



Global news

Clorox Co., a manufacturer of household goods with a \$6bn turnover, has entered the pool chemical market in the US. The Californian company has teamed up the Canadian parent of Easy 1,2,3 Pool Care. Clorox's new pool and spa chemical line is likely to be sold through big box stores. In Australia Clorox supplies Handy Andy, Glad and Chux branded products, and manufactures and supplies Mono and Roto products in New Zealand.

Prince William, who is the Patron of the English Schools Swimming Association, has recorded a short video calling for school swimming to be accessible for all children at all primary schools, as "swimming is the only sport that can save lives." (Go to splashmagazine.com.au to see the clip.)

After surveying 3,501 schools, it was discovered that half of children aged seven to 11 cannot swim 25 metres, despite swimming being a compulsory element of the national curriculum.

The world's largest pool and spa association, the Association of Pool & Spa Professionals (APSP) in the US, has announced the appointment of Richard Gottwald as their new president and CEO, replacing William Weber.

Pentair has been named on the Forbes 2013 top 100 list of "The World's Most Innovative Companies." This is their first appearance on the list.

Partnerships

Narellan joins forces with AIS and Waterco



Fibreglass swimming pool manufacturer and franchisor, Narellan Pools, has announced a partnership with one of Australia's leading manufacturers of salt and mineral water chlorinators, Australian Innovative Systems (AIS).

Chris Meyer, managing director of Narellan Pools says that his company had recently decided to consolidate its supply chain to include only two Australian companies, AIS for chlorination systems and Waterco for pumps, filters and accessories.

"As a proudly Australian owned and run company, it was important for us to choose supply partners with a proven track record and with equally respected reputations," says Meyer.

"In the case of AIS, I searched all over the world for a salt and mineral water chlorinator manufacturer good enough to be associated with our brand but found it right here in Australia. The decision to go with AIS was really quite simple; it was based on giving our clients the best available products on the market."

Distribution

Pool Ranger gains MineralChlor

Meanwhile, leading Australian pool and spa wholesaler, Pool Ranger has secured an exclusive distribution deal for AIS's MineralChlor mineral water pool chlorinator for the New South Wales and Victorian markets.

Pool Ranger's general manager, Derek Cahill says that the deal is extremely timely as Pool Ranger wants to meet the growing appetite of customers keen to secure mineral water pool systems at competitive prices, backed by a well organised warranty, delivery and support network.

"Mineral pools are increasing in popularity as families want an alternative to the traditional salt-water pool," he says. "AIS's MineralChlor system ticks all the boxes in that it offers indoor or outdoor recreational pool users crystal clear, odourless,



sanitised water using advanced technology and a blend of minerals such as magnesium chloride amongst others.

"Better still, the quality of water can be achieved using approximately half the TDS (total dissolved solids) of a standard swimming pool or around 2500ppm," he says.

"Other benefits of MineralChlor include saving approximately 25 per cent in electricity consumption when compared with like systems, along with decreased wear and tear on pool filters, pumps and pool surrounds due to increases in operational efficiency and decreased use of chlorine and other chemicals. Some people also say that there are therapeutic benefits to swimming in mineral pools."

Contact: Freecall 1300 731 905