirely constructed in reinforced concrete, the pool has a continuous perimeter overflow with two sides having a traditional Finnish edge system. The solarium flooring was completed in textured tobacco coloured pigmented cement with a protective coat of transparent resin. The water circulation system has been set up with two sand filters at 15 m<sup>3</sup> each, with a salt sterilisation system as well. The utility room and poolside accessories storeroom has been installed underneath the entire surface of the swimming pool solarium.

Added to this is a four place hydro-massage area, with 8 massage jets, controlled by a pneumatic button pad. The two broad access stairways have been designed to optimize the recreational use of the pool, which has a depth of 1.4 mt.



[info@flag.it](mailto:info@flag.it) / [www.flag.it](http://www.flag.it)

### New line of switchboards for water disinfection

Thanks to a further work on the mechanics and technical aspects, Pool's new power units have better performance and ease of maintenance. The 2010 line of switchboards for water disinfection offers customers a wide range of systems to manage the analysis and adjust basic parameters of pool water: Regular Timer Plus (daily and weekly chemicals dosing), Regula Zero Plus pH or Redox (monitoring of pH or ORP, recommended for modest size pools), Regula 2 Plus (monitoring, control and determination of pH and Redox, in compliance with more restrictive regulations), Regula 6 Plus (integrates a multi-parametric regulation processor to manage pH, chlorine, ORP and temperature, and features a remote service management via GSM / GPRD transmission module) and Regula Colour Silver (pH, ORP and residual chlorine, interaction with the controller through visual system programming, also features remote service management). The controller is also proposed in the Plus version and detects more than the standard parameters.



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# The ideas pool...

The credit crunch continues to affect the UK pool and spa trade, but even so, as of 10 January more than 100 exhibitors had confirmed their attendance at Spatex 2011. The even better news is that around a fifth of these are newcomers – underlining the fact that even in tough economic times there will be plenty for exhibition visitors to see and learn about for the first time.

Regarding the industry itself, some consumers who were thinking of dipping their toe in the pool or spa water may hold off making their decision for a bit to see how the economic situation pans out as the Coalition government's cuts start to bite during 2011. But the reality is that many of the people who were considering buying a pool or upmarket spa will be relatively unaffected by the economic situation and will go ahead with their purchase anyway. For others, the fact that life is for enjoying may well give them the impetus to take a trip to their local pool or spa specialist just to see what's on offer to add to their relaxation experience.

On top of that is the mass of pools and spas that are already out there that have been installed over the past 20 years plus... If parts fail or the pool or spa needs refurbishing, most private customers will still have those repairs made to keep the facility running – and commercial operations simply have to keep theirs in operation. To see some of the renovation opportunities and how to tackle them, read BSPF managing director Chris Hayes' article on the front cover of this publication.

It goes without saying that winning business is going to be tough for everyone for at least another year or more, but there is undoubtedly still business to be had across the pool and spa board. The exhibitors at Spatex 2011 are here to provide you with ideas, products and services that will help you get through these tough trading conditions, and emerge stronger and more competitive when the promised upturn does eventually arrive. Here Eurospapoolnews presents all the confirmed exhibitors for Spatex 2011, with a particular focus on the newcomers or companies with completely new products to promote to the trade and/or consumers.

## In the zone

Atmospheric Zone (Stand L139) says it is bringing its largest range of lighting to the show since the company first exhibited at the show, to include pool and spa lighting along with lighting for decking, cove, garden and landscape, commercial and full residential products. It will be launching its new range of "Cyrius" LED lighting. Atmospheric Zone is the official distributor of both Nexus & Next Step Products underwater lighting and systems and will be launching the all new SaVI Melody SOL.

[www.atmosphericzone.co.uk](http://www.atmosphericzone.co.uk)

## B. Haythorne (Stand U168)

Heavy-duty liner supplier and installer of the Delifol system, as well as stainless-steel pools. A 10% discount is offered on any Delifol liner quoted during the show.

[www.barryhaythorne.co.uk](http://www.barryhaythorne.co.uk)

## Catalyst for Catalina

Once again taking a significant stand area on the ground floor area below the balcony, Catalina Spas (Stand L109) is showing several new spa and swimspa models for 2011, and will also be displaying its new Eco heating system.

[www.catalinaspas.co.uk](http://www.catalinaspas.co.uk)

## Lo Chlor has it covered

Exhibiting at Spatex for a second consecutive year, Lo-Chlor UK (Stand L102) is launching its new Spa and Hot Tub Vinyl Cover cleaning system which cleans, restores and protects vinyl covers from the elements. Said to be easy to use and apply, the products have added benefits of increased water repellency, UV protection and a built-in algicide – all of which will pro-long the life of a new cover and bring an old one back to life. The company will also be launching its new product "Technical Guides" which are hailed as a great training aide for staff and customers alike and also act as good point-of-sale literature. There will also be a competition to win a case of excellent Australian wine and special on-the-day promotional offers and giveaways.

[www.totalwaterproducts.co.uk](http://www.totalwaterproducts.co.uk)

## Full support from HaLu

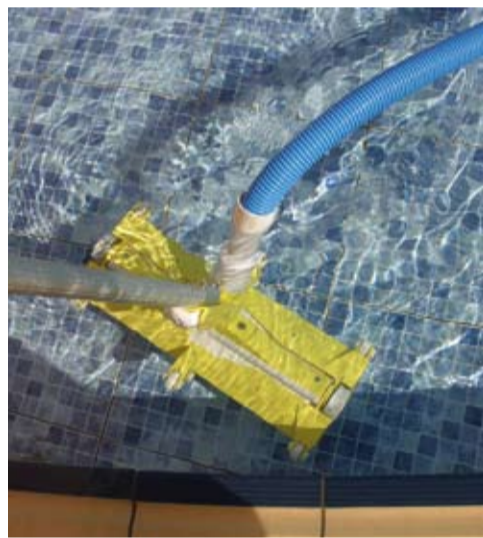
From Dutch company HaLu BV (Stand U147) comes what it describes as a "unique head support" for sauna, hammam and massage environments that forms to everyone's head". The ergonomically designed HaLu wellness pillows are constructed of four dishes on a platform that mould to everyone's head shape, and are designed to ensure that the neck and shoulders remain free of strain and weight. Four varieties are offered.



[www.saunakussen.nl](http://www.saunakussen.nl)

## Energy focus at Fairlocks

Pride of place at Fairlocks (Stand L152) will go to the Big Yellow One – which the company boldly describes as the "best manual vac-head on the market". Other established products include the Betaloc permanent concrete shuttering blocks, the Covrex fully insulated automatic pool cover with new in-pool roller, the energy-saving Heatinverter heat pump, and the Aqua de light LED lighting. Among the products making their debut for 2011 is the Red Leopard Orbit automatic pool cleaner – for which more details will be available at Spatex.



[www.fairlocks.co.uk](http://www.fairlocks.co.uk)

## Extremely refreshing newcomer

Pool refurbishment specialist BTU (Poolservices) (Stand U131) have over 35 years' experience of refurbishing and maintaining swimming pools, spas and hot tubs for private and commercial clients. They also describe themselves as "probably the largest independent stockist of pool equipment, chemicals, spares and components in the UK".

[www.btu-poolservices.com](http://www.btu-poolservices.com)



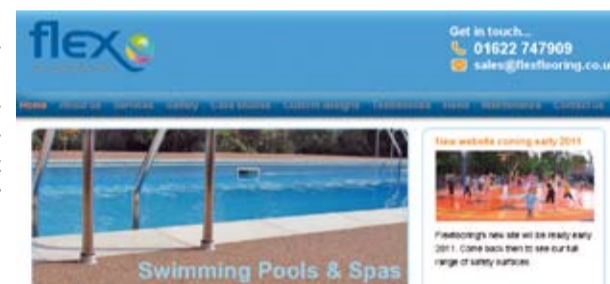
## Clear view out

Unobtrusive and innovative glazing systems for terracing, balustrades, pool surrounds and even pool fencing are offered by Clearly Frameless (Stand U156). The company's pool fencing solutions are manufactured using 316 marine grade stainless steel components with 10 or 12 mm toughened glass. The Frameless Glass Fencing is designed to maximise the view both towards and out of the pool and presents an 'open atmosphere'.

[www.clearlyframeless.com](http://www.clearlyframeless.com)

## Flexing its muscles

The company formerly known as Pool-safe Rubber Surrounds (Stand U113) has rebranded itself to better reflect its portfolio of products. The new company, Flex-flooring Ltd, will be promoted at Spatex – alongside its new product, Ultratuff, for which it is the UK and European supplier. A new website is promised early in 2011.



[www.flexflooring.co.uk](http://www.flexflooring.co.uk)

## Other Spatex Exhibitors in Brief

### Aqua Pharos International (Stand U114)

Scottish company Aqua Pharos International is once again displaying its range of patented, in-house-designed and manufactured underwater lights, including the SP200 models (pictured) – available with grey, white and stainless steel bezels. [www.aquapharos.net](http://www.aquapharos.net)

### Aqua Solar (Stand L148)

The Swiss company Aqua Solar offers a wide range of swimming pool products, including one-piece pools, spas, filtration equipment, covers, pool cleaners and low level pool enclosures. [www.aquasolar.ch](http://www.aquasolar.ch)

### Aqua Stone Pool Finishes (Stand L118)

Wiltshire-based Aqua Stone Pool Finishes specialise in pool finishes for new build and refurbishments for both indoor and outdoor swimming pools. Aqua Stone is the sole UK, Channel Islands and Ireland licensed applicator for the PebbleTec and PebbleSheen pool finishes, and also has over 20 years' experience in using all varieties of natural stone for the lining of swimming pool interiors and spas, and laying of stone for pool surrounds and ancillary areas. [www.aquastonepf.co.uk](http://www.aquastonepf.co.uk)

### Aqua World BV (Stand L106)

Netherlands company Aqua World BV is a supplier of hot tubs, saunas, infrared saunas and accessories. [www.aqua-world.nl](http://www.aqua-world.nl)

### Aquaflex (Stand U152)

Described as the UK's primary producer of swimming pool liners and floating solar covers, Aquaflex's product range also includes the Abrisud Low Profile Enclosure, designed as a less-pricey option for extending the swimming season for domestic outdoor pools. [www.aquaflex.co.uk](http://www.aquaflex.co.uk)

### Aquamat 4 Seasons (Stand L138)

Specialist UK pool cover manufacturer and trade-only supplier. [www.aquamatt4seasons.co.uk](http://www.aquamatt4seasons.co.uk)

### Arch Water Products (Stand U102)

Chemicals and water treatment products sold in the UK primarily under the HTH, Fi-Clor and Easiflo brand names. [www.archchemicals.com](http://www.archchemicals.com), [www.hth.co.uk](http://www.hth.co.uk)

### BASF Construction Chemicals (Stand L183)

Chemicals supplier. [www.basf.com](http://www.basf.com)

### Brenntag UK Group (Stand L106)

Part of the Brenntag Group, said to be the world's leading chemicals distributor. [www.brenntag.co.uk](http://www.brenntag.co.uk)

### Complete Pool Controls (Stand L120)

Chemical treatment and dosing equipment products for pools and spas. [www.cpc-chemicals.co.uk](http://www.cpc-chemicals.co.uk)

### Contech UK (Stand L178)

Sprayed concrete specialists for a variety of applications, including swimming pool shells. [www.contechuk.com](http://www.contechuk.com)

### Corinthian Polished Plastering (Stand L195)

Eastbourne-based pool finishes company.

### Cranbourne Stone (Stand L136)

Described as the UK leader in bespoke natural stone swimming pool surrounds, Cranbourne Stone offers coping stones, deck level grilles, paving, tiling, steps and bespoke works in sandstone, limestone, travertine, marble, granite, basalt, pre-cast and concrete. [www.cranbournestone.co.uk](http://www.cranbournestone.co.uk)

### Doughboy UK (Stand L108)

With a heritage going back more than 60 years, Doughboy pre-fabricated pools can be installed in-ground or above ground. UK customers can choose from 12ft rounds to a massive 41x21ft oval (available to special order). [www.affordable-pools.co.uk](http://www.affordable-pools.co.uk)

### Dryden Aqua (Stand L147)

With a strapline of "Environmental & sustainable water treatment by Marine Biologists", Dryden Aqua focuses on products that aim to make private and public pools chlorine-free – or at least to reduce chlorine demand. [www.drydenaqua.com](http://www.drydenaqua.com)

### Electair Exports (Stand U116)

Control panels for spa and pool control systems. [www.electair.co.uk](http://www.electair.co.uk)

### Elite Spas (Stand L186)

An established spa and swimspa designer and supplier, Elite Spas always offers an upbeat antidote to the gloomiest of economic predictions. [www.elitehottubs.co.uk](http://www.elitehottubs.co.uk)

### Heatsaver (Stand U128)

Liquid pool cover for commercial and domestic pool applications. [www.heatsaver.co.uk](http://www.heatsaver.co.uk)

### Intopool Direct (Stand U101)

Distributor and manufacturer of pool products, aiming to deliver the best quality and value to the trade. [www.intopool.co.uk](http://www.intopool.co.uk)

### Life Saver Pool Fence (Stand L180)

Safety fencing for domestic pools. [www.piscine-barriere.com](http://www.piscine-barriere.com)



### The sky's the limit

Stretch ceiling specialist Barrisol (Stand U106) will be showing the interior design possibilities for its ceiling solutions, which are said to be ideal for wet leisure areas. One of the company's latest high-profile installations is on the luxury cruise ship Oasis of the Seas, featuring 920m<sup>2</sup> of stretch ceiling.

[www.barrisol.com](http://www.barrisol.com)

### Arcus activity

Enjoying its second year at Spatex and building on its success in its debut year, Arcus Enclosures (Stand U144) has just announced that it has concluded an agreement to become the UK importer of the Pool Technologie range of water treatment controls. These include a small salt chlorinator that is expected to retail for under £700, and a salt and pH controller that will be less than £1600. The range goes all the way up to commercial equipment, but Arcus' Martin Paine expects to concentrate on the lower end of the range to start with.

[www.arcenclosures.co.uk](http://www.arcenclosures.co.uk)

### 'Sales record' for Hydropool

Hydropool Europe (Stand L140) says it is coming to Spatex on the back of record-breaking sales in the UK and Europe, but is still looking to service a few exclusive territories in the UK and Europe.



[www.hydropoolhottubs.com](http://www.hydropoolhottubs.com)

### Highly insulated

The double insulation system from Keps (Stand U149) has maximum heat retention properties and is said to be ideal for outside pools.

[www.maisonspectrum.com](http://www.maisonspectrum.com)

### A New Year for Provence

The latest addition to the product range from Aqua Warehouse (Stand U146) is the Bluetooth-equipped Provence spa, made in France but using Balboa controls from the USA. Alongside the twin loungers is a Bluetooth stereo system that enables you to stand close to the spa, connect your Bluetooth device wirelessly, and the stereo will play your favourite music.



[www.aquawarehouse.co.uk](http://www.aquawarehouse.co.uk)



### Stars of pool heating

Specialist heat pump and heat recovery system manufacturer Heatstar (Stand U136) is looking forward to its next 30 years with new variations of its products which are designed with great flexibility in the orientation and configuration of each unit. The picture shows the Heatstar team celebrating their 30th anniversary in 2010.

[www.heatstar.com](http://www.heatstar.com)

### Not stuck for words...

Innotec Supplies (Stand U140) can always be relied upon for eye-catching product demos at Spatex, and this year looks to be no different if a promised brand new product makes it to the show (at the time of writing, this was still in doubt, according to the company's Melanie Murrell). Innotec has appointed Spaeuro as a distributor for the company's range of repair, build and maintenance products – Spaeuro offers a one-stop-shop for dealerships, contractors, technicians and maintenance teams to provide a cost-effective ordering process. The picture shown is the Pro 2000 Gun, a high-quality glue gun for the professional use of cartridges.



[www.innotecworld.com](http://www.innotecworld.com)

### Removing spa delivery/installation hassle

Hot Tubs SOS (Stand U124) is offering spa retailers an outsourced delivery, installation and maintenance service for retail spas, swim spas and hot tubs. The company says it prides itself on the levels of service it is able to offer spa customers. Individual delivery and installation prices start from £275, and the service can be taken as a one-off or an ongoing contract. Hot Tubs SOS say they can collect a spa from anywhere in the UK from an importer or distributor and deliver directly to the customer, position and install – and even store the unit for a while if required. The company claims over 20 retailer customers and counting.



### Total Tintometer control

Lovibond Water Testing (Stand L122) is exhibiting its new and enhanced MD100 Pool Control Photometers, the 3in1 and 6in1. The MD100 3in1 measures chlorine, cyanuric acid and pH, while the 6in1 adds alkalinity, bromine and calcium hardness. Both models can measure chlorine from 0 to 10 mg/l (milligrammes per litre) or ppm (parts per million). The pocket-sized MD100s are designed to be completely waterproof, and to be ideal for recreational or commercial pools. Unique to Spatex visitors is a special offer to attend a Pool Water Testing Training Course at reduced cost for any Lovibond Tintometer course held in the UK during 2011 – vouchers for the offer will be available from the company's stand at Spatex.



[www.tintometer.com](http://www.tintometer.com)

### Astral returns

AstralPool UK (Stand U135) is back at Spatex 2011 with its usual range of commercial and domestic pool filters and pool accessories.

[www.astralpooluk.com](http://www.astralpooluk.com)

## Other Spatex Exhibitors in Brief

### Magmed (Stand L188)

Described as the UK's Infrared Therapy specialists, Magmed offer leading Physiotherm IR technology within modular therapy cabins and bespoke IR Therapy rooms to the leisure industry. The company is the exclusive UK distributor of Physiotherm Far Infrared Saunas in the UK and Australasia Infrared saunas. [www.magmed.com](http://www.magmed.com)

### Mak Energy (Stand U137)

Renewable energy specialists, including solar power. [www.makenergy.com](http://www.makenergy.com)

### Original Style (Stand L145)

Leading UK ceramic tile manufacturer specialising in high-quality floor and wall tiles, glass tiles, mosaics and natural stone tiles for residential and commercial projects. [www.originalstyle.com](http://www.originalstyle.com)

### OSPA (Stand L160)

[www.ospa.info](http://www.ospa.info)

### PBS bvba (Stand U104)

Range of one-piece and modular in-ground pools from Belgium. [www.pbs1.be](http://www.pbs1.be)

### Poollock (Stand L132)

Pool safety covers and heat pumps. [www.poollock.com](http://www.poollock.com)

### Safety Surfaces (Stand L175)

Cushioned floor surfaces for pool surrounds.

### Senlac Stone (Stand L184)

Stone copings and pool surrounds. [www.senlacstone.co.uk](http://www.senlacstone.co.uk)

### Siemens Water Technologies (Stand L114)

Swimming pool and spa chemicals. [www.siemens.com](http://www.siemens.com)

### Spa Crest Europe (Stand U117)

Exclusively responsible for the supply of Spa Crest, Coastal and Vision Hot Tubs to its UK and European dealers. The company's genuine American products are handcrafted in Claxton Georgia, USA, by Spa Crest Manufacturing Inc. The company aims to supply and support our Spa Crest and Vision dealers/retailers and provide a service that is second to none. [www.spacrest-europe.com](http://www.spacrest-europe.com)

### Paragon Pool Services (Stand U143)

Installation, repair and service of automatic pool safety covers. [www.paragonpoolservices.co.uk](http://www.paragonpoolservices.co.uk)

### Spa Euro (Stand U141)

Spa parts and accessories. [www.spaeuro.co.uk](http://www.spaeuro.co.uk)

### Splash Spas (Stand U139)

Described as 'Britain's largest online retailer of hot-tub chemicals and accessories', Splash Spas also retails a wide range of spas, hot tubs, saunas and gazebos. The company operates from a warehouse and distribution facility near Alton in Hampshire and provides service and installation nationally via a network of recommended service engineers. [www.splashspas.co.uk](http://www.splashspas.co.uk)

### Swimming Pool News, SPN (Stand U167)

Leading UK printed and online pool and spa publication, and the official magazine of the British Swimming Pool Federation. [www.swimmingpoolnews.co.uk](http://www.swimmingpoolnews.co.uk)

### Sun & Air (Stand U134)

Renewable energy solutions. [www.sun-air.co.uk](http://www.sun-air.co.uk)

### Spa Components (HWP UK) (Stand L161)

Products and accessories for the spa sector. [www.hwpuk.co.uk](http://www.hwpuk.co.uk)

### Stonecrest Marble (Stand L189)

Established in 2003, Stonecrest Marble has become one of the largest manufacturers, importers and distributors of natural stone within the UK. Stonecrest Marble is a direct manufacturer of its own products, which allows first grade products to its customers at unrivalled prices. With over 200,000m<sup>2</sup> of various products such as Marble, Limestone, Granite, Travertine and Mosaics, customers have a wide range of products to choose from. Goods are available on a next-day service anywhere within the UK. [www.stonecrestmarble.com](http://www.stonecrestmarble.com)

### Suntrap Systems (Stand L130)

Suntrap Systems of Birmingham were asked to supply their Portable Pro Disabled Lift for the temporary swimming pool installed recently at the Xcel Leisure Centre in Coventry while the main pool is being refurbished. Measuring 25m x 10m, this is the largest temporary pool that the contractors Total Swimming, in association with British Gas, have installed so far in the UK. Compact, easy to operate and with a lifting capacity of 28.5 stones (181 kilos), the fully automatic battery-powered Portable Pro Lift needs no fixings in the poolside and is ideal for this application, as it will be moved to the main pool once the refurbishment has been completed. Janet Cornthwaite, Managing Director of Suntrap Systems, comments: "We are delighted that our Portable Pro disabled lift was selected for the project at the Xcel Leisure Centre, as a tribute to the Lift's design and versatility." [www.suntrap-systems.co.uk](http://www.suntrap-systems.co.uk)

## Certainly Certikin

Taking its usual significant stand space in the ground floor arena, Certikin International (Stand L115) has a number of new products lined up for 2011. Among the newcomers are the Roldeck Proflex cover, a natural finish vinyl liner range, the tiled Heatwave heat-saving pool, a new range of Sylvania PAR56 LED lights and a host of water treatment products. Next door to the Certikin stand but effectively integrated into it, the Calorex stand will be manned by Certikin's heating and ventilation specialists – Certikin is Calorex's exclusive UK distributor.



[www.certikin.co.uk](http://www.certikin.co.uk)



## Effective exchange from Pahlen

From Pahlen (Stand U197) comes the Aqua Mex heat exchanger featuring a non-corrosive glass reinforced polypropylene housing combined with titanium coils as standard for high efficiency. The titanium coil is a combination of several single tubes twisted into a spiral, which is claimed to increase the contact surface within the exchanger body and is also designed to considerably reduce pressure loss. The Aqua Mex is available in 40, 70 and 100kW capacities, and the two smaller-capacity units are available as fully equipped versions, complete with circulation pump on the primary circuit, digital temperature control, flow switch and a non-return valve on the primary circuit.. These 'plug and play' versions are said to be installable in half an hour. A wall mounting kit and 63mm union connections are standard.

[www.pahlen.com](http://www.pahlen.com)

## Slip-technical

As a division of The Really Safe Flooring Company, Sliptech (Stand L170) is launching a new brochure covering all the company's products and services for total floor safety solutions. Sliptech is also introducing a new anti-slip system for the DIY market said to be ideal for ceramic and porcelain floors as well as porcelain baths. The kit will cover up to 10m2 and consists of a pre-treatment, anti-slip activator and a cleaner/degreaser for maintenance. The package comes complete with disposable gloves and instructions. Also new for 2011 are a number of anti-slip tile ranges including Durastone, Imola Stone, Valsecchia Ariostea and Monocibec for a greater choice of colour and size. Finally, the company is introducing a new range of safety vinyl from Graboplast, offering claimed high slip resistance ideal for the healthcare sector along with an effective solution for infection control.



[www.realsafe.co.uk](http://www.realsafe.co.uk)

## Soaking up the sun

The Sunsoka Pools brand (Stand L151), now under the new ownership of Villagio, is looking to develop sales across its range of pools and cabins and will be on the SP Leisure stand. Villagio managing director Robert Henry comments: "The start of the new decade seems an appropriate time to take Sunsoka onto its next phase. We will be looking at enhancing relationships and promoting business opportunities with the existing distributor network as well as developing and extending the Sunsoka range."



Also on display as part of SP Leisure's exhibition presence are spas from Canadian company Coast Spas, which will be displaying the new Cascade Phantom model – featuring what it says is the only 2ft waterfall and also the world's only vanishing edge on a spa. The Phantom recently won the industry's best new spa design at the 2010 International Pool, Spa & Patio Expo in Las Vegas. Coast says that the Cascade Series of hot tubs are the only spas in the world where water displacement is eliminated – whether one person or eight people are sitting in the spa, the water level never changes.

[www.coastspas.com](http://www.coastspas.com), [www.spleisure.com](http://www.spleisure.com)

## Re-use fittings with Pipe & Fitting Saver

A new plastic fitting and valve saver said to be perfect for repairing swimming pool manifolds and damaged plastic pipe systems is being showcased by Unipools (Stand U107). Called Pipe & Fitting Saver, and distributed by London-based Atovent Services, the device is designed to ream out the inside of plastic pipe evenly and accurately for 50mm and 63mm fittings, allowing the fitting to be re-used.



[www.unipools.com](http://www.unipools.com)

## Calorexcellence

Once again exhibiting in partnership with Certikin International, its exclusive distributor, Calorex Heat Pumps (Stand L111) will be showing its range of heat pumps including the Pro-Pac, Delta and Variheat – as well as the non-ducted dehumidifier range. New for 2011 is the Compac heat pump, especially designed to economically heat small above-ground pools.

[www.calorex.com](http://www.calorex.com)

# Green With Envy

Clearwater Spas is leading the world in energy efficient hot tubs designed with eco-logical solutions for everyone.

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"Clearwater Spas hot tubs are 12% more energy efficient than foam-filled and are much easier to service!"



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or [sales@clearwaterspas.com](mailto:sales@clearwaterspas.com)



[www.clearwaterspas.com](http://www.clearwaterspas.com)

**Surex (Stand L198)**

Surex reckons to be the only pool supplier in the UK and possibly Europe to be exhibiting all in-house products only. The company's larger-than-life founder, Derek Acca, sadly died just before Christmas 2010. [www.surex.co.uk](http://www.surex.co.uk)

**Swan Analytical UK (Stand L100)**

Pool controllers and water testing equipment. [www.swan.ch](http://www.swan.ch)

**Swimex Enclosures (Stand L156)**

Sliding pool enclosures. [www.swimex.co.uk](http://www.swimex.co.uk)

**Swimming Pool Bead/Sofikitis Pool Stone (Stand U148)**

Pool finish system combining reflective glass beads and white cement, which waterproof the pool shell and give 'spectacular' water clarity. [www.spdm.co.uk](http://www.spdm.co.uk)

**Waxman Caramics (Stand L142)**

On display on the Waxman Ceramics stand will be a new range of Niebla Lustre finish glass mosaics. There will also be a daily champagne draw. [www.waxmangroup.com](http://www.waxmangroup.com)

**Thermapool (Stand L192)**

The Original Pool Insulation Company, it invented the Thermapool swimming pool insulation system in 2003. The company helped to lobby the UK government to review energy saving regulations, making it the most trusted swimming pool insulation system in the world. Today, it ships Thermapool swimming pool insulation products all over the world, supplying both product and services to the swimming pool trade, to swimming pool owners, and to architects. Training is offered to anyone who wants to learn how to install Thermapool, and the company can recommend an installation team from its national network of approved qualified Thermapool installers. [www.thermapool.co.uk](http://www.thermapool.co.uk)

**Tiling & Pool Projects (UK) (Stand U145)**

Established in 1999, the company specialises in services to the leisure industry. It has been contracted to work for many local authorities, trust bodies, schools, hotels and the private sector throughout the UK. [www.tilingandpoolprojects.co.uk](http://www.tilingandpoolprojects.co.uk)

**Topline Water Chemistry Systems (Stand U108)**

Water chemistry solutions and products, including chemical feeders and dispensers, chlorine generators, control panels and salt chlorinators. [www.topline.uk.net](http://www.topline.uk.net)

**Villeroy & Boch (UK) (Stand U163)**

The company has developed from a manufacturer and marketer of high-quality ceramic products into an internationally-renowned lifestyle brand. [www.villeroy-boch.co.uk](http://www.villeroy-boch.co.uk)

**Waterstream (Stand L153)**

Now part of the Waterstream Group, Hot Tubs 2 Buy was formed in 2006 by its managing director Alex Kemsley to bring quality affordable hot tubs and accessories to the UK market. Its aim was to market a hot tub meets its stringent cost objectives without skimping on quality, and led to the associated accessories and service side attached to support our customers. The company now sources and distributes hot tubs worldwide including the USA, Europe, Asia and Australasia. Hot Tubs 2 Buy is a full member of the British and Irish Spa and Hot Tub Association (BISHTA), which has a strict set of guideline set out for all members to follow on hot tub safety and trading practices. [www.hottubs2buy.co.uk](http://www.hottubs2buy.co.uk)

**Out of the blue...**

Surrey-based Allspa (Stand U133) – sister company to SpaMonster – will be using Spatex to launch what it describes as the "groundbreaking" Ecoblu water management system for spas, swim spas and pools. A 10% special show discount and other promotions are promised for show visitors.

[www.allspa.co.uk](http://www.allspa.co.uk)

**Artesian well placed**

Yorkshire-based Artesian Spas (Stand U160) is majoring on a new range of spas that the company plans to launch for the 2011 season. Called the Garden Spas, the range is specifically designed for smaller homes or for use in tight spaces, either indoors or out, and features one-, two- and three-seat models. Described as 'plug and play', the Garden Spas are said to be built to the same standards as the rest of Artesian's model range.

[www.artesianspas.co.uk](http://www.artesianspas.co.uk)

**Reducing slips**

Complementing its environmentally friendly water treatment products, Aquafinesse (Stand U110) is launching its No Slip-Floor Tabs, which are claimed to reduce floor slipperiness by 88% in a single treatment, and are said not to damage flooring – which chemicals can do. The product is designed to address the issue of slips and trips, which are said to account for 30% of all reported accidents to staff and members of the public. Aquafinesse says that a weekly application of its No Slip product treats the root cause of slipperiness by breaking down the layers of biofilm that can accumulate in wet leisure areas. The product is said to work on all hard floor surfaces.

[www.aquafinesse.com](http://www.aquafinesse.com)

**Stainless stars**

A new range of stainless steel heat exchangers will be a main highlight of EJ Bowman's display (Stand U109) at Spatex 2011. Developed to satisfy the demand from many of its worldwide customers for a stainless steel option, the new range is seen as the preferred option by many customers for applications where salt water chlorination or saline is not used – thanks to the level of durability they are viewed as providing when used in a typical indoor pool environment. The stainless steel range is designed to complement the existing titanium and cupronickel products. Bowman says that the shell and tube design of its heat exchangers also makes them very easy to maintain – by removing the end covers, the tube stack can be easily withdrawn for cleaning. During the Spatex exhibition, Bowman engineers will be on hand to discuss visitors' requirements and provide advice on optimum product specification and material choice for specific pool requirements.



[www.ejbowman.co.uk](http://www.ejbowman.co.uk)

**Safety Turtle in safe water**

Safewater Alarms Ltd (Stand L177) has taken on the UK distribution of the Safety Turtle water-sensing child's wrist band, which sends a signal to a base station when it comes into contact with water and sounds an alarm.

[www.safewateralarms.co.uk](http://www.safewateralarms.co.uk)

**All the P's at Pollet...**

Among its debut products for the 2011 season, the Pollet Pool Group (Stand L144) is showing a significantly revised range of Piranha electronic pool cleaners (pictured), improved higher-density polystyrene pool building blocks, commercial ultraviolet systems and smaller-sized heat pumps to complement the company's existing Heat Perfector range.



[www.kennetwater.co.uk](http://www.kennetwater.co.uk)

**All of a Twitter at Plastica**

Pool equipment distributor Plastica (Stand U132) is clearly making use of the latest social networking media, emphasising its presence on Twitter, Facebook and Linked In. The company will be showcasing a number of new products at the Spatex exhibition. Pictured are models in the company's Heatseeker heat pump range.



[www.plasticapools.net](http://www.plasticapools.net)

**Watch out for the Riptide**

Specifically designed for the UK and European market, a new six-strong range of swim spas and exercise pools from Riptide (Stand L185) is said to suit every requirement. Riptide pools use Rising Dragon swim spa jets, Aristech acrylic shells and Balboa electronics, and also feature 100mm full foam insulation throughout, galvanised steel frames and stainless steel fixings. Models in the range include the 3.8m Hydro aimed at families, the 4.3m Neptune, the 5.2m Titan Pro designed for "serious swimming" and claimed to deliver 33% more current than normal swim spas, the 5.8m Poseidon which is described as a swim spa and full-specification hot tub combined, and the 4.6m Atlantis and 5.9m Nautilus dedicated swimming machines. A five-year warranty is promised, and Riptide has limited sales territories available – interested dealers are welcome at the stand at Spatex.

[www.riptidepools.co.uk](http://www.riptidepools.co.uk)

**Purely on the plus side...**

Specialising in low-chlorine and chlorine-free sanitisation systems, Pureplus is launching Pure+ UV, a scalable UV system that can be used as a standalone or complementary sanitisation method for pools of up to 220m<sup>2</sup>, or in combination with larger applications. Other variants optimised for the smallest spa and larger commercial applications will follow later in 2011. The product complements other products from Pureplus, including: Pure+ O2, an active oxygen system generated by a low-voltage electrolyser; Pure+ Biocide, biocidal conditioning using electrolysed copper/silver ionic treatments; Pure+ Heat, air-source heat pumps and latent heat recovery systems; Pure+ Test, tools for analysing pool water ORP, TDS and pH. The company are full and active members of SPATA and ISPE.

[www.pureplus.co.uk](http://www.pureplus.co.uk)

**Copybook range**

Procopi UK (Stand L105) continues to develop and expand its product range. Among the products debuting in 2011 are the 'innovative' RTM filters, Eurostar pumps, colour-coordinated Superliners, colour-coordinated skimmers, lights, slatted safety covers, Lux steam rooms, Mr Steam generators, and the SpaFrance range of spas and hot tubs.

[www.procopiuk.co.uk](http://www.procopiuk.co.uk)

**Paramount interest**

In addition to its usual range of pool fun toys and more serious pool products, Hampshire-based Paramount Pools will be announcing a new venture called Signature Products at Spatex. The new company has been set up to market a new one-piece fully tiled pool from United Arab Emirates-based Signature Pools. The company will be displaying a 6.5 x 3m pool, along with a 2.8m overflow spa.

[www.paramount-pools.co.uk](http://www.paramount-pools.co.uk)

**Waterco blows in**

Among the products being launched by Waterco (Stand L112) is the UK release of the Multicyclone Plus, which combines the benefits of the existing Multicyclone pre-filter with a 40ft<sup>2</sup> cartridge filter. For pools of up to 80m<sup>2</sup>, the Multicyclone Plus is claimed to eliminate the need for a traditional sand or cartridge filter, thus reducing the footprint of the filtration system. The design means the entire pool filtration system can be installed vertically on a standard pool pump if preferred or on a base alongside the circulation pump.



[www.waterco.eu](http://www.waterco.eu)



If you are launching brand-new products or services at Spatex, and they have not been featured in this exhibitor preview, please email information and pictures to [sdelany@eurospapoolnews.com](mailto:sdelany@eurospapoolnews.com) as soon as possible, and we will do our best to include them in our online post-Spatex review on the [Eurospapoolnews.com](http://Eurospapoolnews.com) website.



## TECHNO-SOLIS

### EFFICIENT DIRECT SOLAR POOL HEATING SYSTEM

Techno-Solis is one of the original companies involved with the design and manufacture of non-metal solar collectors. This company is headquartered in Florida, U.S.A. Its system has a patented design which will reliably heat a pool to a comfortable swimming temperature without increasing the utility bills. Techno-Solis flow tubes are connected for insulation so that they stay warm longer. This patented design also allows the panels to withstand freezing conditions better than collectors with round flow tubes that cannot expand or

change shape. The panels have long life expectancy and they can withstand the strength of a 240 km/h cyclone.

[info@techno-solis.com](mailto:info@techno-solis.com) / [www.techno-solis.com](http://www.techno-solis.com)



## POOLTECHNICS

### POOLCOVERS AND SOLARSYSTEMS

PoolTechnics manufactures four different types of swimming pool covers: HydroDeck, slatted cover provides fully automated operation, safety, heating and insulation; ThermoDeck and EcoDeck: high quality floating, insulating foam covers; SafeDeck: security cover. PoolSolar is a brand name for a variety of solar energy concepts.

[info@PoolTechnics.nl](mailto:info@PoolTechnics.nl) / [www.pooltechnics.com](http://www.pooltechnics.com)



## EVOLUTION SPAS

### IMPROVED ELEMENTS IN EVOLUTION SPAS RANGE

Last years, Evolution Spas re-developed the whole range of its spas. Some of the improving features were: 3Zone disinfection, a combination from an ozone generator with reaction chamber, an effective UV-system and a 1-micron filter with silver ions. This latter guarantees the clearest water with fewer chemicals, even without chlorine when using the Evolution Aqua-Perfect, 100% biodegradable. Furthermore, regarding spas enjoyments, the new sound system from SpaTunes now gives the feeling to be in the middle of the music: 360 degrees Omni surround. The sound reaches the

user through the water! The new SV series from SpaNET is also more energy efficient than the existing models and the first one will be shown at Piscine 2010. In addition, Evolution launched a new swim spa with a water level of 130 cm and a counter flow of 12 HP that guarantees the best work out even for a professional swimmer.

[www.evolution-spas.com](http://www.evolution-spas.com)



## DELUXE SPAS

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[sales@deluxespas.cn](mailto:sales@deluxespas.cn)



## EMAUX

### POOL AND SPA SYSTEMS

With over 32 years of solid experience and expertise, Emaux, an Australian company, has evolved from a Swimming Pool and Spa Equipment manufacturer to a company that is focused in Water Technology. Their new divisions are Spa & Whirlpool, Fountain and Water Treatment which work in conjunction with the Swimming Pool Equipment division. They sell various equipments of cleaning, disinfection, filtration, lighting, pool fittings, pumps or swimming pools surrounding items. Only with quality products and unsurpassed customer service would Emaux gain the trust from their clients.

[info@emaux.com.hk](mailto:info@emaux.com.hk) / [www.emaux.com.au](http://www.emaux.com.au)



## T&A

### PRODUCER OF AUTOMATIC POOL COVERS AND SOLAR COLLECTORS

Technics & Applications is specialized in producing automatic pool covers and solar collectors for swimming pools. The new production site in Geel, in the north of Belgium, with a surface of 3000m<sup>2</sup>, was put into use in the beginning of March 2007. Our products are exclusively delivered to professional installers, especially in Belgium, the Netherlands, France, Great Britain, but also in the rest of Europe.

[info@aquatop.be](mailto:info@aquatop.be) / [www.t-and-a.be](http://www.t-and-a.be)



## V-COOL

### SWIMMING POOL AND SPA HEAT PUMPS

V-COOL swimming pool heat pumps and spa heat pumps use a refrigerant to absorb heating from the ambient air. V-COOL swimming pool heat pumps and spa heat pumps are designed for more than 10 years of lifetime, requiring minimum maintenance and always giving your pool the right temperature. We offer a wide range of swimming pool heat pumps in order to prolong the season of swimming with more fun.

[info@vtcool.com.cn](mailto:info@vtcool.com.cn) / [www.vtcool.com.cn](http://www.vtcool.com.cn)



## INTER POOL COVER

### SWIMMING POOL AND SPA/HOT TUB ENCLOSURES

The IPC Team is a pan-European association of qualified manufacturers and traders who develop, produce and supply swimming pool and spa/hot tub enclosures. The IPC Team is present in 31 countries of the European Union, as well as in other European, Central Asian and South American countries and in the USA. The IPC Team, supported by its proprietary know-how and global experience, comprises the largest network of dealers in the world.

[ipc@poolcover-ipc.com](mailto:ipc@poolcover-ipc.com) / [www.poolcover-ipc.com](http://www.poolcover-ipc.com)



## MICRODOS

### CONTROL AND DOSING SYSTEMS

MICRODOS S.r.l. is an Italian leader company, manufacturer and reseller of control and dosing systems, for drinking water, waste water and swimming pool water treatment, chemical industries, detergency, laboratories and analyses, food industries, and for the medical field. Their experience has permitted to realize a range of innovative products, with a high quality level and multi-purpose that can fit several applications. Their product is featured by being compact, having a good quality, and a high performance. The production headquarter is situated in Rieti, Italy, where they avail

of a highly qualified staff. They have ranges of peristaltic pumps, electromagnetic pumps, professional controllers, peristaltic pumps with built-in controller, electromagnetic pumps with built-in controller, panels and systems.

[info@microdos.it](mailto:info@microdos.it)



## MICROWELL

### DEHUMIDIFIERS FOR SWIMMING POOL

Microwell, a manufacturing and trading company with more than 7 years experience in the marketplace, offers a range of dehumidifiers especially designed for dehumidification of smaller indoor swimming pools and spas. Our dehumidifiers are the high performance units, which operate on the heat pump principle. They make wet pool air circulate, remove the moisture content and deliver warm and dry air back to the swimming pool hall. They work more effectively than traditionally used ventilation and heating systems. There are three possible unit modifications – with fibre glass

cover (Plastic), with stainless steel cover (Silver) and with rusting resistant metal cover (Metal). Our latest one is an elegant and affordable swimming pool dehumidifiers belonging to the DRY series - DRY 800 and DRY 1200.

[microwell@microwell.sk](mailto:microwell@microwell.sk) / [www.microwell.sk](http://www.microwell.sk)

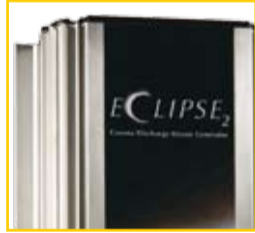


## PREFORMATI

### PREDEFINED MODULAR STRUCTURES

Preformati Italia manufactures predefined modular structures ready to install and coated with any finish. We produce cabins for wellness, « stones » effect structures, bowls, basins, various kinds of showers, and fountains. Modular, linear, circular or free design, all structures are developed and implemented by computer without using any moulds. The company has a highly qualified staff and to respond to the growing demand has expanded its operational structure of production.

[info@preformatitalia.it](mailto:info@preformatitalia.it) / [www.preformatitalia.it](http://www.preformatitalia.it)



## ASTREL

### SPA CONTROLS

MODO is a registered trade mark for ASTREL srl, a company that for over twenty years has dealt with the design and manufacture of electronic controls for multinationals in the hydro-massage sector, light industry and home appliances. European leader for spa controls, it is an essential reference in matter of hot tub, swimming pool, Turkish bath, sauna, for public or private use.

[info@mo-do.it](mailto:info@mo-do.it) / [www.mo-do.it](http://www.mo-do.it)



## MOPPER

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PMPS Technologies, a company based in France, designs and manufactures autonomous cleaning robots for swimming pools. Its latest product, the Mopper V2, with its demanding design, exhibits undeniable efficiency and reliability. Fitted with a Leroy-Somer motor, guaranteed for 4 years, operating with extremely fine filtration, it can adapt to any coating. It can be controlled manually or electronically, but mainly thanks to its integrated solutions, it does not need to be returned to the factory if it malfunctions.

[contact@mopper.eu](mailto:contact@mopper.eu) / [www.mopper.eu](http://www.mopper.eu)



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[www.vystava-bazeny.cz](http://www.vystava-bazeny.cz)

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### CONSTRUMA 2011

Hungary  
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[www.construma.hu](http://www.construma.hu)

### INTERNATIONAL SWIMMING POOL BATH & SPA EXPO

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[spafair@sina.com](mailto:spafair@sina.com)  
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[www.wavesmagazine.in](http://www.wavesmagazine.in)

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### POOL & SPA ASIA

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### PISCINA 2011

Spain - BARCELONA  
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[www.salonpiscina.com](http://www.salonpiscina.com)

### AQUANALE 2011

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[www.aquanale.de](http://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.



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