



RETHINK POOL CARE **PRODUCT CATALOG**



Welcome to Rethink Pool Care

We are at the forefront of innovation in the pool industry. Join us as we shape the future in introducing groundbreaking products that revolutionize pool maintenance. We are combining ease of use with eco-friendly solutions. Our Commitment is to develop and introduce technologies that provide new and enhanced methods of pool care that provide both cost effective and energy efficient solutions for our customers and trading partners alike.

With over 40 years in the swimming pool and spa care industry, we've developed a widely know and proven reputation for delivering high performing products in new and innovative ways. That mission continues with Rethink Pool Care. Our Goal: Challenge the status quo and Rethink how we can be better. Better for consumers, better for our partners and better for our shared environment.



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PROTECT CHLORINE Without ADDING CYA



WHY RETHINK

SunSmart Stabilizer

Sun Smart Stabilizer = "No More Chlorine Lock"

Smarter Chlorine Protection - Patented Performance. Sun Smart Stabilizer is a patented breakthrough that protects chlorine from sunlight without compromising its effectiveness. It's the smarter way to maintain balanced, crystal-clear water. Sun Smart Stabilizer is ideal for retailers and service pros looking to offer the industry best, high-value and reliable solutions.



KEY FEATURES:

- **UV Shielding Without Sacrifice**
Prevents chlorine loss from sunlight without reducing oxidation power-unlike traditional stabilizers.
- **Enhanced Oxidation- Non-Living Organics Control**
Breaks down oils, lotions, and debris faster-keeps water cleaner between visits.
- **Reduces Algae Growth**
By Blocking sunlight and generating powerful oxidants, Sun Smart Stabilizer helps to prevent blooms before they start
- **Consistent Clarity**
Maintains sparkling water even in high bather loads and other extreme conditions.

DEALER BENEFITS:

- Fewer Chemical Additions and reactive treatments
- More Predictable Water Chemistry
- Less Time Troubleshooting, More Satisfied Customers
- Exclusive Patented Technology that sets your brand apart

Sun Smart Stabilizer is the next-gen solution for professionals who want reliable water care, fewer headaches, and happier clients.

SunSmart Stabilizer: SKU87005

1.



INDUSTRY LEADING Filter Media

WHY RETHINK

MICRON 1

The Next-Generation Filter Media - Smarter Filtration. Cleaner Water. Fewer Callbacks.

Engineered for performance, MICRON 1 is a premium, patented industry best media. It delivers unmatched filtration, bio-resistant, and adds long-term value - making MICRON 1 the go-to upgrade for service pros and retailers who want results their clients can see.



KEY FEATURES:

- **Ultra-Fine Filtration to 1 Micron**
Removes even the smallest particles - dramatically reduces cloudy water and repeat service calls.
- **8x More Surface Area Than Sand**
Captures more contaminants, improves water clarity, and lowers chlorine demand.
- **Self-Sterilizing Surface**
Prevents biofilm buildup = no hidden contaminants, better hygiene, and fewer surprises.
- **Extended Lifespan**
Lasts years longer than sand - just top off as needed. No full media replacement required.
- **Chemical Efficiency**
Reduces chlorine and chemical use- cuts costs and service time.

DEALER BENEFITS:

- **Premium Upsell** with long-term savings and visible results
- **Fewer Callbacks** and easier maintenance
- **Exclusive Technology** that differentiates your offering
- **Crystal-Clear Water** that clients notice and trust

MICRON 1: SKU87100



*Advanced
Technology*
LOWER COSTS
*Guaranteed
Results*



WHY STREAMLINE

Smarter Formulas. Clearer Water. Lower Costs. Guaranteed Results.

The **STREAMLINE SERIES** was created to move the industry forward. Dealers and pool owners have seen the same recycled products for years. We built Streamline differently. New formulations. New concentrations. New performance standards designed for the modern pool owner.



KEY FEATURES:

- **Smarter Chemistry**
Purpose-built formulas with true 2X concentrations for stronger performance, cleaner water, and less product per dose.
- **Reduced Waste**
Lower plastic usage, lower freight weight, and tighter packaging that makes everything more efficient.
- **Lower Costs**
The Streamline Series provides measurable cost savings for dealers and meaningful value for consumers at retail.
- **Designed for Pros & Pool Owners**
Simple dosing, fast clarity, and reliable day-to-day results that make pool care easier at every level.

DEALER BENEFITS:

- **Concentrated for efficiency**
Higher output per ounce, reduced handling, smaller storage needs, and faster results in the field.
- **Built for modern pools**
Optimized for today's equipment and conditions, including salt systems, UV, ozone, automation, and traditional chlorine.
- **Improved Performance**
60% Less water in the blends = Each dose contains higher amounts of active ingredients.
- **Less Waste, More Space**
50% Less Packaging = better product performance at a lower overall cost.

3.



Pure Pool+

3-1 solution provides everything needed to maintain crystal clear pool water. Removes phosphates & organics, clarifies water, protects and aids sanitizer and water balance.

SKU87030



Remove

Got Phosphates? Remove makes phosphate elimination fast and simple. This non-clouding formulation removes phosphates effortlessly.

SKU87020



Pure Pool

Maintains peak filter performance by breaking down oils and other organic matter. Save time & effort battling water line ring with this highly effective improved formulation.

SKU87050



Spa Clear

Specifically formulated for spas. Maintains peak filter performance by breaking down oils and other organic matter. Save time & effort battling water line ring with this highly effective improved formulation.

SKU87070



Pool Rescue

Powerful clarifier that produces immediate results. Removes a wide range of contaminants in heavily clouded pool water.

SKU87040



Clean

Got Algae? Doesn't matter what kind, Green or Yellow, Clean treats both! Fast cleaning results when used before super chlorination.

SKU87055



Liquid Conditioner 2.0

New formulation works better and faster than traditional liquid conditioner products. Protects chlorine from harmful UV Sunlight rays.

SKU87000

WHY STREAMLINE SERIES WINS:

- New formulations built specifically for today's pools, not recycled chemistry.
- Higher-quality concentrated products that deliver more performance per dose.
- Lower total cost of use and reduced operational waste.
- Clear, fast, repeatable results that reduce callbacks.
- A better experience for dealers, service pros, and pool owners.





Automatically TREATS POOL WATER DAILY



WHY RETHINK

INNOVATIVE, ECO-FRIENDLY POOL CARE

The first-ever precision-dosing system for effortless pool care—delivers the perfect amount of treatment daily to keep water balanced and clear. No measuring, no mess—just load the Daily Dose with a Pure Pack, toss it in, and enjoy worry-free maintenance all season long.

DAILY DOSE VS WEEKLY / MONTHLY TREATMENT:

Our patent pending Daily Dose treats pool water everyday to keep ahead of problems proactively versus, treating a problem that has already occurred.



HOW DOES WORK:

Using Sun Smart Technology, Daily Dose harnesses the power of the sun during the day to precisely dispense the cleaning agents of the Pure Pack directly into your pool. At night, the Daily Dose automatically refills itself and is ready for the next day's treatment. The Daily Dose works automatically with our day & night cycle.

KEY BENEFITS:

- No messy single use chemicals
- No batteries / electronics
- Works year round
- No misdosing
- Eco - friendly
- Reusable





HIGHLY Concentrated POOL WATER TREATMENT



WHY RETHINK

Pure Pack packs a punch! Specifically formulated to fit a variety of pool maintenance needs. Each Pure Pack dissolves into a highly concentrated treatment that Daily Dose dispenses automatically to keep your pool crystal-clear for up to 30-days.

Once the Pure Pack is placed into the Daily Dose, each sheet creates a concentrated formula that will be automatically dispensed into the pool using SunSmart Technology. Daily Dose will help maintain clear pool water for up to 30 days, after which, simply pour the remaining water from the Daily Dose into your pool and refill the Daily Dose with another Pure Pack.

PURE PACK



EASY SET UP GUIDE:





Effortless ALL-IN-1 SPA SOLUTION

WHY RETHINK



Effortless, Eco-Friendly Spa Maintenance

Daily Dose Spa simplifies hot tub and spa care with pre-measured, eco-friendly dosing designed for smaller water volumes and higher temperatures. It provides crystal-clear water and reduces maintenance hassle, benefiting both dealers and spa owners.



KEY FEATURES:

1. CONVENIENCE & EASE

Pre-measured doses for mess-free, daily care. Requires minimal effort, letting spa owners focus on relaxation.

2. CRYSTAL-CLEAR WATER

Consistent results with balanced dosing to prevent over-treatment. Maintains pristine water quality with reduced chemical usage.

3. ECO-FRIENDLY DESIGN

Reduces single-use plastic waste with refillable cartridges. Sustainable materials for an environmentally conscious solution.

4. SMART TECHNOLOGY

Heat-powered dosing mechanism eliminates external power needs. Optimized for spas, ensuring compatibility with modern systems.

DEALER BENEFITS:

- **Attract Spa Owners:** Offers a simple, reliable maintenance solution that aligns with customer demands.
- **Eco-Conscious Appeal:** Provides options for proven sustainable products.
- **Repeat Sales Potential:** Pre-measured refills encourage consistent reorders.
- **Reliable Quality:** North American manufacturing ensures high standards, reducing returns or complaints.





Daily Dose

Reusable container that dispenses beneficial water treatment automatically into your pool every day.

SKU01210



Phosphate Control

Ultra-concentrated phosphate remover designed for precision dosing that targets and eliminates phosphates—the main food source for algae.

SKU01213



Spring Start Up

Make opening season a breeze by tackling scum lines, pollen, and winter residue for a pristine, problem-free pool.

SKU01218



Winter All-In-1

A complete winterizing solution designed to work with the Daily Dose precision dispenser to protect water quality and prevent scale and staining.

SKU01211



Summer All-In-1

Keeps your sanitizer safe and active by fighting algae, non-living organics removal, strong clarifier & stain prevention.

SKU01212



Daily Dose Spa

Reusable container that dispenses beneficial water treatment automatically into your spa every day.

SKU87300



Refresh

A complete cleaning solution designed to work with the Daily Dose Spa precision dispenser to clean water after every use.

SKU87301

ReThink POOL CARE





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