

Winter Is Melting

POOL SEASON LOADING

WHAT WINTER REALLY LEAVES BEHIND

Winter does not just leave debris. It leaves buildup.

Months of stagnant water load pools with non-living organic pollutants that drive chlorine demand, stress filters, and slow spring openings. You may not see it immediately... You see it when shock demand climbs, water clears slowly, and openings take longer than they should. Pool opening season sets the tone for the entire year. Start off on the wrong foot and you chase problems all summer. Start clean and everything runs smoother. If your opening strategy begins with shock alone, you are treating the symptom, not the cause.

Spring Start-Up



- Targeted startup support
- Helps maintain water quickly
 - Reduces early season chemical swings

Pure Pool



- Breaks down non-living organic pollutants
 - Supports peak filter performance
- Reduces ongoing shock demand
 - 2 oz per 8,000 gallons weekly

Pool Rescue



- Clears cloudy water fast
- Removes dead algae and suspended debris
- Accelerates visual recovery

New technologies are designed to address the root load first. Remove buildup. Improve filtration efficiency. Reduce shock demand. Deliver faster, more predictable openings.

WHY THIS DRIVES VALUE

For Service Professionals and Retailers

- Faster, cleaner openings
- Fewer callbacks
- Lower chlorine consumption
- More predictable routes
- Clear solution-based selling
- Customers positioned for fewer mid-season problems

Open with control. Open with efficiency.
Give your customers the best with Rethink.

