

# EUROSPAPOOLNEWS.com

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



## New Year's Revolution

Against the background of a tough recession, big changes are afoot in the UK pool trade's industry association. In this exclusive interview with EuroSpaPoolNews, BSPF managing director and Spatex director Chris Hayes explains the key developments for 2010.

### Online and in Print

EuroSpaPoolNews, the first true combined online and printed media for swimming-pool and spa professionals, is now available in 7 languages: French, English, Spanish, German, Italian, Romanian and Czech. More than 1300 articles dealing with industry news and new products were published during 2009, and 300 Newsletters were sent in 7 languages to 17,000 swimming-pool professionals all over the world.

The content of [www.eurospapoolnews.com](http://www.eurospapoolnews.com) is provided by numerous sources of information and attracts on average 1,000 visitors per day.

Lastly, between 8 and 10 paper editions offering the latest information, in English and in the local language, are distributed at the major international fairs, with a total amount of almost 40,000 copies printed.

Pool and spa professionals, make sure you use our combined online and printed media to promote your company and your products.

Loic Biagini and his team

### LE JUSTE LIEN

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**EuroSpaPoolNews.com:** Thank you for taking the time to talk to us in the busy lead-up to Spatex. You've already mentioned to us that 2010 sees several important changes in the British Swimming Pool Federation (BSPF), British and Irish Spa and Hot Tub Association (BISHTA), Swimming Pool and Allied Trades Association (SPATA) and Pool Industry Promotion (PIP); could you summarise those for us?

**Chris Hayes:** It's certainly a very eventful time for the BSPF. PIP has appointed a new PR agency to promote our industry; we've concluded an agreement with Go Publishing to incorporate the publishing licence for our trade publication, *Pool & Spa Industry*, into *Swimming Pool News*; we're very excited by the promised membership expansion of BISHTA; we're updating and expanding the SPATA and BISHTA Standards regarding pool and spa construction and maintenance; and we're also hoping to update and reissue our Code of Ethics to preserve business standards in our industry. Alongside all of these exciting developments, there have also been a number of changes made to the annual Spatex show.

**ESPN:** That's certainly quite a list! Let's take them one by one. As we're focusing on Spatex in this special publication, to start with, could you outline the

changes you've made to the show for 2010, and the reasons for them?

**CH:** Wearing my 'Spatex director's hat', I can certainly give you some of the background and thought processes behind them, but I'll leave the detail to show organiser Michele Bridle, whose thoughts I believe you can read elsewhere in this issue.

Spatex is a strong trade brand and we acknowledge it needs to remain so. However, with a consumer show incorporated into Spatex, we want to attract additional consumer business. Many exhibitors do understand it is important to have consumers there, even if they are not their intended audience at the show.

The directors of Spatex are very mindful of various opinions about the show location, frequency and whether we should encourage consumer interest, and we do take this into account before implementing any changes. Our aim is to ensure Spatex is successful for both exhibitors and visitors alike.

One major change this year is the addition to the show name. We have added 'The Pool, Spa & Lifestyle Show' as a strapline to attract more consumers to the show, while retaining the Spatex name for the trade audience.



The other big change is that the event now runs from Saturday to Monday instead of the previous Sunday-to-Tuesday format. We wanted to increase the relevance of the show to the consumer, and obviously the weekend is the best opportunity for

attendance. However, we also have to consider that many exhibitors are keen to meet the trade rather than consumers, so a balancing act was definitely in order, and this new schedule was agreed. By starting on the Saturday, this should help those people in the trade that want to reduce their time away from the office by attending at the weekend. The great news is that despite the economic difficulties in the UK recently, we have secured more than 100 exhibitors for Spatex, which demonstrates undeniably that there is a demand for our event. This is a fantastic result, and I'd like to pay tribute to the tireless efforts of show organiser Michele Bridle and exhibition co-ordinator Sandy Crockford in booking more exhibitors than the show had in 2009.

*Continued on page 2*

## BSPF's message in a Bottle

The British Swimming Pool Federation (BSPF) has appointed a dynamic new PR agency to raise its profile with the UK wet leisure sector, and to boost the appeal of pools and spas with consumers.

Eynsham-based Bottle PR – an award-winning agency with a string of successful high-profile campaigns to its name – has been working for the BSPF with effect from 1 January. Bottle has already been involved in the judging process for the SPATA Awards – the results of which will be revealed at the Gala Dinner on the first night of the Spatex show.

Bottle PR will also work on raising awareness of the BSPF's member organisations, the Swimming Pool and Allied Trades Association (SPATA), and the British and Irish Spa and Hot Tub Association (BISHTA).

*Continued on page 4*



## Lifestyle change for Spatex

As the traditionally trade-focused Spatex Show gets a major makeover for 2010 – including a new name – Eurospapoolnews asks show organiser Michele Bridle to outline the changes and the reasons behind them.

First of all, a warm welcome to the Pool, Spa & Lifestyle Show – Spatex 2010, the UK's only dedicated pool and spa exhibition! I'm very appreciative of this the opportunity to explain our show innovations for this year.

There's no doubt that 2009 was a challenging year business-wise. While it has obviously had a significant impact on the UK and European pool and spa sector, all is clearly not lost – as our exhibitor bookings for the 2010 Spatex Show clearly demonstrate.

Not only have we already booked more exhibitors for this year's show than we had a year ago, but

amazingly we have more than 30 entirely new exhibitors we haven't seen before. I firmly believe this illustrates an ongoing need for the event as a platform from which to advertise products and services to the industry. Without wishing to blow our own trumpet, the number of exhibitors is certainly a major achievement in the circumstances! Actually, it's the result of some sterling work by several people – not just us in the Spatex office – and in several areas too.

The key point is that we have really broadened the appeal of the event in that we believe we have something for everyone.

*Continued on page 3*

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# INTERVIEW

Chris Hayes, BSPF managing director and Spatex director



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**ESPN:** How concerned are you at the absence of some major names from Spatex?

**CH:** I firmly believe that companies should exhibit for solid business reasons, and some exhibitors choose to attend Spatex on a biennial basis. Although we have seen a drop in some high-profile exhibitors this year, we're confident that the number and range of exhibitors we have secured will continue to make Spatex a successful event.

The varied array of products being showcased in 2010 means we're positive there will be interest from enthusiastic dealers.

One of our main focuses for 2010 has been to increase attendance at the show. We have implemented several marketing tactics to achieve this, and are working with our new PR agency (more on that in a moment) to stimulate interest in the local area.

We have also introduced a 'consumer walkway' which will display different swimming pool options at various price-points, comparing them with other leisure items that consumers may be familiar with.

**ESPN:** In your long list at the start, you mentioned some changes relating to Pool Industry Promotion, and we understand you now have a new public relations agency...

**CH:** Yes, we have appointed a new PR agency to raise our profile and to manage all of PIP's marketing and public relations.

Bottle PR comes with an impressive track record. Last year the agency won two awards for its PR campaigns, and was named as one of the UK's top 150 PR agencies by its industry publication, *PR Week*.

We're naturally delighted that we have been able to appoint an agency that can offer the industry what it needs. We deliberately chose a company outside of the sector, because we wanted a fresh approach with a company that could quickly understand how our industry works. We are really looking forward to working with them.

As well as this exciting development, we have concluded an agreement for Go Publishing, publishers of the trade publication *Swimming Pool News*. This agreement incorporates the licence for our previous in-house title *Pool & Spa Industry* into their existing publication.

We will also work with Go Publishing's annual consumer publication, *What Pool & Hot Tub*; this partnership is really positive for us. The publication has significant distribution in W.H. Smith outlets, and Bottle PR will support us by supplying editorial features for this magazine.

We're really excited by these changes, as we are very keen to maximise the visibility of the industry and its products to consumers and the sector.

**ESPN:** What makes you see a potential expansion in membership for BISHTA?

**CH:** From BISHTA's perspective, we're delighted with the past year. We now have new membership classifications in place, and have identified a fantastic opportunity with holiday parks.

A couple of cases of Legionnaire's Disease in recent years have alerted holiday parks to the fact that suitable water hygiene management is vital. We've seen our first new member in Bluewood Lodges in the Cotswolds, and we're already receiving a steady stream of applications this year.

There are hundreds of holiday parks in the UK offering hot tubs to their customers, so this is a really exciting opportunity to recruit more members, and we'll be working with Bottle PR to maximise this and ensure we communicate the benefits of BISHTA to that audience effectively.

We also think that the increased presence of hot tubs in places such as holiday parks will lead to a

higher demand for spas and pools. We have approximately 110 BISHTA members at present, and we are planning for growth this year.

With BISHTA, we are constantly responding to what the members want from their membership, and have implemented roadshows to generate interest. The next one will be looking at hygiene/water management training – something in which our members have expressed an interest.

**ESPN:** There seem to be at least two definite – and apparently irreconcilable – 'camps' regarding the water treatment of spas and pools. How do you plan to address this?

**CH:** I don't think there is any divergence of opinion on the need for proper disinfection, but there is certainly a discussion on the best types of pool and spa water treatment within the industry as a whole. BISHTA and SPATA both have clear positions at the moment – based on advice from Pool Water Treatment Advisory Group (PWTAG) – relating to chlorine, bromine and PHMB (polyhexamethylene biguanide). We are fortunate to have people in our industry who are passionate about their subject – even if they don't always agree with each other! Regarding water treatment standards, our aim is to get a consensus on clean water in spas and pools – to talk effectively around the issues. We want to ensure there is a 'pool chemical protocol' – independently verifiable information that can be used as definitive advice. The experts in this particular area are PWTAG, and they are developing such a protocol so that everyone can access it to prove their particular treatment works.

We want to continue to promote debate to try to achieve a consensus over, for example, chlorine/bromine treatment, and to achieve a greater understanding of all the issues involved.

**ESPN:** What has happened with the SPATA Regional Meetings that used to be so popular a number of years ago?

**CH:** We have reinstated Regional Meetings with varied success. We're delighted with the content, and definitely pleased with the speakers – we've had peo-

ple such as solicitors, business coaches, Health and Safety specialists as well as seasoned pool professionals talking at these meetings, which we believe has provided a good balance.

However, the focus for this year is on reducing Regional Meetings and to hold what we are likely to call SPATA Seminars. It will be vital this year for installer members to come to these events because of the revision of the SPATA Standards happening in 2010. The emphasis at the SPATA Seminars will be on technical content, and for Bottle PR to provide marketing advice.

The Standards revision process is being led by SPATA technical advisor Peter Lang, supported by eight or nine key people, taking into account the views of a wider audience.

We also want to get the Code of Ethics updated as a matter of urgency, as like any industry, we seem to attract some less-than-scrupulous players. We are determined that the overwhelming majority who abide by accepted norms of business won't be tarred with the brush of an unscrupulous minority.

In terms of other responses to member enquiries, we are in discussions with Nsure about a new insurance option they are introducing as an add-on to their Poolsure scheme. This extra cover will provide legal protection as an equivalent to the householder's insurance policy, which often has free legal fees coverage.

To conclude, it has been an exciting few months, and we have a huge amount to look forward to in 2010. I hope all exhibitors have a successful time at Spatex, and that every visitor takes something useful away from their visit.



Interview by  
Stephen Delany for  
EuroSpaPoolNews.com



## SCP promotes Pratt

Ian Pratt, SCP (UK) sales and marketing manager since the company's formation in 1999 following the buyback of Norcal and Swimming Pool Warehouse, has been officially appointed as SCP UK's regional manager. He will have the task of continuing the development of the British subsidiary and setting up strong partnerships with its supplier partners. The announcement was made at SCP's National Show held at a Gatwick hotel from 18 to 20 January. Ian will be supported by his two branch managers, Jackie Ceesay of the Gatwick branch (head office) and Mark Deller of the Basildon branch in Essex – as well as UK board advisor David Mathers.

## Ocea UK opens sales and storage facility

Since its introduction into the UK market just ten years ago, Ocea has been fortunate to have a loyal customer base. In order to ensure that it provides the highest level of service it possibly can, the company is proud to announce it has invested in a new UK sales and storage facility, fully manned with a Sales and Service Team. Operational since 4 January 2010, the unit provides storage for a full range of spare parts that can be dispatched immediately.



There are fully qualified and experienced teams of cover engineers, directly employed by the company, to provide professional installation and technical backup for all of its UK clients. Ocea

UK is also equipped to control all the aspects of processing orders from initial quotation to final invoice. The new depot also offers greater flexibility for cover storage and delivery. The office is, of course, able to deal with all technical or sales needs. The company now has 100% control over the service and backup that it can provide its clients in the UK to mirror the service it already provides for its clients on the continent.

info@oceabe/www.oceabe

## Piscine prepares for its 2010 event

Piscine 2010, the world spa and personal swimming pool fair, will be held from 16 to 19 November 2010 at Eurexpo in Lyon (France). This event will reiterate the formula that combines the swimming pool and spa fair with Aqualie (the aquatic fun and wellness facilities' fair) and Wellgreen (the design and outdoor design fair). In order to simplify the visitors and exhibitors' task, the event organisers are looking at new services such as Piscine Connect which are due for launch very soon.



Noémie Petit

piscine2010@sepelcom.com / www.piscine-expo.com



Philippe Perrot

## Tout Pour l'Eau goes for exports

Manager of Tout Pour l'Eau, Philippe Perrot, has expressed his desire to fully exploit the potential of his swimming pool structure kits. Developed over the past few years, the kits are now being distributed more widely in Europe. The founder of the company and inventor/holder of the patented SolidPool kits now offers a unique range of modular formwork blocks with a 'tiling' finish. He explains: "We now have a head-start over our competitors and want to expand our exports." Company international development manager Remi Frachon says: "The quality, originality and complementary nature of our offering will help beat the credit crunch and enable us to achieve this quickly. The products we offer enable our clients to meet customers' demands fully and effectively. For example, MoodyPool hinged panels are ideal for the construction of individual freeform pools, and with the easy assembly, any handyman can build them quite straightforwardly." Read the whole article at [www.eurospapoolnews.com](http://www.eurospapoolnews.com).

solidpool.moodypool@gmail.com / www.piscine-kit-facile.fr

## Dryden has the DAP Factor

Specialist water treatment/filter media company Dryden Aqua is launching a system that it claims helps to compare the performance of water treatment systems in pools. Called the Dryden Aqua Performance Factor (DAP Factor), the system can be used as a tool to mitigate the risk to the public and pool staff, and avoid structural damage to the pool building – as well as a tool to help reduce running costs and save money. Dryden Aqua managing director Dr Howard Dryden says that a typical public pool could save up to 50% of its water treatment costs. The DAP Factor lets the operator know how well the pool is performing, and whether there is scope for improvement. The DAP Factor is based on the simple approach of the less chlorine being used per bather, the better the system performance. It is calculated from two simple measurements: average daily bather load; and average daily consumption of chlorine. Howard Dryden says that since most of the chlorine added to the pool will be given off as a variety of chlorine byproducts, the running costs and safety of the system are directly related to the DAP Factor. To download a copy of the DAP Factor report, visit the swimming pool section of [www.drydenaqua.com](http://www.drydenaqua.com).

www.drydenaqua.com

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 website.

# INTERVIEW WITH

Michele Bridle

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## Reorganisation

French company DOM COMPOSIT and its subsidiary POOL INDUSTRIE, both of which are managed by Pascal GONICHON, have reorganized their activities dedicated to the swimming pool industry. European professionals can now have access to a broad range of products from the group. DOM COMPOSIT: Acrylic steps and under liner steps, OCEAVIVA acrylic shell swimming pools,



Pascal Gonichon

ISYBLOC polystyrene formwork units. POOL INDUSTRIES : AB POOL aluminium-concrete structures, IMPLITEC shuttering structures, NATURAL DESIGN pool covers, OUTSIDE outdoor furniture. DOM COMPOSIT aims to export and is looking for partners to complete its distribution network.

[www.domcomposit.fr](http://www.domcomposit.fr)

Nick WATSON (left) and Gino Giannarelli

## Aqua Water Systems distributes through SCP

Pool controls company Aqua Water Systems, which has been selling its products in the UK for six years, is now distributing them through SCP UK. Its products include a range of automatic dosing devices of different throughputs to meet varying requirements, as well as sanitation products, filters, cartridges, pumps and accessories. The new distribution agreement with SCP will allow Aqua Water Systems to partner with all of SCP's European subsidiaries – particularly with the exclusive distribution of its IsiPool products.

[info@askaqua.co.uk](mailto:info@askaqua.co.uk) / [www.askaqua.co.uk](http://www.askaqua.co.uk)

## New shade in the Louisiane stone paving slabs range

The French company S.R.B.A. is now offering the Louisiane range as part of its large catalogue of reconstituted stone paving slabs. Available until now in rose and natural wood shades, a highly fashionable grey shade will be added in keeping with the colours and designs currently on offer. This product line, which comes in a large variety of imprints, perfectly recreates the authenticity and diversity of the material and the natural veins in the wood. It allows you to bring both a personal

and original touch to your terrace or swimming pool surround.



[info@srba-ra.com](mailto:info@srba-ra.com) / [www.srba-ra.com](http://www.srba-ra.com)



## Safety Turtle adopted by YMCA

Terrapin Communications' Safety Turtle – a personal wireless immersion alarm designed to protect young children, seniors, disabled persons and pets from drowning - has been adopted by YMCA and other aquatic facilities to automatically alert the front desk of a water rescue by one of its lifeguards. This product instantly detects immersion in water, and then transmits a signal that sets off a loud alarm at one or more base stations. It is the only one on the market satisfying insurance underwriter recommendations that a portable aquatic-emergency summoning device should be used instead of a hard-wired emergency button or telephone in a public pool area. A Turtle attached to each lifeguard rescue boy, which always goes into the water during a rescue, allows a single lifeguard to respond nearly immediately to an aquatic emergency, rather than having to reach the emergency call button and then go to the aid of the distressed swimmer.

[service@terrapin.ca](mailto:service@terrapin.ca) / [www.safetyturtle.com](http://www.safetyturtle.com)

## Interbad gears up for 2010 show

The 2010 edition of Interbad, the international trade fair for swimming pools, saunas, spas and wellness, will take place at the new Stuttgart Trade Fair Centre in Germany from 13 to 16 October 2010. Despite a difficult economic situation, the European trade fair for the public and private sphere has already seen almost 200 registrations and reservations almost a year before it even starts, a repeat of the previous event's success. One reason for this high level of support from the companies is the fact that the event consistently focuses on the four pillars of swimming pools, saunas, spas and whirlpools.



[www.interbad.de](http://www.interbad.de)

## Name Change

Soon after the 2009 event, we decided to rebrand the Show to the 'Pool, Spa & Lifestyle Show – Spatex 2010' and change the traditional opening days of Sunday to Tuesday to the new opening times covering the whole weekend, thereby allowing the exhibition to evolve into a more user-friendly event for all visitors – and particularly the general public.

## Shop Window

To make sure we grab and retain the public's interest, we have created a 'Pool & Spa Buyers Guide to Everything' – featuring a designated walk-through area showing photographs of all types of pools (with pricing). The potential pool and spa purchaser (or existing pool owner) can see everything that is available to them – from the package kit through the entire range up to the £100,000-plus indoor pool.

Alongside the main photographs, we're showing additional colour photographs of extras such as floating covers, a cover and roller, a motorised roller and safety cover (again with current prices). You'll also see pictures of tiles, paving, decking, liners, on-site liners, boilers, filters, heat exchangers, chemical feeders and other items – all priced as standard or as add-ons. Spas are included too.

As the general perception by the non-pool-owning public is that swimming pools are majorly luxury items (equals 'very expensive'), we are including price comparisons with items that the public may spend their money on instead of a pool – such as cars, boats, caravans, new kitchens, etc. That should put things in context for them!

On leaving the display area, visitors can collect a folder containing copies of everything included in the display, plus all the relevant information from participating companies.



## Remember to watch the Commercials!

As over half of our exhibitors supply the wet-leisure sector, we have launched an all-new Commercial Pool Operators' Centre. Located close to the

Technical Arena on the lower display floor, it's a unique opportunity for the pool operator to meet the exhibitors that supply products and services to the commercial sector of the pool and spa trade.

The centre is being staffed for the duration of the show by industry experts, who provide a direct link to the participating exhibitors with relevant products and services. Each exhibitor has nominated a technical representative to act as the point of contact for the pool operators – providing a fast-track route from the initial enquiry to the specific exhibitors and their stand location.

Categories of commercial products include chemicals, filtration, construction, hot tubs and others.

In addition, the Institute of Swimming Pool Engineers (ISPE) is presenting three focused lunchtime sessions in the Technical Arena for Pool Operators (light refreshments provided!). After the session, visitors will be directed to "their" centre for free and impartial advice, and will be given a floor plan of participating companies together with the nominated person's name.

## Catering for the Regulars

We haven't forgotten regular visitors either! They can take advantage of an Executive Club Lounge with some extra comfort benefits in appreciation of their loyalty. There's also a special bar and lounge exclusive to Spatex for the duration of the event, with special show prices on refreshments and light meals.

## All-inclusive

Meanwhile everyone can take advantage of a host of benefits and attractions, including: reduced parking rates at three NCP car parks in Brighton, and numerous competitions and stand specials with some fabulous prizes to be won.

And last but not least, the Gala Dinner and SPATA Awards are back at the Hilton Metropole Hotel with the show – so everything is all under one roof once again.

I hope the show is successful for exhibitors and visitors alike, and let's hope 2010 really does spark an economic recovery from which we can all benefit.

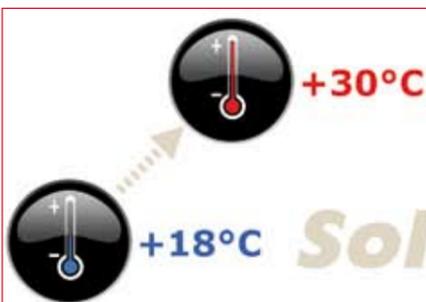
## New trade spa supplies website

The British company Splash Spas UK Ltd has just launched [www.splashspastrade.co.uk](http://www.splashspastrade.co.uk), Europe's only dedicated online ordering system offering an alternate way to procure chemical, accessories and consumables by the trade. It provides a one stop shop for spa retailers to purchase all the popular chemicals and accessory products for re-sale through to their customer base. Some distributors have a limited range of products or onerous ordering criteria which can put many dealers off buying an increased range of products and thereby making them unavailable to the end consumer. The company has launched this new website to emulate its success in the online retail supply to make a significant proportion of its spa related

inventory available for sale at trade prices with, for example: spa filters, aromatherapy crystals by PureSpa, cover lifters, steps, toys, chemicals and inflatable spas to name but a few. [www.splashspastrade.co.uk](http://www.splashspastrade.co.uk) has no minimum order requirements and provides an efficient and easy to use environment to research and purchase all their products. New items are added regularly and shipping is available on a daily basis to dealers, including to the UK, France, Belgium, Spain, Cyprus, Portugal and Italy. The customers also have the ability to search for previous orders and to cut and paste items from these.



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# Solar Pool Heater



## BSPF's message in a Bottle

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The new agency's strategy will include placing swimming pool and hot tub user case studies in the consumer press, and pitching real-life lifestyle stories to demonstrate the benefits of having a pool or hot tub installed in the home.

Bottle PR will also manage the BSPF's press office, providing rapid responses to any relevant stories that appear in the press on a daily basis, and positioning the BSPF as the commentator on industry issues.

Bottle PR managing director Will Cairns says: "We are thrilled to become part of the BSPF team at such an exciting time. Next year sees SPATA celebrate its 50th anniversary and BISHTA its 10th anniversary. With the impending 2012 Olympics, we foresee a very eventful time ahead for the BSPF and its member organisations."

As well as helping with the judging of the SPATA Awards, Bottle PR will also be attending and managing the media at the event. The PR team will also be supporting the association members with

media releases and advice on how to successfully raise their brand awareness at a local level.

Will Cairns continues: "We have fantastic experience in marketing and publicising award ceremonies, so we are well placed to implement PR for this prestigious event.

"We are looking forward to helping the members with their own PR and encouraging industry press and local journalists to attend the event. We will also be conducting post-event PR activity to encourage more exhibitors to attend in 2011 to help the event to continue growing."

Later in 2010, Bottle PR will be reviewing the BSPF's marketing activity and providing advice on how to maximise opportunities with all marketing materials and to implement a marketing toolkit.

The chairman of the BSPF's publicity arm (Pool Industry Promotion (PIP)), Jamie Adams, says: "In looking to improve the service we offer to our

members, PIP needed a dynamic PR partner that would allow us to be more effective in the promotion of the pool and spa industry.

"We are delighted with the solid approach provided by Bottle PR, and look forward to working with them to raise the profile of our industry and the products and services we offer to both the consumer and the trade."

Pool Technologie



### Automatic covers with polycarbonate solar panels

OASE, a Belgian company that manufactures automatic covers for swimming pools, uses translucent blue coloured polycarbonate solar panels. The use of this material has 3 advantages that guarantee better performances as compared to PVC: better resistance to high temperatures (it melts at 140°) and in case of hail as well as more transparency. In addition to the benefits in terms of aesthetic



aspects, the automatic cover thus offers a higher resistance to the external aggressions and as a result longer life. This system helps reduce heating needs (up to 80%), evaporation and consumption of water and chemical products, expenditure on air-conditioning, dehumidification and filtration as well as maintenance and algae-formation. The manufacturer offers the possibility to create covers in all forms so as to meet all needs.

info@oase.be / www.oase.be

### Variable flow pump

The new Intelliflo VF variable flow pump from Pentair Water can reduce energy consumption up to 70%. It includes an intelligent interactive electronic drive that calculates and maintains the required flow and controls motor speed, which can vary between 400 to 3450 rpm: the user can change the speed to pick up the exact required flow amongst a range of 300+ different speeds. No pump curves and hydraulic calculations are needed: one just needs to program the pool size and turnover and the pump will do the rest. It includes a protection against loss of priming or flow blockage, LCD display indicating flowrate, RPM and power consumption (Watts) as well as an internal 24-hour clock for setting controlled on/off times for filtering and up to 10 water features. This product is said to be easy to install, program and operate. It is connectable to the IntelliComm system.



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

### "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.

www.ocea.be / info@ocea.be

### Solar pool heater

The German designed and manufactured swimming pool heating systems from SOLAR-RIPP are made specifically for each installation. The solar collecting tubing is supplied in long rolls that are cut to size, and then mounted into support frames. The collectors can be mounted vertically, horizontally or in fact at any angle. As the tubes have gaps between them, they do not catch the wind like large panels, and are much easier



to mount. The majority of the component parts are manufactured from PRO-PYSOL, which is one of the most resistant plastics to chlorine and UV attack. A solar sensing system, water temperature probe with a controller (SR-C181GB) and a motorised valve complete the kit, to ensure that the system is only active when there is solar gain. SOLAR-RIPP is distributed in the UK by Procopi UK Ltd.

uk@solarripp.com / www.solarripp.com

### Self-adhesive swimming pool borders

German company Elbtal Plastics offers an innovative solution to add a personal touch to swimming pools rim zones. TOPborder uses nature as a role model by forming an ultra-thin, resistant, and stain-repellent layer to effectively modify surface properties. The ELBE ICE coated system transfers these properties to swimming pool borders in a singular manner while, at the same time, adding a durable visual enhancement with an individual note. The exclusive ICE surface nano coating provides strong UV protection, "easy to clean" properties, high resistance and protection against water chemicals. It can be used for renovating an existing pool or installing a new one and is reckoned to be ideal as an inexpensive renovation of the pool rim. The durable and robust special adhesive has been developed and selected specifically for use in

swimming pools. This product is lightweight, flexible and easy to handle: its very thin foil is reckoned to make it easy to install. 6 different designs are available: antique beige, antique blue, surf beige, surf blue, mosaic beige, mosaic blue.



info@elbtal-plastics.de / www.elbtal-plastics.de



### New tiles finish

The French company Tout Pour L'Eau, which manufactures and markets a range of swimming-pool kits, is offering SolidPool modular formwork blocks with an exclusive 'Tiles' finish. MoodyPool hinged panels for constructing individual freeform swimming pools have made the brand's range more complete, enabling it to meet all customer requirements. The simplicity of construction of these kits has made it much easier to organize construction sites, while helping to speed up the construction process and economise on materials.

solidpool.moodypool@gmail.com / www.piscine-kit-facile.fr

### New range of salt water chlorination units

With 33 years' experience in salt water chlorination, Monarch Pool Systems, a world leader in this field, launches in 2010 its new range of ProMATIC and EcoSalt units in Europe. The technical improvements include: new modern and attractive design of control cabinets, easy access to the 2 terminals for the connection of the pool cover to the ProMATIC control cabinet (to automatically limit the production of the unit when the pool is covered) and self-cleaning cells integrating a safety valve to prevent high pressure in the cell housing.



mpse@monarch-pool.com / www.monarch-pool.com



## New Mopper developments

PMPs Technologies has launched a new version of the Mopper robotic cleaner. New features include several technical developments, such as: detection of cassettes, a hydraulic strut rotation system, and a claimed innovative after-sales service solution. The robot cleaner is also manufactured at a new production site that was opened at the beginning of the year. This factory is located on the outskirts of Toulouse, and also specialises in aviation products as a major supplier to Airbus Industrie. Thus the product benefits from technical knowhow, requirements and production techniques of the aviation industry.

[www.mopper.fr](http://www.mopper.fr)

## ClearPro Technology for sand filters

ClearPro is a patented technology by Pentair to reach a very fine level of filtration around 4 times higher than with a conventional sand filter (about 10µ vs 40µ). This purity is achieved thanks to new porous laterals which act like additional filters, creating an extra barrier against the finest particles. As a result, the water is crystal quality: ClearPro approaches DE filter clarity with sand

filter functionality. It is available in the following Pentair products: TRITON II, TAGELUS II and CRISTAL-FLO (Sta-rite).



[marketing.poolemea@pentair.com](mailto:marketing.poolemea@pentair.com) / [www.pentairpooleurope.com](http://www.pentairpooleurope.com)



## A-Pool dosing panel

The A-Pool System PH-CL dosing panel from AQUA, Italian manufacturer of regulation systems, is simple to install and provided with all the necessary components to complete and set up the unit to start dosing chemicals. This complete dosing system is meant for pools up to 400 m3. It has an easy-to-read menu with password protection to prevent tampering with the settings. It features a separate relay for remote connection of any alarm condition such as low chemical or any other parameters in out of control condition, such as pH too high or chlorine levels too low. This twin headed measuring and dosing unit also comes with direct, digital display of measured free chlorine in ppm, a modular holder with pre-filter and flow switch, pH and amperometric chlorine electrodes and audible alarms for low chemical and error conditions. The dosing is stopped in the event of there being no pool circulation. It is supplied complete with all fittings and buffers to facilitate installation and an additional relay for salt chlorinator.

[info@askaqua.co.uk](mailto:info@askaqua.co.uk) / [www.askaqua.co.uk](http://www.askaqua.co.uk)



## 'All-In-One-Box' spa water care kits

Splash Spas UK Ltd has developed two complete water treatment kits based on the proven, American developed, ecoONE enzyme product. This successful product has been packaged in kit form to provide a handy and complete solution for spa water care. Its patented water care formula automatically balances and purifies water with minimal Bromine usage. It is an easy and simple method, which gives spa owners the assurance of the best possible water quality in less than 10 minutes per week. For the first time in the UK, each kit contains everything needed to treat water.

They are available for sale through the company's retail website, as well as being supplied free with all, non-inflatable spas purchased from [www.hottubsuk.co.uk](http://www.hottubsuk.co.uk). They come in 2 handy carry-boxes: a Starter Kit comprising everything needed to get up and running with the product and for 3 months thereafter plus a 3-Month Kit providing effective water treatment for up to 3 months after using the Starter Kit.

[apknight@splashspas.co.uk](mailto:apknight@splashspas.co.uk) / [www.splashspas.co.uk](http://www.splashspas.co.uk)

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

# Pool of excellence

BEARING IN MIND THE CREDIT CRUNCH OF THE PAST 18 MONTHS, THE FACT THAT THERE ARE WELL OVER 100 EXHIBITORS AT SPATEX 2010 IS SOME ACHIEVEMENT – AND A THIRD OF THEM ARE BRAND NEW TO THE SHOW! EUROSPAPOLNEWS PRESENTS ALL THE EXHIBITORS BOOKED AT THE EVENT AS OF 12 JANUARY 2010, WITH A PARTICULAR FOCUS ON THE NEWCOMERS OR COMPANIES WITH COMPLETELY NEW PRODUCTS TO PROMOTE TO THE TRADE AND/OR CONSUMERS.

## 'Crystal clear' water, lower chlorine from Aligator

Aligator Systems (**Stand L177**) promises "crystal clear" swimming pool water you can drink and lower chlorine levels, with its ionisation water purification system. According to the company, the system gives a 75% reduction in the need for chemical sanitisers. Product manager David Dunn says first-time users particularly value the ease of installation, and that the product's success since launch is due to people wanting to reduce chlorine and general chemical levels in the pool. The company says it has carried out successful installations at various aquatic parks in the UK and Belgium in 2009.

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

## Double power for Aquadelight LED



Claiming to be the worldwide market leader for LED swimming pool lights, Aqua De-light (**Stand L179**) says it is taking LED underwater lighting to a new level of quality, design and functionality with its slimline Double Power – said to be the most powerful light in the world. Double Power will light up a 10 x 4m pool, and offers a host of features including very low power consumption, slimline design, claimed 50% improvement in light penetration in water, and a wide angle, and is available in blue, white and multi-colour.

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

## Environmental credentials for Aqua Stone's Pebbletec

Available for inspection at Aqua Stone Pool Finishes (**Stand U151**), the PebbleTec pebble finish for pools is described as an ecological and natural pool finish. PebbleTec is sourced from New Zealand, and is carefully excavated, graded and sterilised before being shipped, and is approved by environmental agencies and licensed by the New Zealand government. On site, the pebbles are mixed with white cement and applied on to the pool shell, to give a natural-looking waterproof interior finish. The application process takes five days, after which the pool can be filled immediately. The benefits are said to include a beautiful natural water colour, pleasing texture and durable surface, along with easy maintenance and cleaning. PebbleTec is available in a 2-3mm size pebble for a textured surface of a 1-2mm pebble for a flatter smoother surface, and a range of colour options is available. The sea shell pebble is being added for 2010.



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

## Elite upbeat

Striking a very positive note, Isobel Rickards Sanger of Elite Spas (**Stand L178**) says that the quality of companies visiting Spatex seems to get better every year. The company is presenting two new spas for 2010, featuring a new control system that claims to reduce energy usage to less than 4kW per day, as well as the new EzeWater System. Pictured is the Serenity model. Elite is also showing the huge Eco Swim from the company's swimspa range.



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



## Aqua Warehouse goes Vita

Describing itself as the "home of the affordable hot tub", Aqua Warehouse (**Stand U163**) is introducing the new 2010 Elegant Spa from US company Vita Spas, established 35 years ago. Features of the 2010 Elegant Spa include 47 chrome jets, two 'fast flow' water pumps, an air blower with Vitaroma system, Aqua Burst Plus lighting system and MP3 surround sound stereo system with "sound quality that will surprise you".

Aqua Warehouse promises a high-spec model at an affordable price with a good dealer margin.

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

## Artesian takes on the South Seas

For 2010, Doncaster-based Artesian Spas (**Stand U131**) is introducing the South Seas Spas from May Manufacturing. From the Deluxe range is the five-seater model 746L (pictured left), featuring 46 jets and two pumps. Among the standard features in the range are LED lighting, pillowfall, neck jets, switch less motors for claimed longest pump life of any spa on the market, ozone water purification, and ArcticPac foam insulation on the shell and most hose connectors.

[www.artesian spas.co.uk](http://www.artesian spas.co.uk)

## Ducted dehumidification from Calorex

Heat-pump and environmental-control-unit specialist Calorex (**Stand L125**) is building on its wide range of existing products, with the launch of the new A300 VH ducted dehumidifier (pictured) that is designed for small pool halls where only non-ducted units have traditionally been available. Also on display will be the company's new Pro-Pac family of domestic and commercial swimming pool heat pumps ranging from 8 to 120kW, designed for inside or outside installation. All units can be specified for summer-only or all-season operation, and include features such as pool pump control,



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

## Everyday additions from Golden Coast

Major distributor Golden Coast has added two new models to the Everyday mid-range hot tubs line-up. The 435 and 660 (pictured) feature individual headrests, interior underwater LED lighting, backlit therapeutic waterfall cascades and a spa cover as standard – items that Golden Coast says are often found only on more expensive spas or offered as extras by other manufacturers.

With seating for up to six bathers, the interiors incorporate a reclining chair, a deep-seat and even a two-person 'love seat'! – along with a new internal entry step. The models are available in three colours and come with an American Cherry cabinet. A five-year structural warranty is standard.

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

## Arcus offers the complete package

New from Arcus Pools and Enclosures (**Stand L170**) is a low-cost complete swimming pool package for use in almost all weathers. Arcus is supplying a one-piece pool with a telescopic enclosure that can be slid back in good weather and kept in place in poorer conditions. Martin Paine of Arcus says the package comes with everything needed for installation: a one-piece prefabricated pool; telescopic enclosure; skimmer; filter; pump and pipes; cleaning kit; underwater light; steps; and (in most packages) a swim jet. The pool can be used throughout the year, although Martin agrees that some people will not want to swim in extreme cold conditions such as the UK has recently experienced. However, he reckons the Arcus package will triple the viable swimming season for most users. Bigger models are apparently large enough for users to stand up in. Installation is reckoned to take around a week, and the kit is designed for 'competent DIY people' or can be installed by a dealer. Prices start from around £12,000 for a complete 6 x 3m package, and 'good dealer margins' are promised.



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

## Starline star stays in one piece

On show at Starline (**Stand L168**) is the Monoblock one-piece pool, featuring a Roldeck automatic cover preinstalled into the pool and housed a completely hidden integrated pit. The pool comes with four inlets, two skimmers, low suction, pit suction and a vacuum point. All the fittings, preinstalled pipework and optional extras such as counter-current swim units are exclusively factory sealed, pressure tested and guaranteed before the pool arrives on site. For dealers, the pool is supported by a large range of point-of-sale equipment and material demonstrating the Monoblock's advantages. Starline is also promoting a chlorine-free ozonator/ionisator combination pool water treatment solution.

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





### Bowman goes titanium

Having launched its new Titanium swimming pool heat exchanger to the European market at the Barcelona pool show in October, Bowman (Stand U110) is showing the product at Spatex for the first time. Bowman sales manager Jamie Pratt says it is also suitable for spas. Titanium is said to be an ideal material for swimming pool heat exchangers because it is impervious to fluctuations in pH levels. The Bowman product is designed for optimum heat transfer to save on energy and cost while heating pools quickly using boilers, heat pumps or solar panels. A stainless steel version – suitable for the aquatic market – is also available. The picture shows the entire Bowman pool heat exchanger range.

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



### Spatex: a 'vital date' for Certikin's product launches

Cath Saunders, marketing manager for Certikin International (Stand L115), says it views Spatex as an excellent launchpad for its products for the new year, and regards it as one of the industry's most important dates – aside from the company's own annual seminars, of course. Highlights of Certikin's stand include the Heatwave insulated panel pool (pictured) designed to save energy and money, the new commercial range of Tranquillity Wellness equipment (also pictured), and a more versatile version of the Genie gas condensing boiler.



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

### Catalina celebrates decade-long Spatex presence

Salisbury-based Catalina Spas (Stand L109) is introducing a number of new models for 2010, celebrating a decade of exhibiting at the UK's only dedicated pool and spa show. Among the new arrivals is the Dual Temperature Swimspace – designed to combine fitness, therapy and pleasure according to the company. The pool and spa have separate filtration and heating sections, and the model on display at the show features waterfalls, LED lighting and a "deluxe sound system" with iPod docking station. Catalina is also launching the new-generation XL400 Twenty Ten series featuring a new speaker installation and available in the company's new acrylic, cabinet and cover colours. In the Eurospa range, two new models include the Avignon – aimed at rental



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

### Coast Spas goes for luxury



Luxury is the name of the game at Coast Spas Manufacturing (Stand L149), with three new spas for 2010. First up is the Cascade Niagara, part of the company's Elite and Luxury series, which comes with a patented vanishing edge and Coast Spas' Exclusive 24-in. waterfall. The Journey Curve lounge spa also features the company's Exclusive 24-in. waterfall, comes with a choice of 45, 55 or 65 jet

configurations, and is described as being designed for maximum comfort and hydrotherapy benefits. Finally, the slightly dodgily named TubLicious lightweight portable tub is being promoted as "making it easy to treat your body whenever and wherever you want".

It comes complete with power cord, so you can plug it in and fill it up wherever you like, and is designed to accommodate two people.



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

### Filters4Spas builds Darryl filter brand

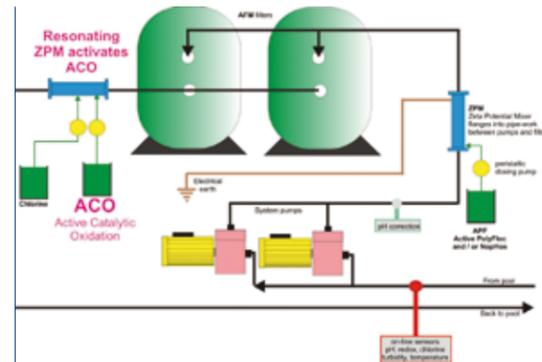
Brand-new company Filters4Spas Ltd (Stand U137) is aiming to build the brand and image of Chinese-based manufacturer Darryl Filtration while distributing their products throughout Europe and making it much easier for consumers to buy the correct replacement filter for their spa. Filters4Spas directors Phil Moseley and Gil Gingell are confident of success, and are keen to promote what they see as the key benefits of doing

business with China. Gil Gingell says that, unlike the vast majority of filters on the market, all Darryl filters (apparently making up 40% of filters in UK hot tubs) will now clearly have their part number on the filter itself, and are urging their OEM customers to do the same – all intended to save hours of frustration for consumers in scouring the Internet for the correct part. A comprehensive chart is also being provided to give the end-user and retailer alike an easy way of identifying their cartridge filter. Phil and Gil seem so confident in their product, that they will send out a filter sample to retailers free of charge, and also claim to be the only supplier to offer a 12-month money-back guarantee (as long as the warranty is registered online at time of purchase). Filters can be purchased from Filters4Spas in cartons of four or nine, pallets of 300-500, containers of 2000-4000 or 4000-10,000, with volume discounts available. "In the wet leisure industry, we seem to be bogged down with this ancient 'Made in China' syndrome," says Phil Moseley. "I have been dealing with China for some while now, and I have to say their honest, polite, modest and hard-working ethos is a real breath of fresh air. Switching my business dealings from West to East has been easy." The company's websites were launched at the beginning of January and orders are being taken with immediate effect, with shipments commencing after the Spatex show.



[www.filters4spas.com](http://www.filters4spas.com), [www.filters4spas.eu](http://www.filters4spas.eu)

properties, holiday lets or simply for those with a more restricted budget. The redesigned round Turin model now features a new cabinet style and internal layout.



### Dryden product aims to ditch chlorine

Active Catalytic Oxidation (ACO), a new product from Dryden Aqua (inventors and producers of the recycled-glass Active Filtration Media (AFM) product) on Stand L135, is aimed at enabling private or public pools to be chlorine-free – or at least to reduce chlorine demand. Its benefits are reckoned to be reduced chlorine consumption, to protect chlorine from ultraviolet rays and sunlight, reduce chlorine reaction products from UV and sunlight, make all surfaces in contact with the water 'self-cleaning', coagulate dissolved organics and help remove ammonium. ACO is a blend of poly-silicates and metal-oxide nano-particles. The poly-silicates put down a layer on tiles and pipes to give a non-slip surface that help prevent bacteria growing, while the nano-particle element increases the ability of the water to disinfect. The company's owner and founder, Dr Howard Dryden – who has long highlighted what he sees as the dangers of chlorine in pools – explains the rationale for ACO: "Chlorine disinfects water by chemical oxidation, but unfortunately chlorine combines with organic matter to form chemicals such as chloroform or cyanogens chloride. Chlorine also combines with ammonium and proteins to form organo-chloramines and inorganic chloramines such as trichloramine. Most of the chlorine reaction products are toxic to varying degrees and should be avoided or minimised when possible."



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

Discover the other new products on [eurospapoolnews.com](http://eurospapoolnews.com)  
New Products rubric

### Log cabins from the Lakes

Part of Lakeland Spas, Lakeland Log Cabins (Stand L105) sells a range of log cabins, weekend houses, barbecue huts and saunas as easy-to-assemble self-build kits. Made from Nordic spruce, which is known for its longevity in harsh climates, the products are said to benefit from high levels of durability. Also being shown is the company's new swimspace featuring a separate hydrotherapy unit, waterfall, lighting and music.

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



[procopi.com](http://procopi.com)

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### Exclusive Covrex distribution for Fairlocks

Fairlocks Pool Products (**Stand L162**) has secured the exclusive UK and Ireland distribution rights for the Covrex range of automatic swimming pool covers. Director Paul Webb says the Covrex cover is unique, with all slats being solid and providing additional rigidity and a perfect finish on curves that can be cut on site to fit any shape. He says Covrex offers major advantages over traditional PVC slatted covers in terms of insulation properties, offering an exceptionally low U-value of 0.12. The profile structures are made from expanded PVC foam, coextruded with polyurethane. The profile exterior is high-density PVC which gives a smooth surface to prevent any algae formation both above and below water level. Covrex covers comply with the strict French 2006 safety standard, are said to provide excellent resistance to weather and UV – making them suitable for all-year-round use – and come with a valuable five-year warranty. “We are delighted to secure the Covrex distribution,” says Paul Webb. “We have been successfully involved with both the sales and installation of slatted pool covers for some time now and it seems that many cover manufacturers say they have the latest or most advanced product to offer. However, Covrex really is a completely new and innovative creation. We are convinced it will change the way the UK pool industry perceives and sells automatic covers in the future.”



www.covrex.com

www.covrex.com



### Grundfos link for Gaffey

Gaffey Technical Services (**Stand U109**) is partnering with global pump giant Grundfos to act as the sole UK distributor for the company's GP Series products (see picture), designed especially for domestic and smaller commercial pools. Gaffey is also stocking the Grundfos Pool-Pro hybrid pumps with Eff1 high-efficiency motors which are included in the government's ECA energy scheme. These pumps have the option of built-in variable-speed control designed to save thousands of pounds in energy costs over the lifetime of the pump. Another new product includes the Dinotec pool controller, combining dosing and plan automation systems for domestic and commercial pools. The new additions to the Gaffey range enable it to offer its products and services to domestic and smaller commercial markets as well as larger commercial/local authority pools.

www.gaffey.co.uk

### Hand-held introductions with Lovibond

Lovibond/Tintometer (**Stand L122**) are launching their new hand-held 3-in-1 and 6-in-1 photometers, designed specifically for the pool user. The 3-in-1 model measures the common pool testing parameters chlorine, pH and cyanuric acid, while the 6-in-1 model adds bromine, total alkalinity and calcium hardness. The meters are supplied in a rugged carrying case complete with 100 tablets for each of the tests. They are said to be completely waterproof, and feature automatic switch-off, data storage and claimed simple operation.



www.tintometer.com

### Heat-pump push for Geothermique

Renewable energy specialist Geothermique (**Stand U156**) says it can reduce pool heating costs by as much as 70% with its heat-pump-based pool heating and ventilation systems, which are said to be suitable for small pools to leisure centres. The systems are said to be able to operate on even the

coldest of days, providing 100% of the heating and dehumidification requirement. Geothermique's solutions can also use heat-recovery pumping surplus from gyms, kitchens and living areas to provide hot water and pool heating

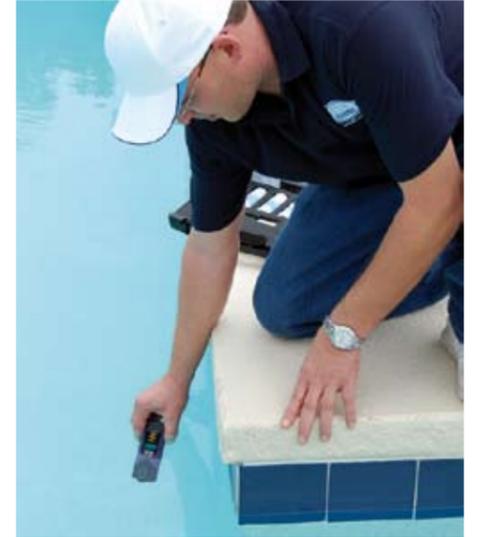
www.geothermique.co.uk

### Heatstar focuses on energy-saving and celebrates 30 years

Exhibiting in its own right this year rather than as part of the Astral stand, Heatstar (**Stand U141**) is showing the Andromeda and Gemini climate control units and the latest Aquarius heat pump. The company says that its Andromeda model cuts fan energy by 60%, and the EC30 unit is designed specifically for domestic pools with surface pool covers. To celebrate its 30-year anniversary, Heatstar is holding a draw on its stand for visitors to win a Methuselah of champagne – visitors simply need to leave their business cards to be in with a chance. Each stand visitor also gets a Heatstar teddy bear.



www.heatstar.co.uk



### ITS promotes eXact quality

The new eXact Micro 7+ pool test kit from ITS Europe (**Stand U158**) is described as the perfect solution for water quality testing for consumers and pool professionals. Exact, reliable and fast results are promised from a “professional meter at an affordable cost”. The pool kit includes photometer and reagent strips that measure free and total chlorine, pH, total alkalinity, calcium hardness, copper, ozone, cyanuric acid and transmission. In transmission mode, the eXact Micro 7+ photometer reads an additional 26 parameters. The waterproof meter is designed to fit comfortably in the hand, comes with a built-in sampling cell, and also has a five-year warranty.

www.sensafe.com

### Innotec gets stuck in

Eye-catching product demonstrations are a regular feature at Innotec Supplies (**Stand U160**) at Spatex, and with another new launch for 2010, that tradition is sure to be maintained. Easy Seal XS is a brand-new sealer designed for the construction of pools, spas and leisure rooms. Innotec says that most conventional silicone-based sealants contain solvents that go brittle with age and lose their adhesion – allowing the seam or grouting to look shabby, and dirt and mould to develop around the edges. A neutral-curing sealant, Easy Seal XS is free from acids and solvents, which means it can be used on sensitive materials – and it also retains

elasticity, making it ideal for expansion joints. Available in six colours, Easy Seal XS is said not to react to UV, chlorine or pH fluctuations.



www.innotecworld.com

## 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 in grey and white.  
[www.aquapharos.net](http://www.aquapharos.net)



### Aqua Solar (Stand L134)

Swiss pool and spa equipment company looking for UK partners.  
[www.aquasolar.ch](http://www.aquasolar.ch)

### Aquafinesse UK (Stand U116)

Water care products for pools and hot tubs.  
[www.aquafinesse.com](http://www.aquafinesse.com)

### Aquamats4Seasons (Stand L142)

Specialist UK pool cover manufacturer and supplier.  
[www.aquamats4seasons.co.uk](http://www.aquamats4seasons.co.uk)

### Aquatrac (Stand L118)

Automatic safety pool covers.  
[www.aquatrac.co.uk](http://www.aquatrac.co.uk)

### Arch Water Products (Stand U102)

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

### Atmospheric Zone (Stand L139)

Fibre-optic and LED lighting for pools, spas and architecture.  
[www.atmosphericzone.com](http://www.atmosphericzone.com)

### Barry Haythorne (Delifol), (Stand U168)

Heavy-duty liner supplier and installer of the Delifol system, as well as stainless-steel pools.  
[www.barryhaythorne.co.uk](http://www.barryhaythorne.co.uk)

### BASF Construction Chemicals (Stand L189)

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

### Bosta UK (Stand L184)

Pipes, fittings, valves and accessories for pools.  
[www.uk.bosta.com](http://www.uk.bosta.com)

### Brenntag UK (Stand U103)

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

### British Swimming Pool Federation (BSPF), (Stand U165)

The UK's industry association for the pool and spa

sector, also incorporating the British and Irish Spa and Hot Tub Association (BISHTA) and the Swimming Pool and Allied Trades Association (SPATA).  
[www.bspf.org.uk](http://www.bspf.org.uk)

### Canadian Spa Company (Stand L106)

Hot tub and spa manufacturer.  
[www.canadianspacompany.com](http://www.canadianspacompany.com)

### Cheshire Spas & Pools (Stand U148)

Spa design and installation company for high-end domestic and commercial spas.  
[www.cheshire-spas-pools.co.uk](http://www.cheshire-spas-pools.co.uk)

### Complete Pool Controls (Stand L120)

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



### Perfector Pro for Pollet

Among the new products from Pollet Pool Group (Stand L141) for 2010 is the new range of heat pumps, called Heat Perfector Pro (see picture right) and offered exclusively throughout Europe by Pollet Pool Group. Features include LED display on the controls, louvred side panels and a power defrost system on all models. Also being launched is the New Wave branded range of pool and spa chemicals (see picture left) especially adapted to the requirements of the UK market. Pollet is offering free Belgian chocolates on its stand as an enticement to visitors.

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

## Other Spatex Exhibitors in Brief

### Contech UK (Stand L181)

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

### Dallmer (Stand L185)

Drainage systems and accessories, grilles and showers for commercial pool applications. [www.dallmer.com](http://www.dallmer.com)

### Dynasty Spas (Stand L146)

Supplier of a wide range of spas and swimspas. [www.dynastyspas.co.uk](http://www.dynastyspas.co.uk)

### Electair Exports (Stand U124)

On display is a new M2M lower-cost remote site monitoring and control system to enable smaller companies and homes to make major cost savings in energy and staff time. Electair is also showing a range of energy-saving control panels with and without chemical control and ionisation. [www.electair.co.uk](http://www.electair.co.uk)

### EMU (Stand U138)

Data collection, analysis, interpretation and consultancy services relating to development, prospecting and environmental issues. [www.emulimited.com](http://www.emulimited.com)

### EPCO (Stand U101)

Pipework and fittings, valves. [www.epco-plastics.com](http://www.epco-plastics.com)

### Eurospapoolnews.com (Stand U152)

European multi-lingual website focusing on the domestic and commercial pool and spa sector. [www.eurospapoolnews.com](http://www.eurospapoolnews.com)

### H2O Plus (Stand U126)

The new company is launching its own brand of ioniser, which director Jake Fronda says "allows pools and spas to run on chlorine levels similar to tap water". [www.h2oplus.co.uk](http://www.h2oplus.co.uk)

### HWP UK (Stand L182)

Wholesale trade distribution of hot tub parts. [www.hwpuk.co.uk](http://www.hwpuk.co.uk)

### Hydropool Spas UK (Stand L193)

Hot tubs and swim-spas. [www.hydropoolhottubs.com](http://www.hydropoolhottubs.com)

### Intopool Direct (Stand U130)

A range of pool equipment, including manual and automatic cleaners, roller and solar covers, filters, pipework and pool vacuum cleaners. [www.intopool.co.uk](http://www.intopool.co.uk)

### IPS Flow Systems (Stand U146)

Plastic piping, pumps and engineering products. [www.ipsflowsystems.com](http://www.ipsflowsystems.com)

### Institute of Swimming Pool Engineers (ISPE), Stand L172

The technical institute for the UK pool and spa industry. [www.ispe.co.uk](http://www.ispe.co.uk)

### Jacuzzi UK (Stand L105)

Domestic spas and hot tubs. [www.jacuzzi-pool-spas.co.uk](http://www.jacuzzi-pool-spas.co.uk)

### KalTech (Stand U142)

Swimming pool cleaners, including automatic and robot models. [www.kal-tech.co.uk](http://www.kal-tech.co.uk)

### Life Saver Pool Fence (Stand L187)

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

### Lo Chlor UK/Total Water Products (Stand L102)

Specialist manufacturers of water treatment chemicals, and pool and spa chemicals. [www.totalwaterproducts.co.uk](http://www.totalwaterproducts.co.uk)

### Mak Energy (Stand U140)

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

### Nsure (Stand U166)

Specialist insurance and financial services for the pool and spa sector. [www.nsure.co.uk](http://www.nsure.co.uk)

### O2 Heat Pumps (Stand U147)

Heat pumps, heaters, heat exchangers and control panels for pools. [www.o2heatpumps.com](http://www.o2heatpumps.com)

### PoolRx slashes chlorine requirement

A natural mineral-based product that 'dramatically reduces' the amount of chlorine required in a pool, PoolRx (Stand U136) can be added to pools, spas and hot tubs in a few minutes. The claimed benefits are the elimination of stinging eyes and itchy skin, as well as a significant saving in energy costs as a result of the lower chlorine requirement.



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



### Exclusively Procopi UK

Pool products distributor Procopi UK (Stand L104) says that many of its products are exclusive to the company, so will not be available on the Internet at heavily discounted rates. Among the products for 2010 is a relaunched Cerland range of wooden pools in three sizes, also including stretched octagon and rectangular models. A 'superliner' (see picture) is supplied with a ten-year warranty to accompany the ten-year structural warranty. Also being shown is the Walu Lock hydraulic safety cover, now available in five models and five colours, with grey being added for 2010. Procopi UK are also approved suppliers and installers of the Alkorplan 1.5mm reinforced liner material. The new Platinum material is being displayed at Spatex.



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

### Poolsafe promises no slip-ups

A new non-slip paint system called Ultra Tuff from Poolsafe (Stand U135) promises reduced or eliminated slip fall injury claims. The water-based non-skid coating uses recycled rubber granules that can be rolled or sprayed on, and the coating is claimed to last for years, even in high-traffic areas. Poolsafe is announcing exclusive UK distributorship of the product for 2010. Available in 19 colours, Ultra Tuff can be applied to many different prepared surfaces, including wood, concrete, fibreglass and metal on pool decks/surrounds, internal pool paint, walkways, rest-room and changing-room floors, steps and stairs, and equipment rooms. Also being launched is another flooring product from the USA.

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



### Solar system...

Sharing a stand with UK distributor Procopi UK, Solar-Ripp (Stand L104) will be showing its solar

panel pool heating solutions, made specifically for each installation. The solar collecting tubing is supplied in long rolls that are cut to size then mounted into support frames. The collectors can be mounted vertically, horizontally or at any desired angle. As the tubes have gaps between them, they do not catch the wind like large panels, and are said to be much easier to mount. The majority of the component parts are made from Propysol, reckoned to be one of the most resistant plastics to chlorine and UV attack. The panels are accompanied by a solar sensing system, water temperature probe with a controller and a motorised valve – ensuring the system is only active when there is solar gain.

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

### Rotospa aims to expand dealer network

Claiming to be the UK's only manufacturer of hot tub spas, Rotospa (Stand U169) has the goal of expanding its UK and European dealer network through its Spatex presence. The company's products start from £2300 recommended retail price.



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

POOL PROTECTION  
**COVREX**  
[WWW.COVREX.COM](http://www.covrex.com)

- Five year warranty
  - Simple to cut to shape on site
  - Highly insulating (U value 0,12)
  - Conforming to NFP90308 safety standard.
  - Resistant to hail & frost
- Professionals: join our growing dealer network!**
- Fairlocks** Pool Products
- Classic hollow slats
- POOL PROTECTION  
**COVREX**

### Spa Crest celebrations

One of this year's many first-time exhibitors at Spatex, Spa Crest Europe (Stand U117) is looking to extend its UK network of 20-plus dealers through its show presence. President of Spa Crest Manufacturing Chad Moreton will be on the stand to speak to show visitors. The company celebrates 25 years of hot tub production in 2010. Six models on display include examples from all three of the company's ranges. There will also be a sample of a new exclusive colour from Lucite, the twin-lounger Hatteras tub, the eight-person Vision Hydrex hot tub, details of Spa Crest's new swim-spa, and a new CD ozonator.

[www.spacrest-europe.com](http://www.spacrest-europe.com)

### Sealing the deal with SP Leisure

At SP Leisure (Stand U143), the 2010 Sunsoka and Solid Pool ranges will be shown, along with the new Cruiser pool cleaner range, Seal salt chlorinator and SPL swim jet suitable for wooden and concrete pools.

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

### Spatex take-off for Swan

Swan Analytical UK (Stand L100) is using Spatex to launch its AMI Codes CC product, which provides continuous measurement of free, combined and total chlorine based on the DPD method. The equipment features integrated pH measurement with temperature compensation, and is suitable for water containing chemicals such as cyanuric acid. Also being shown is the portable Chematest photometer and accessories, which measures pH, chlorine, chlorine dioxide and ozone.

[www.swan.ch](http://www.swan.ch)

### All-purpose Tylö

In a significant departure for major pool trade distributor Golden Coast, the company will this year be exhibiting its luxury Tylö sauna and steam brand standalone at Spatex (Stand L124). The company's main thrust is to show that you can combine sauna and steam in one unit for commercial, hotel or domestic use.

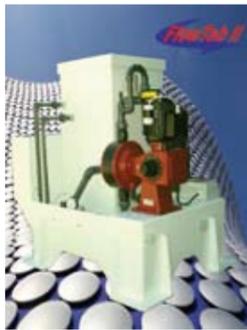
By providing separate dry and wet areas in a single cubicle, the Tylö Impression IX210 reckons to overcome the inherent problem of mixing dry hot sauna and temperate steam, enabling bathers to select their preferred bathing experience. The unit also incorporates an integral thermostatic mixer-controlled shower.



### Joint promotion for Melspring and JAK Water

JAK Water Systems and Melspring International (Stand L154) are jointly promoting their swimming pool chemical ranges, specifically designed for commercial, private and retail markets. JAK Water is known for its Flow Tab II calcium hypochlorite dosing units (pictured), plant room maintenance and installation services, while Melspring is a multinational distributor of water treatment products. Brands being highlighted include the Melcorite range of calcium hypochlorite tablets and granules for public pools, the Pool Power series of products for the individual pool owner, and the

Melpool brand for sale through retail outlets. JAK also distributes Aqua Couleur, colouring for pool water, for use in high-profile events in public pools.



[www.jakwater.co.uk](http://www.jakwater.co.uk), [www.melspring.com](http://www.melspring.com)



Available with single or twin benches, with the sauna area capable of being configured with a stepped bench if required, the modular construction of the Impression IX210 allows a variety of configurations to be achieved, including either a left or right hanging door, to fit the chosen location. The unit is supplied ready plumbed and wired for connection and takes up little more floor space than a corner bath.

Also on show will be the design-led Tylö Space Vision 150 with full-length smoke-tinted safety glazed wall panels and rounded bow-front designed for those who enjoy saunas surrounded by light and a sensation of space. A full range of sauna and steam-room accessories are also on display.

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

### Unipools goes underwater

In addition to its Compass Pools one-piece composite pool range, Unipools (Stand U107) is showing what it describes as the revolutionary H2O glue – an underwater adhesive that has "the most amazing uses" for repairs. A stand demonstration will show off the product's capabilities. Also on display are a full range of pressure testing and leak tracing equipment, the Leak Trac LT1200 that enables engineers to find holes in liner pools without getting in the water, the socket saver, a range of non-chemical stain and scale removal products which will be continually demonstrated, and the Paramount in-floor cleaning system for concrete and liner pools.



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

### Waterco's commercial focus

For this year's Spatex, Waterco Europe (Stand L110) is placing strong focus on its commercial range, with a commercial filter as well as the commercial Hydrostar Pump on display. New products include the energy-efficient 'super-bright' LED range which now includes a colour-change model – available in niche or surface-mounted versions.



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

## Other Spatex Exhibitors in Brief

### Oase (Stand L136)

Automatic pool covers with polycarbonate slats.  
[www.oase.be](http://www.oase.be)



### 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 L176)

Swimming pool technology for public and private swimming pools and spas.  
[www.ospa.info](http://www.ospa.info)

### Paragon Pool Services (Stand U106)

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

### Passion Spas (Stand L147)

Spas from Dutch company Fonteyn.  
[www.fonteyn.nl](http://www.fonteyn.nl)

### Pool-ID UK (Stand U161)

Water testing equipment.  
[www.pool-id.com](http://www.pool-id.com)

### Poollock (Stand L132)

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

### Pro-Swim Pool Chemicals (Stand U120)

Pool and spa chemicals.  
[www.pro-swim.co.uk](http://www.pro-swim.co.uk)

### Really Safe Flooring (Stand U134)

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

### Safety Surfaces (Stand L175)

Cushioned floor surfaces for pool surrounds.

### SCP UK (Stand L107)

Major distributor of pool and spa products.  
[www.scpool.com](http://www.scpool.com)

### SCS/EEG (Stand U149)

[www.scs-expo.co.uk](http://www.scs-expo.co.uk)

### Siemens Water Technologies (Stand L116)

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

### Signature Pools (Stand L186)

[www.signaturepools.ae](http://www.signaturepools.ae)

### Spa Euro (Stand U145)

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

### Spectrum Spas (Stand U159)

### Sprayed Concrete Services (Stand L183)

Shotcrete swimming pool shells.  
[www.sprayed-concrete.co.uk](http://www.sprayed-concrete.co.uk)

### Sunlighten (Stand U125)

U.S. sauna company.  
[www.sunlightsaunas.com](http://www.sunlightsaunas.com)

### Swimex Enclosures (Stand L150)

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

### Swimfriends UK (Stand U154)

Specialist buoyancy flotation products for disabled people and patient therapy.  
[www.swimfriends.co.uk](http://www.swimfriends.co.uk)

### Swimming Pool Bead (Stand U144)

Pool finish system combining reflective glass beads and white cement, which waterproof the pool shell and give 'spectacular' water clarity.

### Swimming Pool News (Stand U123)

Trade publication for the UK pool and spa industry.  
[www.swimmingpoolnews.co.uk](http://www.swimmingpoolnews.co.uk)

### The Lifting Pool Floor Co. (Stand U150)

Moveable pool floors for high-end domestic and commercial markets.

### The Mosaic Company (Stand U115)

Comprehensive range of ceramic, glass and marble mosaic tiles currently available from stock in the UK.  
[www.mosaiccompany.co.uk](http://www.mosaiccompany.co.uk)

### Topline Water Chemistry Systems (Stand U128)

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)

### Total Water Products: see Lo Chlor UK

### Triogen (Stand U113)

Leading design and manufacturing company specialising in ozone and UV water treatment systems.  
[www.triogen.com](http://www.triogen.com)

### Unipro (Stand L191)

Online shopping site for pool retailers, enabling online customers to buy via their local retailer.  
[www.unitedpoolretailers.co.uk](http://www.unitedpoolretailers.co.uk)

### Waxman Ceramics (Stand L174)

Ceramic tiles, mosaic tiles, adhesives and grouts, pool surrounds, coping stones and pool finishes.  
[www.waxmanceramics.co.uk](http://www.waxmanceramics.co.uk)

### Weser (Stand L166)

Copings, matching paving and high-quality balustrade, columns, wall copings and pillar caps.  
[www.weser.co.uk](http://www.weser.co.uk)

### Wilton Bradley (Stand L160)

Import and distribution company with the following pool and spa products: Clearwater Spa and above-ground pool chemicals, Clearwater Spa starter kits, Bestway filter cartridges, Bestway filter pumps for above-ground pools, pool heaters, Bestway Lay-z-Spa premium series go-anywhere spa, above-ground solar pool covers, pool maintenance kits, Bestway above-ground pools, steel frame pools, fast set pools.  
[www.wiltonbradley.co.uk](http://www.wiltonbradley.co.uk)



**NEW ITEM!**

### Spa with removable bistro table

The new Legacy spa from de Clearwater Spas allows family seating for six people and comes with an array of amenities. Those include, in particular, a new removable bistro table which comes complete with cup holders and ice bucket holder. It is available on all of the Beachcraft Series. This model also features two digitally illuminated waterfalls, a pop-water fan, cabinet mood lighting, aroma therapy and a MP3/iPod/FM docking station with speakers and a subwoofer. It is possible to choose from nine spa shell colors, from a rich chocolate brown or a coastal gray. The award winning RIM cabinets are extremely resistant and among the best weather resistant and maintenance free cabinet system in the industry.

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

### AquaChek takes a dip

Hach Company, the manufacturer of AquaChek Pool & Spa Test Strips, has announced three individual one-dip water testers: AquaChek Cyanuric Acid, AquaChek Total Dissolved Solids and AquaChek Total Hardness. Designed for the pool and spa professional, the three strips are billed as a quick, easy and inexpensive way of determining the correct levels for pool and spa water, claimed to give accurate results in just 15 seconds. Each product is packaged in a seal-tight bottle with 25 test strips and user instructions. AquaChek Total Hardness test strips have two pads allowing professionals to measure both low range (up to 120ppm) and high range (from 250 to 1000ppm). The Cyanuric Acid strip is said to allow testing at a higher level (300ppm) than any other test available, including liquid kits.

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



### Teuco's Hydrosipa scoops Designer mag award

The Teuco 640 Seaside Hydrosipa has scooped the *Designer* magazine's Product Innovation Award. The judges particularly noted the product's 'Hydrosilence' super-silent whirlpool, Oyster Acoustics surround-sound system, and skin-friendly natural salt automatic water treatment system – as well as its heat exchanger facility that enables it to be connected to solar panelling for heating.

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

### Sun shines on Sun Save

The solar heating solution for swimming pools from Sun Save (Stand U139) promises cheaper cost outlay and improved energy returns. The company says that a correctly sized solution will heat a pool in the UK from April to September with little or no need for any form of additional heating. New for Spatex will be a range of air source heat pumps for locations where a solar installation is not feasible.



[www.sun-save.co.uk](http://www.sun-save.co.uk)

### Big lift from Suntrap

On display at Suntrap Systems (Stand L130) is its range of disabled pool hoists, including the budget-priced manual EZ and battery-assisted Power EZ Lifts for commercial and private installation. Also on display is the fully automatic battery-powered Portable Pro Lift, which requires no poolside fixings and can be operated by the user using the waterproof remote control for complete independence. The company will also be displaying the compact SuitMate swimwear dryer for commercial pools.



[www.suntrap-systems.co.uk](http://www.suntrap-systems.co.uk)

## STOP PRESS! STOP PRESS!

### Acutika (Stand L190)

Steel swimming pool structures; galvanized steel sheet painted in vinyl paint.

### Splash Spas (Stand U169)

Major online spa and hot tub and spa products retailer, shipping to the UK and Europe.

### Visscher Spa Enclosures (Stand L146)

*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 website.*

### Sound ideas – from Sound Ideas...

Available from Sound Ideas (Stand U157), SonarGuard is an advanced swimming pool security system that creates an invisible underwater 'sonar net', setting off an alarm if anyone falls into the pool. It works on any size or shape of pool or spa, and is claimed to distinguish between a real event and pool toys, wind or a dog drinking from the water's surface. The system is controlled from a remote keypad, and has a PIN number control for disarming it, and it can be integrated into a home security system. A company spokesperson explains why Sound Ideas has become involved in the swimming pool sector. "While Sound Ideas has been involved in the high-end residential market for nearly 25 years, they have not previously been involved directly in swimming pool installations. Their area of expertise is in the integration of home entertainment systems with simplified touch-screen control systems and lighting design. "However, when asked by a client last year to find an alarm system that would sound when a baby or child falls into an unattended pool, they were forced to go to the US to find the right product.



They found the perfect solution: SonarGuard. The system is on all the time, and can be put into standby mode by the pool owner during pool use or maintenance. As the product was not being imported by anyone in the UK, Sound Ideas decided to distribute the product themselves. "Understanding that in these difficult times the market for new pool installations may well be shrinking, we are taking the line that even if only one pool were installed in the UK next year, the users of that pool should have the option of having their children protected by this system. 'If only one life is saved, it must be worth the effort,' says Sound Ideas director Steve Godleman."

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

### Products of paramount importance

Once again taking a sizable stand in the main ground-floor display area, Paramount Pool Products (Stand L101) has a number of new products for 2010, including: a low-cost automatic cleaner from Smartpool (pictured); a range of swimming pool heat pumps from Waterloo and DPL; a range of toys from Primetime; hydraulic operated pit housing lid from Aquamatic Safety Covers; low-cost LED lighting system for above- and below-ground pools; run-dry swimming pool pump from Jacuzzi; and solar heating from Poolsolar.



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

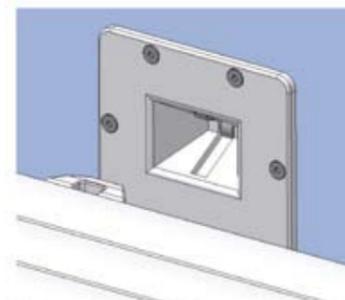
### Sunspa targets UK dealerships

Dutch spa company Sunspa (Stand L103) is using Spatex to attract quality retailers for its home spa and hot tub range. The company says it is "fully supported" by Balboa in the USA, and has 300 units in stock in the Netherlands. Sunspa says it has 20% of the Dutch and Belgian market, and excellent dealer margins are promised.

[www.sunspa.org.uk](http://www.sunspa.org.uk)

### Patented automatic locking system

Belgian company T&A, which specialises in automatic pool covers, has introduced Top'Lock, a patented automatic locking system for covers using Aquatop blades. It does not require any intervention from the user and meets French NF P 90-308 safety standards. Simply activate the opening or closing of the cover: Top'Lock locks or unlocks automatically



from the safety catch. A warning light indicates locking or unlocking, thus ensuring optimal security for the pool area. The development has required the creation of a new electronic card for shutter management, which offers considerable advantages for the installer, in particular that only one model is required for each type of cover. The equipment's ergonomic and user-friendly LCD display enables simple programme management and also shows up potential errors, making it easy for an installer to intervene as part of the after-sales service.

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

### All-in-one swim spa

Hydropool presents Aquasport FX, the acrylic swim spa. Thanks to this all-in-one design, one can accommodate a swimming pool and a «spa» in the same area. The counter-current swimming system consists of three independent and adjustable pumps that can satisfy all types of swimmers by adapting according to everyone's requirements. Moreover, the strong under-water jets can also be used while standing for aqua gym and fitness exercises. The «spa» part can accommodate 4 people: its ergonomic seats, which are immersed very deep, are equipped with a set of adjustable dorsal massage jets with «Venturi» air-injection. This friendly area can be easily maintained at a specific temperature and remains available throughout the year.



[cnoslier@hydropoolhottubs.com](mailto:cnoslier@hydropoolhottubs.com) / [www.hydropoolhottubs.com](http://www.hydropoolhottubs.com)



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From 09/02/2010 to 11/02/2010 - MOSCOW  
 prmos@msi-fairs.ru / www.msi-fairs.ru

**EGYPT POOL - AQUATHERM 2010**

From 13/02/2010 to 15/02/2010 - CAIRO  
 info@aquathermeg.com  
 www.aquathermeg.com / www.egyptpool.com

**FORUMPISCINE - Italy**

From 25/02/2010 to 27/02/2010 - BOLOGNA  
 info@ilcampo.it  
 www.ilcampo.it / www.forumpiscine.it

**CLIMATHERM 2010 - Greece**

From 03/03/2010 to 07/03/2010  
 EAST AIRPORT HELLINKON  
 info@climatherm.gr

**POOL 2010 - Turkey**

From 04/03/2010 to 07/03/2010 - ISTANBUL  
 interteks@interteks.com / www.interteks.com

**CONSTRUMA 2010 - Hungary**

From 14/04/2010 to 18/04/2010 - BUDAPEST  
 construma@hungexpo.hu / www.construma.hu

**AQUA-THERM KIEV 2010 - Ukraine**

From 12/05/2010 to 15/05/2010 - KIEV  
 www.aquatherm-kiev.com

**SPLASH! POOL & SPA TRADE SHOW  
 Australia**

From 28/07/2010 to 29/07/2010  
 CONRAD JUPITER'S, GOLD COAST  
 melanie@intermedia.com.au /  
 www.splashexpo.com.au

**EXPOLAZER - Brazil**

From 11/08/2010 to 14/08/2010  
 NOVO HAMBURGO  
 internacional@francal.com.br  
 www.expolazer.com.br

**GLEE - United-Kingdom**

From 20/09/2010 to 22/09/2010  
 BIRMINGHAM  
 glee@emap.com / www.gleebirmingham.com

**LIW - United-Kingdom**

From 21/09/2010 to 23/09/2010  
 BIRMINGHAM  
 cjbrown@cmpi.biz / www.liw.co.uk

**MIDDLE EAST POOL & SPA  
 EXHIBITION - UAE**

From 26/09/2010 to 28/09/2010 - DUBAI  
 tarek.ali@reedexpo.ae / www.mepool.com

**PISCINA 2010 - Portugal**

From 07/10/2010 to 10/10/2010  
 SANTAREM  
 geral@exposan.pt / www.salaopiscinas.com

**INTERBAD - Germany**

From 13/10/2010 to 16/10/2010 - STUTTGART  
 info@messe-stuttgart.de / www.interbad.de

**INT'L POOL | SPA | PATIO EXPO USA**

From 03/11/2010 to 05/11/2010 -  
 LAS VEGAS (Nevada)  
 info@poolspapatio.com / www.poolspapatio.com

**SPLASH - Quebec**

From 11/11/2010 to 12/11/2010 - LAVAL  
 info@acpq.com / www.acpq.com

**PISCINE 2010 - AQUALIE  
 WELLGREEN - France**

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