

## Widen your horizons!

Since we at Eurospapoolnews are optimists, we have decided to be optimistic. While the mainstream press is bombarding us with ever more catastrophic predictions about the economy, we are suggesting that we should all look at the future slightly differently. One thing is for sure: in the current climate, unless we all look at every single possible alternative to the way we do things at the moment, we won't be doing the same level of business in 2009 as we did in 2008 – let alone 2007...

So how about widening your horizons, and looking abroad for new markets to distribute your products – and perhaps even install your pools? Of course, this isn't for everyone, but it's always worth trying something new. Eurospapoolnews, for example, has expanded into Russia, Romania, the Czech Republic and Slovakia – and is soon also moving into Poland and Hungary. So with our presence in these countries, it's an ideal opportunity for you to use our online and printed resources to tell pool and spa professionals about your products and services.

Be surprised at the impact of Eurospapoolnews...

Loïc Biagini and his team

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on Stand U172

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## BSPF of the future



*BSPF managing director Chris Hayes has taken over the reins of the UK's industry association for the wet leisure sector just as the worst recession in several decades has begun to take a firm hold. In this exclusive interview with EuroSpaPoolNews as he approaches the end of his first year in the post, Chris gives his views on current issues facing the industry, and explains some of his key aims in moving the industry forward.*

**Eurospapoolnews: What are you out to achieve as MD of the BSPF?**

**CH:** I am keen to further develop the BSPF to provide a strong and effective voice for the UK wet leisure industry, so that members are accurately informed of the latest developments as quickly as possible, and can be assured that their views will be shared with relevant organisations that are making decisions affecting our industry. There are a great number of knowledgeable people in our industry, and I am keen to learn from their experience to ensure that we make good decisions when making any changes. My role is about shaping what we need into a clear and concise business plan, and that we deliver on it. Part of this plan must be to ensure that regular communication is provided to the members and the wider industry so that people know what is

going on. With this in mind, we will be sending out an e-newsletter on a regular basis to our members, keeping them informed of information as we receive it.

The BSPF must be able to adapt to the changes that are going on at a political, environmental, social and technological level. By working together, we can support the industry more effectively to meet changes such as those likely to come into effect regarding swimming pool insulation, as part of the Building Regulations Part L consultation due early in this new year.

There is a definite role to play for each of the organisations that make up the BSPF family, with BISHTA and SPATA having the challenge of retaining existing members and seeking new members to ensure that products and services being offered are to a good quality and safe standard.

*Continued on page 6*

## Spa and hot-tub survival

*The credit crunch is biting hard, but Golden Coast Pool & Spa Field Sales Manager Dorian Davies argues that there's still cause for optimism about the spa and hot-tub sector*

**It won't grind to a halt**

It's certainly tough in the hot tub sector at present, but there is every reason to be confidently optimistic about the future, because no matter how bad things get, economies never totally grind to a standstill – especially in small luxury niche markets. This means that there are still opportunities for those who choose to act and seek them out. An ever-expanding market, delivering new enquiries and business, is no longer an option in the current climate, nor is keeping your head down and hoping you'll still be in business when it all goes away.

The key to remaining successful is to grow your business profitably by winning business from those in a position to spend, even in a shrinking market. This doesn't necessarily mean spending more money, but perhaps doing things differently.

*Continued on page 4*

## Recessionary experience...

*Heatstar technical director Paul Scott and wife Jacki have experienced economic downturns before, having managed to negotiate their company successfully through two previous major recessions. Treat the past five years as abnormal and the five before that as 'the norm', and the current situation will seem less painful when the recovery comes, Paul believes.*

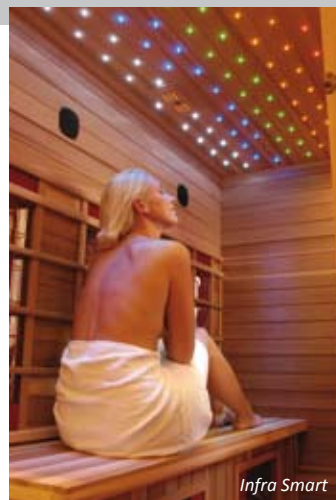
For Heatstar technical director Paul Scott, the current economic downturn is nothing less than the inevitable result of an economic boom falsely based on near-limitless borrowing and an insupportable continuing rise in property prices. "Without wanting to seem wise after the event, the level of business activity over the past five years was way above the norm," he says. "The writing was firmly on the wall, and it didn't take an economist to see that at some point it was all going to end in tears. So much supposed growth was being generated through over-generous credit and perceived property 'value' that clearly something was going to go wrong at some point."

*Continued on page 7*

## Infrared cabin: modern relaxation

Infrared cabins are enjoying increasing popularity. The infrared cabin is not meant to replace the sauna; it is an entirely different bathing form and both are differentiated by principle and mode of operation. The difference between both forms lies in the way in which the body is warmed in the cabin. While the body is mainly heated in a sauna by the significantly higher temperature in the surrounding air, warming occurs in an infrared cabin by means of thermal radiation, similar to that of a sunbed or a tiled stove.

What is infrared heat? Infrared thermal radiation is a part of the electromagnetic wave spectrum to which visible light also belongs. The transfer of heat energy is carried out by means of electromagnetic



oscillations that are emitted from the radiating surface and are transformed into heat upon contact with the body. This means that one can sweat at a lower air temperature in an infrared cabin.

Infrared light is subdivided into shortwave Infrared-A-radiation (760 to 1400 nm), IR-B-radiation (1400 to 3000 nm) and longwave IR-C-radiation (3000 to 10,000 nm). The shorter the wavelength, the greater the amount of energy that is transported and the deeper the penetration of the thermal radiation into the skin.

The high-energy spectrum of shorter wavelengths is the reserve of the medical-therapeutic field. Therefore, heat radiators are used for most infrared warm cabins that almost exclusively release the longwave IR-C spectrum.

*Continued on page 10*

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Bruno Ziliani

## Eureka is looking for franchisees

Eureka, Europe's leading manufacturer of telescopic pool enclosures that require no ground tracks, and the only French manufacturer to be NF certified for this type of product, is currently seeking franchisees. The franchise fee is 12,000 Euro per sector. The franchisee is guaranteed a 40% margin. Training is available twice a year at the company's sales centre.

The Eureka pool enclosure was invented in 1982 by Bruno Ziliani and has, after 24 years of evolution, become the most elaborate telescopic pool enclosure on the market and the most sold in the world (with more than 32,000 sold per year). The company offers a very comprehensive range of products to suit all budgets and sizes, from the smallest structure right up to 30 metres width for the largest.

[www.eureka-efi.com](http://www.eureka-efi.com)

## Worldwide presence: shows attended by EuroSpaPoolNews

As we do it every year, we will attend several key international pool and spa events. 2009 will be a busy year for EuroSpaPoolNews and copies of all our multilingual paper editions will be distributed at these shows.

On February 3 starts Pool Salon Crocus 2009 in Moscow (at least 4 other shows are also announced later on in most total confusion. Let us hope that in 2010 only one "large" show will remain!). We will then exhibit in Prague at Bazeny Sauny & Solaria (it is now the 5th edition of this well established show).

Then comes a brand new show by April: Pool Salon 2009 in Warsaw in Poland. Of course, we will be there. By autumn we will attend the large European Show in Barcelona and a few days later Aquanale in Cologne.

We look forward to seeing you at these shows! Please check our diary for further details regarding their dates and locations.



Lyon 2008

Barcelona 2009

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## Covana now launched in Europe

After being successful at the Lyon show and the Vegas show last November, the Covana Cover is one of the main innovations for 2009. The increasing success in North America has driven its manufacturer to offer this product to Europe with the latest generation model including exclusive new features: hard cover (weatherproof capped impact modified ABS), expanded new seal design, optional lighting package and privacy shade, step cut out. The CE certification is now being approved, following logically the US certification and several awards received in the industry. The Covana II is an alternative to the classic wooden gazebo and offers several advantages: improved

insulation, longevity, perfect privacy, and effortless and maintenance-free being the main keys of success for this product.



[export@covanacover.com](mailto:export@covanacover.com) / [www.covanacover.com](http://www.covanacover.com)

## Become a SolidPOOL distributor

Calling all professionals who want to build solid pools, quickly and easily! Philippe PERROT (pictured, right) from French company Tout pour L'Eau is offering companies the opportunity to become a distributor for SolidPOOL. Thanks to this patented, simple, quick and economical to build pool kit, the set-up technique using a block panel system means you can build pools of any shape and size that are just as solid as concrete ones in no time. The structure is also equally solid for above-ground pools. The slab and the walls can either be cast in the same mould together or separately. The blocks are then simply interlocked together. All other parts can be easily installed, such as counter-current pools, hydrothe-

rapy nozzles, roller blinds, overflow pools, etc. Overflows for pool borders are available, as is a choice of shapes and heights of steps,

with each one only taking 30 - 45 minutes to cast and put in place. A special coating enables tiling to be done directly onto the pool surface. The manufacturer offers a ten year guarantee.



Philippe PERROT

[pperrot@wanadoo.fr](mailto:pperrot@wanadoo.fr) / [www.solidpool.fr](http://www.solidpool.fr)

## PoolCorp acquires a new company in Spain via subsidiary SCP Spain Pool distributors

SCP Pool Corporation, world leader in the distribution of pool and spa equipment, chose the International Pool and Spa Trade Show in Lyon, France, as the venue to announce its recent acquisition of Spanish company PROPLAS PLASTICOS, which was signed in Madrid October 31st last.



Manuel Perez de la Mesa and Angel Rodriguez Lopez

PROPLAS PLASTICOS is based in Madrid and is a renowned player and specialist in both the distribution of pool equipment and of irrigation and plumbing materials.

Mr. Angel Rodriguez Lopez, owner of PROPLAS, has agreed to stay on in the new company and will now take on the role of CEO for the SCP Spain account under the supervision of Sylvia Monfort, General Manager of SCP Europe; he will work closely with Mr. Salvador Mauri, who will continue heading up operations for the Spanish subsidiary, the headquarters of which will now be based in Mostoles (Madrid).

"Each company adds something to the other, so we complement each other well. This union puts a strong base and foundations in place to ensure SCP enjoys a positive growth in Spain. PROPLAS PLASTICOS' presence and central geographic location is ideal: it will enable the company to reach the whole of the country from Madrid, which will strengthen the commercial network structure," declared Manuel J «Manny» Perez de la Mesa, CEO of Pool Corporation, during his interview with us at the show.

The acquisition paves the way for an increased presence in the Spanish market by giving PROPLAS the opportunity to use and build on SCP's resources. By combining their strengths and working together, both entities have formed a winning team. They can work on their ideas for development in a calm and confident manner because two essential elements have now been reunited: the labour and leadership on the one side and the financial and organisational resources on the other.

"What we were missing was a significant geographic stronghold and, as far as service is concerned, technical support, client relations and the value add to offer our clients", said «Manny» Perez de la Mesa. "We will be able to offer our clients more but for the same price. This union will send a strong message to the market."

Sylvia Monfort, General Manager of SCP Europe, added, "this year we are celebrating the 10 year anniversary of our presence in Europe, and it is also the company's 10th acquisition, which really highlights the SCP Group's willingness and policy for development in Europe, despite the current credit crunch and recession. The marriage of these two companies marks the start of a new commercial offering in the Spanish pool sector."



Sylvia Monfort and Angel R. Lopez

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# SPA AND HOT-TUB SURVIVAL

Continued from Page 1



## Essential enquiries

Developing and implementing a cohesive integrated marketing strategy to attract enquiries will at least give you the chance of a sale. Quite simply, no enquiries equates to no sales!

There are various options available to you, from the basics of promotional literature to the power of the Internet. What is essential is to develop the correct marketing mix for your business. If you don't have a website, get one, and make it work for you. Decent web designers are plentiful, and are competing as hard for business as everyone else in the current climate.

Review your promotional material critically and dispassionately from your customers' point of view. Look at the words – are they about how wonderful your company is, or are they addressing customers' needs? Look at the images – do they look inviting or are they just 'product shots'? Most importantly, look at the general presentation and ask yourself, 'Would I buy from this company?'

## What's working?

If you advertise, look at your advertising strategy and ask yourself, 'Is it working?' If not, stop spending, and divert the money to more relevant promotional activities.

Plan a referral strategy from happy customers and implement it. This extra revenue lands in your lap for free from customers who have gone out of their way to recommend you – it can be a gold mine.

## Broaden your options

Diversification may sound unwise in the current climate but being a one-trick pony can be dangerous in a contracting market, limiting the opportunities to sell within your own skill-set and denying yourself additional profits that can easily be bolted on to your existing operations with little or no extra cost.

If you don't have a skill-set, or the inclination and budget to acquire them, rather than turning potential vital business away, form strategic alliances with companies offering complementary products or services to offer a complete leisure package.

## Try things out

Every month, test a new marketing strategy – cheap and low-risk – and measure its effectiveness. If it's successful, roll it out, if not, stop doing it. This might take you outside your comfort-zone, but keep testing new ideas, sticking with the successes and ditching the failures. You will be pleasantly surprised as to what a difference it will make.

I have barely scratched the surface here, but have hopefully shown that with the right attitude and approach, survival and success can be achieved – even in the gloomiest of markets. If you take away one single message, it should be: improved communication with your existing and new customers, which will provide the opportunities to sell more.

And the best bit is that your competitors probably aren't doing any of this!

History has shown that companies that follow such a strategy survive and are well placed to benefit from the market when it returns. By following such a strategy, Golden Coast has proved this through past recessions and continues to grow, which is why I am delighted to have joined their team.

Now it's up to you. Have a great year, and see you in 2010!

## International conference on pool water treatment

PWTAG, the Pool Water Treatment Advisory Group, is staging its Third International Swimming Pool and Spa Conference at the Royal College of Physicians in Regent's Park on 17-20 March 2009. Speakers from 12 countries will present papers on

a variety of subjects, including cryptosporidium, trichloramines and asthma, haloacetonitriles, membrane filtration, e-coli, chlorine-free disinfection, bathing load determination and World Health Organization guidelines. Further information is available at [www.pwttag.org](http://www.pwttag.org).

[www.pwttag.org](http://www.pwttag.org)

To receive our regular free email newsletter covering news and developments on the European pool and spa scene, visit our website at [www.eurospapoolnews.com](http://www.eurospapoolnews.com) and click on the "Newsletter subscribe" panel

## Contractor hands over Lucknam Park luxury spa

Willmott Dixon has completed the construction of a £12 million luxury spa facility at Lucknam Park, a 5-star hotel near Bath.

The new spa offers a 20m pool, hydrotherapy pool extending into the hotel garden, salt water plunge pool, a variety of saunas and thermal cabins, nine deluxe treatment rooms, a fitness suite and a relaxation area.



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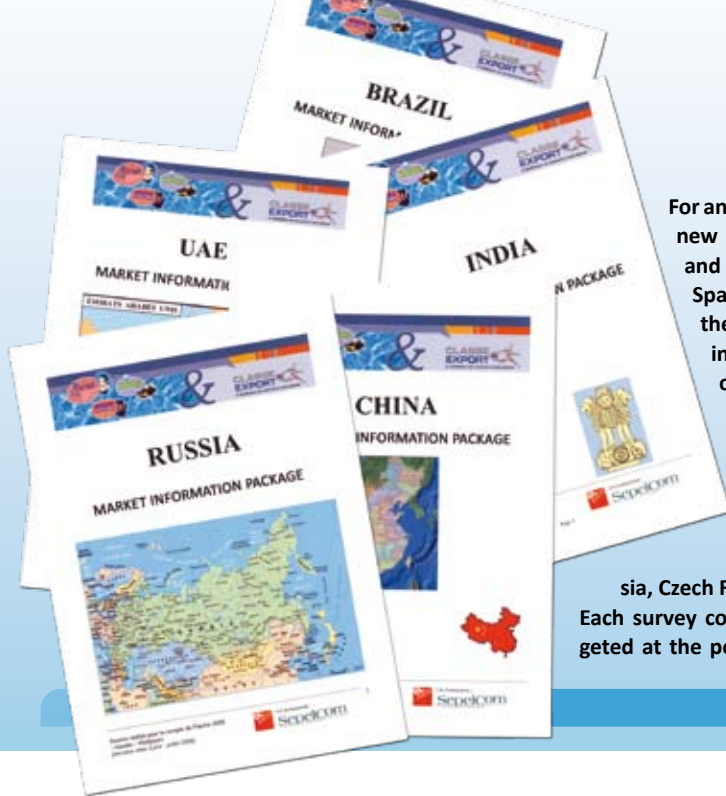
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# Market surveys



For any professionals wishing to conquer new markets, the International Pool and Spa trade show in Lyon ('Piscine et Spa') is, together with Classe Export, the French organisation that provides international business information, offering a whole range of services designed to support and develop your export sales. Of particular interest are the Export Piscine market surveys for: Brazil, Russia, China, India, United Arab Emirates and, soon to come, Tunisia, Czech Republic and Turkey.

Each survey contains 300 pages of research targeted at the pool market, to help you open the

doors to your desired export destination.

Available in French and in English.

The Export Piscine information portal: 30,000 web pages dedicated to export information and export formalities across the world.

Personal assistance from Export Piscine: Priority access that provides ongoing assistance from experts at Classe Export.

Individual projects from Export Piscine: Tailor-made business trips to 4 key destinations for your export.

Shared projects from Export Piscine: The International Pool and Spa trade show at Lyon is partnering with the French pavilion at the largest building trade show in Maghreb, Medibat, which takes place from 4 - 7 March, 2009.

[alexandra.moncorge@sepelcom.com](mailto:alexandra.moncorge@sepelcom.com)

All these services are available on an individual basis, by subscribing to the Export Piscine package, with or without assistance.

Please note: In order to support the development of the International Pool and Spa trade show in Lyon globally, Sepelcom will be participating in the following shows:

Piscinas Barcelona (Spain), Aquanale Cologne (Germany), Pool and Spa Las Vegas (USA).

EuroSpaPoolNews is a partner with Sepelcom and a member of the International Club of the Pool trade show in Lyon.

For further information, please contact **Alexandra Moncorgé**.



Jean SEVAL (on the left) and Jeff BOYNTON

## SCP reinforces its international presence

SCP Europe has launched its new Export department. It will cater exclusively for European subsidiaries' contacts that reside outside of the five countries in which SCP is already present, namely the United Kingdom, France, Spain, Portugal and Italy.

Under the supervision of Sylvia MONFORT, Jean SEVAL will be dedicated to these new markets as Export Representative and will work together with Jeff BOYNTON, Business Development Manager.

Together, they will ensure the continued expansion of SCP's market presence in Europe and will be pleased to offer new customers the exclusive and innovative offers that are available through the group and its major partners.

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

## New field sales manager for Golden Coast

Major pool and spa distributor Golden Coast has appointed Dorian Davies as Pool and Spa Field Sales Manager to increase sales of domestic and commercial pool products, and further develop the company's Marquis Spas dealers.

Dorian had previously been with Sundance Spas in the UK for a number of years, before it went into administration in 2008.

Commenting on Dorian's appointment, Golden Coast managing director Jamie Adams said: "We are delighted to be able to add Dorian's skills and expertise of the industry to Golden Coast. His reputation and hands-on attitude in getting the job done to provide quality customer service are well known and match the ethos of our company."

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## March date for Spatec business forum

Spatec UK & Europe, a two-day forum for the health and beauty industry, is to be held on 25-28 March 2009 at the Grande Real Santa Eulalia Resort & Hotel Spa, Albufeira, Portugal.

The event will put together senior spa managers and owners from the UK and Europe with leading suppliers from numerous spa-related sectors, including hydrotherapy, spa equipment and steam baths.

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

## Temporary pool gets 1000 London kids swimming

Up to 1000 London schoolchildren are being taught to swim in a temporary pool under the Pools in Schools initiative, reports the Evening Standard newspaper. Local schools will get free use of the 12m teaching pool at the Lilian Baylis School in Lambeth for six weeks from the middle of January. The temporary 90cm-deep pool was built in the school's sports hall and filled in time for the start of the winter term.

Some of the children taking advantage of the scheme have never even been in a swimming pool before. Olympic bronze medallist Steve Parry, who is heavily involved in the initiative, says: "Lambeth is a key target area for this project. It will ensure children are given an opportunity they might not have had."

Before coming to London, the pool has been used around the country in schools in Birmingham, Sheffield and Manchester. It is part of a scheme to deliver a legacy from the London Olympics in 2012.



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## Free swimming pilot tackles kids' obesity

Leisure trust Halo Leisure has run a 24-week pilot programme in conjunction with Herefordshire Primary Care Trust to offer free swimming lessons to six- and seven-year-olds in deprived areas of Herefordshire. The programme was open to Year 2 pupils at five primary schools and included a

## Attendance holds up at US show

Organiser of the 2008 International Pool | Spa | Patio Expo in the USA, Hanley Wood, has announced that attendance at the Las Vegas event in November was just 544 down on 2007's figure, at 11,203.

Expo director Donna Bellantone was delighted that attendance had held up in the face of extremely tough economic conditions.

A total of 627 exhibitors displayed their products and services – of which just under a fifth were first-timers or had not exhibited at the event for a number of years.

The 2009 event is scheduled to be held at the Mandalay Bay Convention Center in Las Vegas on 16-18 November.

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## AstralPool's optimistic Signature

Pool and spa distributor AstralPool is optimistic for the coming year with the introduction of its premier AP Signature range of pool products. A 'pool with body and soul' is the message conveyed with the range, and each item within it is an essential pool element. Products belong to two key groups: Interior for the soul; and Exterior representing the body.

The marketing concept has been designed to help trade accounts benefit from the additional sales and economic advantages, and the AP Signature range is fully aligned with AstralPool's Wellma programme which incorporates innovative products such as salt rooms and bithermal showers.

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free three-month Halo Leisure membership and access to a 12-week course of swimming lessons. A total of 100 children took part, accounting for more than 40% of those who were offered access to the programme. Free swimming vouchers were awarded for attendance at the lessons to encourage family members to attend with their children, and around a third of the children continued on the programme following the trial.

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## Climate change website focuses on natural pools

Bloom, the section of the BBC website that helps readers discover the actions that can have the greatest effect on their carbon emissions, featured natural swimming pools from the beginning of January. According to the site, a natural pool can now be had for the "same cost as a traditional concrete version", which it quotes at £450 per square metre. But the benefits don't stop there. Installing a natural pool will save 9100kg of CO<sup>2</sup> a year, it says. It also claims that the electric pump for a natural pool uses 75% less energy than the pump for a traditional pool, and that building a natural pool using recycled construction materials can save 10 tonnes of CO<sup>2</sup>, as 130kg of CO<sup>2</sup> is emitted per tonne of concrete produced, and production of cement (a key constituent of concrete) accounts for at least 5% of global CO<sup>2</sup> emissions.

[www.bbc.co.uk/bloom/actions/naturalswimmingpool.shtml](http://www.bbc.co.uk/bloom/actions/naturalswimmingpool.shtml)

## Everyday Swim for Creswell

Former Olympic swimmer Duncan Goodhew has launched the Creswell Leisure Centre at Bolsover in Derbyshire as an Everyday Swim Site. The centre is set to receive £30,000 from the Everyday Swim scheme to help refurbish its changing facilities and produce a marketing strategy. The aims of Everyday Swim are to increase participation in swimming in the project areas by 2% per year, closely monitor what does and doesn't work and why in achieving this target, and to share the learning



across the country to ensure the benefits of the project are felt beyond the project areas.

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## Online think-tank for health clubs

Oxygen Consulting managing director Ray Algar has formed a 'UK Health Club Industry Think Tank' on the online business network LinkedIn. The group is free to join and is designed for senior professionals to discuss a range of strategic topics throughout the year. Algar aims to build a membership of around 200 people representing all sides of the industry. People wanting to join the group should go to the URL below.

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Chris Hayes, BSPF managing director

# INTERVIEW

Chris Hayes, BSPF managing director

Continued from Page 1

## BSPF of the future...

The need to promote the industry to the end user remains a key challenge for the Pool

Industry Promotions Committee so that customers know about what is available to them. With greater knowledge, they will be in a better position to make informed choices about what leisure activities they spend their money on, including pools and hot tubs!

SPATEX is a vital part of the industry in terms of showcasing what there is to offer, and it is an opportunity to meet up with old friends and to make new ones! The income that has been generated via SPATEX has helped to promote and develop the industry.

The Swimming Teachers' Association is also part of the BSPF, and they have been a valuable ally in assessing what more the BSPF can do in terms of lobbying, and in providing workforce development plans to provide even more effective training.

**EuroSpaPoolNews: Tell us about your experience as it relates to the pool and spa sector**

**CH:** My working life so far has been spent in the leisure industry, starting as a PE teacher in Leicestershire, before moving on to sports development work with The Duke of Edinburgh's Award, and recently I was involved in local government as a Health and Well-being Development Manager.

This recent role included responsibility for overseeing budgets and a number of staff, including the

us understand exactly what is happening. BISHTA is due to start collecting data from its full members about the number of invoiced sales of hot tubs, and a similar process is being worked up for SPATA members.

It is clear that we must strive to ensure the standards of every one of our members is up to an appropriate level, and this will not only reassure would-be customers, but also other industry companies that might be considering joining SPATA or BISHTA.

Having regular training sessions and regional meetings will be a task that I will be pursuing so that people from the industry have a chance to get together at times throughout the year.

**EuroSpaPoolNews: Can you give some guidance or pointers to UK pool and spa professionals about positive ways to deal with the economic downturn?**

**CH:** There are many experienced companies that may have been through the last downturn in the 1990s, and they will be working hard to manage their business, especially their cash flow. I am keen that members can benefit from the experience of case studies from other members about how to adapt to the challenges that we are facing. Many enlightened members have sought the support of organisations such as Business Link or Train to Gain to identify possible new avenues for their business to focus on, including access to training.

Depending on their circumstances, companies may already be diversifying their products and services to offer a different package to their customers. Companies are

certainly needing to be more proactive at contacting their existing customers to offer them services that previously they might have been more reactive with, preferring to wait until a customer asked about that product or service.

By working together to raise the profile of the ethical companies in our industry to potential customers, this should go some way to making them aware that there are less scrupulous companies that may not offer a good quality product or service (or both)! By realising who the better companies are, customers can spend their money with these companies so that the less desirable ones may leave the industry sooner.

**EuroSpaPoolNews: What things have surprised you in your new role, and is there anything that you as a newcomer to the sector think could be relevant to attendees at Spatex?**

**CH:** The industry is full of characters, and the love for the roles that they perform is obvious to see. There are some very forthright views on topics such as water treatment regimes, and we need to work closely with organisations such as PWTAG to make sure the advice on offer remains valid and is heard. Companies offering alternative methods will need to back up their claims with independently verifiable data to ensure safety is not compromised.

The lack of an industry-recognised qualification is a challenge that I am committed to resolving with relevant organisations such as ISPE, as this will help to raise standards in our industry, and it should help to raise our credibility even further outside the industry. There are a number of possible avenues to explore with training providers, sector skills councils and our industry to make sure that any existing (or potentially new) courses are fit for purpose. The qualifications for pool and spa technicians may also be supplemented by other qualifications relating to customer service, supervisory and managerial roles.



Interview by Stephen Delany for EuroSpaPoolNews.com

## «We will need to improve the quality of information available relating to industry performance measures.»

operations manager of a large leisure centre and pool complex in Surrey. Therefore, although I have not been directly involved with building pools or selling hot tubs, I have been an end user as part of a local authority providing wet leisure services to people working, living or studying in the borough. It has been fascinating learning more about the pool and spa industry in my new role, and it has allowed me to assess what we do from a completely new angle.

**EuroSpaPoolNews: What are your thoughts on your first few months in the job?**

**CH:** There is a great deal going on in our industry, and it has been very important to meet people passionate about what they do. I have been offered many insights on what is currently working well, and also on what needs to be improved, and I will initiate those ideas that seem to offer real improvement. With so much going on, especially at certain times of the year, I am keen to plan more effectively what we do and when we do it, so that we can share the workload more evenly.

We need to press ahead with our plans to have a more robust inspection process for SPATA by having more inspectors available around the country to visit companies. We also need to have some kind of inspection process for BISHTA, and this is to be piloted over the next few months.

Even since April 2008, when I joined the BSPF, the economic situation has changed dramatically, and this has impacted on the confidence of some members and customers about the possible purchase of pools or hot tubs.

This has focused my attention to ensure that we offer members good value for money, and part of this is to ensure that we revamp the SPATA and BISHTA standards to keep them up to date with current practice and relevant legislation. We will be looking to develop a whole series of factsheets for members on relevant issues that affect them, such as VAT or health-and-safety matters.

We will need to improve the quality of information available relating to industry performance measures, as these are not as robust as I would like to see. Having more reliable data should help to predict what trends there are in our industry, and help

## Handbook tackles risk reduction in pools and spas

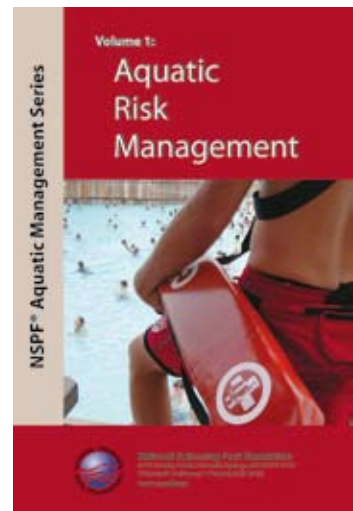
The new Aquatic Risk Management handbook from the US National Swimming Pool Foundation aims to help pool and spa operators reduce injury and liability risk in and around facilities.

"Some managers and operators do not understand risk management and think it is simply about safety, or that it has something to do with insurance," says Director of Educational Programs Alex Antoniou. "In fact, the job of a pool operator and aquatic manager centres around risk management. Their job IS risk management."

The handbook defines risk management as the procedures or systems used to minimise accidental losses, whether personal or property. It teaches

readers how to identify, analyse and take steps to reduce or eliminate exposures to loss faced by an organisation or individual.

Underlining the need for such a publication, the NSPF says that in 2007 there were 155,322 reported injuries associated with pools and pool equipment in the USA.



contact@eurospapoolnews.com



## Heatstar Gemini launched in Europe

Heat-recovery specialist Heatstar has launched its Gemini climate control system in Europe with a major presence at the Lyon international pool show. The Gemini not only provides the usual benefits of a heat pump dehumidification system, but also incorporates a built-in fresh-air source heat pump boiler which extracts energy from the outside air and uses this to directly heat the pool room air and water.

contact@eurospapoolnews.com

## Leisurequip's Tylo refurb with Golden Coast

Two major commercial leisure refurbishment projects to upgrade sauna and steam-room facilities at prestigious leisure centres – the London-based Roehampton Club and the Old Thorns Golf

& Country Club in Hampshire – have recently been completed by Leisurequip, in association with Tylo through Golden Coast.

At Roehampton Club – one of London's top leisure clubs where there is a two-year waiting list to join – work involved refitting the original wet facilities installed by Leisurequip a little over three years ago. Retaining the original spruce internal cladding, the sauna interior was refurbished with new benches made from aspen.

Sharing the same floor pan, the previous Tylo 'Excellent' steam room was replaced with the latest 8E 'Elysee' model, constructed from vacuum-formed special-grade white plastic panels and seating able to cope with 100% humidity during the bathing cycle.

The steam room was fitted with Tylo's 'steam-fresh' system, allowing bathers to infuse essences into the steam as they bathe. To add atmosphere and to create an environment of 'well-being', automatic colour-changing fibre-optic lights were



incorporated into the ceiling of the room, further enhancing relaxation.

On a more practical side, Tylo's 'Steam-Clean' disinfectant deluge 'wash-down' system was installed, which automatically cleanses the steam room after each bathing session. Completing the five-day refurbishment project, the club's own

maintenance team retiled the steam room's floor.

With extensive building plans to enlarge the hotel accommodation and enhance the leisure facilities at the Old Thorns Golf & Country Club in Liphook, the new owner is having an additional first-floor storey added to the original premises, incorporating a glass-walled gymnasium overlooking the 18-hole golf club.

Requiring all the health spa wet facilities to be located in one area, the original sauna and steam rooms were removed, with their replacements re-sited adjacent to the swimming pool.

To match the interior décor of the health spa, Leisurequip installed a matching floor-to-ceiling glazed Tylo 'Alu-Line' 225 sauna cabin, with alder wood internal walls and three benches, and a 9FCR eight seat 'Elysee' steam room, positioned back-to-back to create a bespoke 'half-octagonal' suite.

contact@eurospapoolnews.com

## LIW comes of age

Major UK leisure show Leisure Industry Week is celebrating its 21st anniversary with the 2009 event, to be held at NEC Birmingham on 22-24 September.

To mark the milestone, the organisers are launching a series of 21 initiatives in the lead-up to the show. The first two are a supplier finder service, and the creation of seven sub-brands for the seven different sectors the event represents: Attractions Expo; Health & Fitness; The Sport Show; Pool & Spa; Licensed Business Show; Leisure Facilities; and Eat & Drink.

Interested readers can keep up to date with further initiatives as they are announced by visiting [www.liw.co.uk](http://www.liw.co.uk)



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



## Recessionary experience...

Continued from Page 1

He does acknowledge, though, that just because a downturn is inevitable, you can't simply stop creating businesses in anticipation, so a number of companies will naturally have been created in that timeframe. The problem comes, he says, when the people forming those businesses do so on the assumption that the business conditions they're operating in are nothing special: "Anyone who thinks that will almost certainly now be in trouble," he says.



He emphasises, too, that downturns are bound to happen – it's the way economic cycles work. "Nothing we can do can prevent them, but what we can do is to ensure we are better prepared when they do come."

"At Heatstar, we managed to get through the last two major recessions, but it was very tough and very difficult, and it's an experience we never wanted to repeat. But here we are once again. In terms of running a business, it gave me and my wife Jacki as directors a great deal of experience that we've carried through to today and has given us an excellent chance of emerging unscathed from this crisis. We feel we have a platform to deal with anything that comes our way, but there's no sense in pretending it's going to be easy.

"It may be too late for this downturn, but for companies that do emerge the other side, based on our experience my two pieces of advice would be to get rid of most or all of your bank borrowing, and to own as much of your premises and manufacturing capability as you can.

"Reducing staff numbers seems an obvious place to start when it comes to minimising your overheads, but in a smaller company that can be extremely difficult, as you are likely to know all the staff personally. It's also important to remember that staff are hard to replace immediately, and that when the recovery comes – as it surely will – you may find it harder than you think to suddenly recruit people to replace the ones you previously made redundant. On top of that, your new recruits will take time to train and develop, so it will almost certainly be a fair while before your operation fully benefits from them. This can significantly limit your ability to ride the recovery wave, so do think carefully before you implement dramatic staff cuts."

In terms of Heatstar itself, Paul does acknowledge that the company is relatively lucky to be making products that are high on today's agenda: "Speaking for ourselves, we're fortunate to be operating in the top end of the market, but that doesn't make us immune from the effects of the recession," he says. "We're lucky that, with the spotlight on energy conservation, there is a natural focus on the products that we make. We've been able to respond to the demand, and this has certainly helped."

He continues: "I also have to preface my words by emphasising that we're not a pool contractor, so we are in a different position from the 'grass roots' of the pool and spa industry. In some senses, we're less exposed to a recession, as there will always be people willing to spend large

amounts of money on luxury indoor pools, but we can't count on this for the future. With huge swathes of the financial sector being cut, and a backlash against the perceived excesses previously enjoyed in the City, there simply won't ever be as much money around again, so we had better all get used to it."

Paul also views the increasing awareness of climate change and all its implications as opportunities for the pool trade, rather than a threat: "Without doubt, energy efficiency and 'green' energy production are going to be a major focus for companies in this sector from now on, but I do believe that domestic pools will become so efficient that they won't cost much more than a household's combined gas and electricity bills. Embracing environmental concerns and energy saving really can be a positive thing for our industry."

As far as the Spatex show itself goes, Paul has a very positive outlook: "I'm really looking forward to Spatex this year," he says. "It's an important show, and from Heatstar's perspective, it gives visitors a rare chance to see our products in the metal rather than just in a brochure. I'm looking forward to talking to the pool builders – the people literally 'on the ground' – in an industry that has undoubtedly taken a real hit in 2008."

Concluding his thoughts on the current state of the pool and spa industry, Paul says: "I'm cautiously optimistic over the next three to five years. Clearly, 2009 is going to be very tough, and the first half of 2010 may not be much better, but beyond that, I think a recovery will happen – just so long as we don't think we can return to the blind euphoria of the past five years."



### EuroSpaPoolNews in Czech...

We have just concluded a partnership agreement with a publisher in Prague to create EuroSpaPoolNews.com in Czech, for professionals in the pool and spa industry in the Czech Republic and in Slovakia. With our partners, we have compiled a list of almost 600 companies (manufacturers, distributors, builders, installers...). This will be the 7th language spoken and written by our team of journalists, with Romanian that has been on-line since June. Manufacturers, if you want to promote your new and existing products to Czech and Slovak professionals... write to the editing team in Prague.

[redakce.praha@eurospapoolnews.com](mailto:redakce.praha@eurospapoolnews.com)

*If you are launching brand-new products or services at Spatex, and they have not been featured in this exhibitor preview on pages 8-15, 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.*

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# Crunch-time optimism...

## Spatex Product Focus

There's no doubt we're navigating our way through some extremely dangerous economic waters at the moment – only the very fortunate few can claim to be completely unaffected by the events of the past six months, and no-one can even hazard a guess at what the business landscape will look like by the time Spatex 2010 comes around...

But despite a notable decrease in the number of exhibitors at Spatex this year, the absence of some familiar names, and the downsizing of their stands by some who are exhibiting, all need not be doom and gloom.

Yes, many consumers who were having to justify a new pool or spa to themselves for budgetary reasons will probably hold off making their decision for a few months yet. But there is still a layer of the socio-economic structure that will make this kind of purchase regardless of the economic wasteland unfolding around them. Some people will also go ahead on the «we're only here once» principle.

And then there is the mass of pools and spas that are already out there, having been installed over the past 15 years or more... If parts fail or the pool or spa needs refurbishing, most private customers are still going to have those repairs made to keep their prized leisure facility running – and for commercial operations, there is absolutely no option.

Of course, winning business is going to be much tougher for everyone for at least another 18 months, but the fact is there is still business to be had in nearly every sector.

The 100-plus exhibitors at Spatex 2009 are here to provide you with ideas, products and services that will help you get through the tough trading conditions, and emerge stronger and more competitive when the upturn does eventually arrive.

Here is our preview of all the exhibitors at Spatex as at 10 January 2008, with detailed information on many of the new products and services on show.



## Spatex Exhibitors

### Albion Chemicals Group, Stand U159

A division of leading European chemical distributor Brenntag Holdings, Albion Chemicals Group will be showing its Champion range of pool and spa chemicals. The company also offers an own-label service for retailers wanting to maintain their own brand identity.  
[www.albionchemicals.co.uk](http://www.albionchemicals.co.uk)

### Aligator, Stand L177

Water purification and ionic water treatment claiming a reduction in chemical usage of up to 75%.  
[www.aligatorsystems.co.uk](http://www.aligatorsystems.co.uk)

### Aqua Pharos, Stand U114

Products from the existing SP200 range of underwater lights (pictured) will be on show.  
[www.aquapharos.net](http://www.aquapharos.net)



### Aqua Warehouse, Stand U146

Promising 'products to beat the internet promoters', Aqua Warehouse will be launching the Aqua Spa Silver and Gold series, with claimed attractive dealer margins. Retailing at £3999, the 201 x 228 x 90cm Silver model (pictured) features 58 chrome jets, an air blower, multi-coloured lighting, a circulation pump and FM radio. For an extra £1000, the Gold additionally offers 20 perimeter lights, 15-in. waterproof LCD screen and DVD player.  
[www.aquawarehouse.co.uk](http://www.aquawarehouse.co.uk)



### Aquafinesse, Stand U116



Designed to provide environmentally friendly water treatment in hot tubs, swimming pools and swim spas, AquaFinesse claims to ensure the removal of biofilm and calcium build-up and also to prevent them from reforming. A new addition to the product range, being launched at Spatex 09, is the Spa Clean tablet (pictured) – designed

as a 'deep clean' for the three-monthly water change or for problem spas. Visitors to the company's stand at Spatex are also being offered a complimentary bottle of drinking water with a label featuring some 'surprise information'!  
[www.aquafinesse.co.uk](http://www.aquafinesse.co.uk)

### Aquaflex, Stand U101



The Alkorplan on-site pool lining material, for which Aquaflex is an official UK agent, has now been granted the EN13452-1 safety standard – the highest classification for public and private pools. The anti-slip material is now available in ice blue, white and sand. The company will be using Spatex to display an extended liner range and 32 tile bands, along with the new Abrisud standing height pool enclosure.  
[www.aquaflex.co.uk](http://www.aquaflex.co.uk)

### Aquamat 4 Seasons, Stand U165

A full range of UK-manufactured pool covers from this trade-only supplier.  
[www.aquamat4seasons.co.uk](http://www.aquamat4seasons.co.uk)

### Aquasafe Bristol, Stand U135

New 'natural' products from Aquasafe being featured at Spatex include: Aquasafe Filter Flow Oxidiser tablets (pictured) designed to ensure a sterile filter while the spa is set on filtration; Aquasafe First Aid Oxidiser to restore clear water and remove any smell; Aquasafe Spa Natural Clarifier for Spas and Pools to treat cloudy water, and eliminate oil, scum and excess metals, and said to be safe for use with all sanitisers; and Aquasafe Filter Cleaner, claimed to revitalise the filter in three hours and to be 40% cheaper than alternative chemical cleaners.  
[www.aquasafe-uk.com](http://www.aquasafe-uk.com)



### Aquatrac (UK), Stand L118

A wide range of automatic pool covers for indoor and outdoor pools is promised by Aquatrac, offering "unrivalled safety, heat retention and reduced chemical usage", as well as much reduced cleaning on outdoor pools by preventing leaves and other debris from entering the pool.  
[www.aquatrac.co.uk](http://www.aquatrac.co.uk)





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## Cascade in-ground system

SCP says that it has sold 8600 pools using the Cascade in-ground panel system. Using polymer panels, Cascade pools are claimed to provide maximum strength and rigidity.

The Cascade pool package combines aluminium Caslok fixing or stone coping with Performance step units.

The Aquagenie skimmer is claimed to remove floating debris much faster than other skimmers, and also automatically provides a controlled dosage of chlorine to the pool water. A lifetime panel warranty is included.



info.eu@scppool.com / www.scpuuk.com

## Spatex Exhibitors

### Aquatrol, Stand U144

Pool water treatment specialists, offering new options and upgrades to be announced at Spatex.

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

### Arch Water Products, Stand U102

The company will be displaying developments to its Fi-Clor and HTH ranges of swimming pool chemicals, feeders and controllers.

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

### Arqualand, Stand L153

Specialists in individually designed weatherproof commercial and residential swimming pool enclosures, Arqualand offers enclosures up to 30m wide and 60m or more in length. Side sections are moveable and lockable, and give unimpeded 2m-high access when slid upwards into the roof. Enclosures can be fixed in position or provided as moving sections that can be opened and telescoped in good weather.

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



### Artesian Spas, Stand L195

A major announcement at Spatex from Artesian Spas is the Tidalfit exercise pool, designed to be different from a standard swimspa. Developed with significant input from the Aquatic Exercise Association of America, the University of Las Vegas and Badu Jet manufacturers Speck, the Tidalfit is designed to give a full body workout (pictured) including cardiovascular and upper- and lower-body strength training as well as endurance training. Following a workout, users can enjoy a massage from the unit's built-in hydrotherapy jets. Additional features include a sound system, multiple LED lighting, cascade waterfall and Pro Pure ozone treatment.

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

### Astralpool UK, Stand U141

Stars of the Astralpool stand will be new additions to the company's premium Signature range. First up is the Jelly LED low-energy pool lighting system, offering claimed high performance and efficiency with maximum effectiveness and long life. Meanwhile the compact Komfort Pool Ladder range is aimed at pools of all types – Astralpool saying they are more comfortable and secure than other models. Also on display will be the Astralpool Chlore Elite salt electrolysis system (pictured) providing total pool water treatment control including pH and chlorine regulation, the Atlas filter with 25% greater filtration height,

the high-performance Columbia pump and the Pluvium Shower – along with the Signature Water Lift.

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

### Atmospheric Zone, Stand L141



As specialists in fibre-optic and LED lighting products, Atmospheric Zone is using Spatex to showcase a 'fantastic new underwater light', along with a striking 'Symphony of Light' demonstration. The company offers a full quotation service from plans or sketches.

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

### Babydome, L150

The economical range of pool enclosures from Pool Cover International.

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

### Barry Haythorne (Delifol), Stand U168



The Delifol heavy-duty pool lining system from Barry Haythorne featured two new mosaic patterns for 2008 – a vibrant blue and a Mediterranean terracotta print (Mosaic Aqua pictured). A dark granite colour is being launched for 2009. Barry Haythorne will once again be sharing its stand with Westfront, the company behind the stainless-steel Magnapool. Technicians from the steel pool fabricators and the lining manufacturer will be on the stand to answer questions from show visitors.

### Biolab UK, Stand L135

For 2009, BioLab UK is re-launching the complete range of Bayrol swimming pool water treatment products, including balancers, sanitisers, oxidisers, algae inhibitors, enhancers and cleaners. The entire range will be on display at Spatex. BioLab is also offering stand visitors a Bavarian breakfast, washed down with Augustiner beer!

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



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## Bowman in the charts

A recently updated brochure from UK heat exchanger manufacturer Bowman enables users to select the appropriate heat exchanger from



info@ejbowman.co.uk / www.ejbowman.co.uk

detailed ratings charts supplied. Callers to the sales office can also take advantage of a computer-based selection program. The brochure can be downloaded from the Bowman website at [www.ejbowman.co.uk](http://www.ejbowman.co.uk).

Sales manager Jamie Pratt says: "We have seen a significant growth in the sales of swimming pool heat exchangers during the last three years, and this trend looks set to continue well into 2009."

## Starline Roldeck covers at HQ

For 2009, Starline Roldeck slatted pool covers are to be made available in a new HQ (high-quality) version using what the company describes as a "new and revolutionary" type of polycarbonate. Taken from the German automotive industry, it offers claimed significant additional strength while preventing ageing and discoloration.

A 2.5 x 30mm 'flushing aperture' has also been created in the closure, minimising dirt accumulation, and less calcium deposition is also claimed. The polycarbonate slats have matching end caps in black or transparent, and the transparent slats are said to improve the effect of underwater lighting.



mz@starline.info / www.starline.info

## Flexible solar Modul

German solar-heating specialist Solar-Ripp has developed the new Modul concept to offer solar heating surface areas of up to 800 sq ft – sufficient to heat private pools to comfortable temperatures, according to the company.

The flexible solar tubes of the Modul system enable them to be installed on barrel roofs or the curved contours of roofs or walls.

The system consists of five different elements, which the company says can be connected together anywhere without the need for tools. The Modul system feeds the solar heat directly into the pool water without the need for additional heat exchangers.

According to Solar-Ripp, the technology pays for itself – including the primary energy used for its manufacture – within only a few years.

info@solarripp.com / www.solarripp.com



## Calorex raise bar with 29 range

One of the market leaders, Calorex has raised the bar but not the price with its new 29 range of pool heat pumps. Produced in Europe to ISO9001-2000 standards, the 629 and 829 models are major players in the industry in both performance and efficiency. They are competitively priced yet still benefit from European production and the company's 30 years of research. Offering a titanium heat exchanger with a 5 year guarantee, the 29 range adds up for the European pool trade with excellent trade terms and after sales support. It also offers a proven co-efficient of performance (COP) of up to 5:1. Other features include: super-quiet operation with an insulated compressor, digital thermostat, flexible design for ease of installation, integrated flow switch, operation down to 7°C, simple operation and a drip tray. See these units on the Calorex/Certikin Stand L125.

www.calorex.com / sales@calorex.com

## Mopper

PMPS Technologies introduced at the Lyon Show in November 2008 the latest evolution of their famous Mopper robot, which still has its unique look. The new version of this model comes with reliable and innovative technology as well as a revolutionary After Sales Service. Indeed, thanks to 2 new patents out of order units no longer needs to be returned to the factory. The Mopper is also the only bi-motor robot which can be electronically or manually controlled and has excellent mobility. The manufacturer's rigorous commercial policy, which emphasizes high profitability, should quickly seduce many professionals. This model comes with a 4 year warranty.



contact@mopper.fr / www.mopper.fr

## Spatex Exhibitors

### Bosta UK, Stand L184

Valves and fittings for pool applications.  
[www.bosta.co.uk](http://www.bosta.co.uk)

### Bowman, Stand U110



The company is using Spatex to show its new 5113 (pictured) and 5114 heat exchangers, and also to grow its European stockist network.  
[www.ejbowman.co.uk](http://www.ejbowman.co.uk)

### British Swimming Pool Federation (BSPF), Stand L144

Federation of UK trade associations.  
[www.bspf.org.uk](http://www.bspf.org.uk)

### California Specialty Distributors, Stand L179

The company distributes accessories, filters and chemicals to retail pool and spa outlets worldwide. It will be featuring new products Swirl Away (which dissolves accumulated bath and body oils) and Scale Off (which removes limescale and dulling from ferrous and non-ferrous surfaces) at Spatex.  
[www.csdonline.biz](http://www.csdonline.biz)

### Calorex, Stand L125

Exhibiting once again as part of the Certikin stand, Calorex is making a major push on air and ground source heat pumps with the aim of reducing energy consumption and CO<sub>2</sub> emissions. Both types can provide low-pressure hot water (LPHW) for heating systems. The Calorex range consists of four ground source systems offering outputs of 3.4-12.5kW, and three air source units offering outputs of 4.4-12.2kW.  
[www.calorex.co.uk](http://www.calorex.co.uk)

### Canadian Spa Company, Stand L106

Importer and manufacturer of outdoor garden spas, portable spas and gazebos.  
[www.canadianspacompany.com](http://www.canadianspacompany.com)

### Carel UK, Stand U147

Humidification and control systems for the heating and ventilation, air conditioning and refrigeration markets.  
[www.careluk.co.uk](http://www.careluk.co.uk)

### Catalina Spas, Stand L109

Star of the Catalina stand will be the roto-moulded entry-level Eurospa range (pictured), saving up to 50% of the labour cost that goes into making an acrylic spa. Catalina offers ten designs in

four colours with three cabinet options focusing on comfort and performance. Distributed exclusively in the UK and Europe by Catalina, the Eurospa range features Balboa and Waterways equipment as standard, and also includes PVC cabinets, stainless-steel jets and a power cord with 13/16A C-form plug in the price. Catalina says the range offers an entry-level price with high quality, and helps spa retailers close deals that might otherwise have got away.  
[www.catalinaspas.co.uk](http://www.catalinaspas.co.uk)



### Certikin International, Stands L115 & L138

Alongside Certikin's existing range of products and services, several new ones are being highlighted on the stand for 2009. The company will be introducing a new range of swimspas from the Spanish spa manufacturer Iberspa. Standard and Deluxe models will be available as freestanding and in-ground versions. The swimspa is 5m long by 2.3m wide with an overall external depth of 1.38m. For hydrotherapy, the Standard model offers 21 jets, while the Deluxe features 25 water jets plus air jets to give an all-over massage, and both models have five Turbo jets to provide the counter-current for swimming. Prices start at £24,440 + VAT for the in-ground version.

Certikin is also launching a nationwide on-site lining service for all domestic and commercial applications – both new and refurbished. A 'super-reinforced' AGAM PVC sheeting is used which can be applied to almost any existing pool finish, with installation being undertaken by Certikin's own contractors. The lining material is available in a range of patterns, and is said to be easily repairable if damaged.  
[www.certikin.co.uk](http://www.certikin.co.uk)



## Infrared cabin: modern relaxation

Continued from page 1

And this is the way infrared heat works: The infrared light from the IR-C spectrum penetrates the skin at a depth of about 0.1mm. The body is heated both on the surface and underneath the skin surface. That's why the term deep heat radiation is used. The heat spreads from the upper skin layer to deeper regions of the body. In particular, the blood vessels ensure that the heat is transported – similar to heating warm water.

This process gives rise to that pleasant, warm feeling that is typical of infrared use and which also flows through the body without putting pressure on the circulation. Heating the tissues relaxes the muscles and expands lymph channels and blood vessels. There is increased skin blood circulation and sweat formation; the metabolism is stimulated, the body is purified. Infrared heat has a particularly pleasant

and relaxing effect during cold weather, if one has rheumatism, back tension or even after sport. Unlike a sauna, where the internal body temperature increases by about a degree, the infrared form means that the temperature remains unchanged despite intense perspiration. Therefore, it is recommended that only a lukewarm shower is taken afterwards and not a cold one as is the case after having been in a sauna. Unlike the sauna, the infrared warm cabin is not one of those cold-blooded bathing forms and there is no corresponding physical irritation owing to the interplay of heat and cold as in the case of the sauna.



Harvia



Helio

## Benefits of Infrared use

- gentle circulation training
- regulates the blood pressure by extending the vessels
- stimulates the metabolism
- strengthens the body's defences
- has a purifying effect by washing out by-products
- cleans the skin
- relaxes the muscular system and unblocks tension
- enhances mobility by "pre-warming" the muscles before sport
- thanks to lower temperatures, one can stay for a longer period than in the sauna.

By Karl-Heinz LINDERICH  
for EuroSpaPoolNews







## Automatic electric robots

Introducing 3 new Cayman automatic electric robots from Pontoon. The first model is designed to clean the bottom of the pool, with 15 meters of cable and a three-hour cycle (comes without cart). The middle-of-the-line model is the Cayman 5-hour mono cycle robot with a program that cleans the bottom, walls and waterline. The innovation for 2009 is the remote control model, equipped with 3 motors, including two to drive the robot on two independent tracks, for the most efficient movement. The entire line is equipped with new adjustable woven polyester filter media. After-sales service is handled by a diagnostics CD-ROM provided to resellers, and the log is downloadable via a USB port. Made in France, these machines meet all current standards (CEM and CF 15-100 certification).

[info@pontoon.fr](mailto:info@pontoon.fr) / [www.pontoon.fr](http://www.pontoon.fr)

## Heat Pump with Inverter Technology

The Thermalec new range heat pumps' microcontroller allows the compressor to run at different speeds, giving higher efficiency than traditional heat pumps. Using up-to-the-minute inverter technology, it is able to continuously regulate its own thermal power flow (which can add 15-20% efficiency compared to conventional technology).

Using a rectifier to convert the incoming AC current to DC and using Pulse-Width Modulation of the DC current within the inverter (electrical) to produce AC current of a desired frequency, it allows the compressor to run at different speeds. The microcontroller samples the ambient air temperature and adjusts the speed of the compressor accordingly.

The effect of eliminating stop-start cycles is to increase efficiency extending the life of the components and eliminating the sharp fluctuations in the load the heat pump places on the power supply, and improves efficiency.



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

## Spatex Exhibitors

### Cheshire Spas and Pools, Stand L194

Manufacturer and installer of indoor and outdoor mosaic-tiled spas, swim-spas and swimming pools.

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

### CL Free Water Systems, Stand L185

Water treatment distributor.

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

### Coast Spas UK, Stand L180

The company will be showcasing its new Curve Hot Tub series, along with its Soundwaves Stereo series. Also on display will be the latest 2009 Northwind Hot Tub Deluxe series featuring three pumps and 66 jets.

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

### Complete Pool Controls, Stand L120

On display will be the company's new TAP computerised water analysis product.

[www.cpc-chemicals.co.uk](http://www.cpc-chemicals.co.uk)

### Corinthian Finishes, Stand U150

Exposed aggregate pool finishes.

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

### Covrex Pool Protection, Stand L100

Pool covers.

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

### Cranbourne Stone, Stand L136

Pool copings, pool paving, pool gratings and Italian glass pool mosaics.

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

### Desjoyaux UK, Stand L188

On display will be the established Desjoyaux swimming pool casing structure and the compa-

ny's pipe-free pool filtration system. The company will be launching its new Tonic filtering steps with integrated hydrotherapy jets.

### Dripool, Stand U140

New developments for 2009 include the first Spatex appearance of the Driglide Infinity automatic cover (pictured) designed for vanishing-edge pools. Also on display and making their show debut will be scaled-up versions of the existing Dripool and Driglide overcoping and undercoping covers designed for pools of up to 30 x 10m.

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



### Dryden Aqua, Stand U152

In addition to its established AFM recycled glass filtration media, Dryden Aqua will be showing electro-chlorination systems, Zeta Potential mixers, the Wave Ball, the Besgo automatic backwash valve, and APF flocculation chemicals.

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

### Dynasty Spas UK, Stand L178

Hot tubs and swimspa systems.

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

### Electair Exports, L181

Control panels for spa and pool control systems.

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

### Elite Spas, Stand L196

Spa and hot-tub manufacturer/importer/retailer.

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## Cover-up for lighting surrounds

Distributor Golden Coast has introduced a stainless-steel escutcheon to provide a high-quality finish to the light fitting and tiling around the Savi-Notes underwater LED lighting system. As the exclusive UK supplier of the pool and spa lights, Golden Coast was asked by pool contractors to find a way to conceal the cut edges of tiles or mosaics surrounding the light units. The company says it has supplied more than 200 Savi-Notes systems since their introduction in 2006.



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

## Spandex Exhibitors

### Eltachem, Stand L158

Supplier of chemical raw materials to chemicals manufacturers.  
[www.eltachem.com](http://www.eltachem.com)

bespoke design service for larger customers.  
[www.freedom-leisure.com](http://www.freedom-leisure.com)

### Emco, Stand U176

Matting systems, rolling foot grids and pool accessories.  
[www.emcouk.co.uk](http://www.emcouk.co.uk)

### Epcos, Stand U132

ABS and uPVC pipe fittings and valves.  
[www.epco-plastics.com](http://www.epco-plastics.com)

### Espa Pumps UK, Stand L110

Pumps and blowers for spas and pools.  
[www.espa-pumps.com](http://www.espa-pumps.com)

### Etatron (UK), Stand L130

Design, installation and commissioning of water management systems.  
[www.etatron.co.uk](http://www.etatron.co.uk)

### EuroSpaPoolNews.com, Stand U172

Online and printed publications for the European pool and spa sectors.  
[www.eurospapoolnews.com](http://www.eurospapoolnews.com)

### Fairlocks Pool Products, Stand L162



Located next to partner Ocea, Fairlocks is introducing the new Hydrofloor range of moving pool floors, as well as featuring Ocea's slatted pool covers. The Heat-inverter range of heat pumps (pictured) – with claimed COP figures 15-20% higher than conventional units – will also be shown, and Fairlocks also promises a new range of "totally revolutionary" pool maintenance products.  
[www.fairlocks.co.uk](http://www.fairlocks.co.uk)

### Freedom Leisure, Stand L198



The Visscher Specialty Cedar Spa enclosures will be shown (pictured is the Farnbridge). Freedom Leisure has a new showroom model discount programme for 2009, designed to help dealers out in difficult trading conditions. New products in the range will be highlighted, along with the

### Golden Coast, Stand L107



Taking centre-stage on Golden Coast's stand will be its own Sunburst solar energy kit, the Zodiac Ei quick-fit salt water chlorinator for new or retro-fit pools and a UK debut for the Tylö

Home Spa sauna/steam combination cubicles. Using the latest evacuated solar tube collector technology, the Sunburst solar energy system is made up of a series of Pyrex glass vacuum tubes within which are closed copper heat pipes. The collectors are ideally placed on a south-facing roof for maximum effect, but are still very effective when placed on east and/or west-facing surfaces; optional frames are also available if the system is being installed on a flat roof or at ground level. The company's Shaun Adams says that with a south-facing installation, a pool water temperature of 28°C can be maintained from June to September, with acceptable bathing temperatures being achieved as early as April and on overcast or windy days.

The Zodiac Ei salt-water chlorinator comes in three sizes and is suitable for new or existing pools – even in very hard water areas. The programmable control unit has a backlit LCD display and includes a timer and low-salt alarm. Golden Coast says that a quick-fit system means that only two holes need to be made in the filtration circuit pipework, and the product can be fitted on vertical or horizontal pipework in less than ten minutes. Finally, the Tylö all-in-one Home Spa offers a new opportunity to introduce wellbeing into the home, with a sauna cabin and separate steam room/shower featuring integrated steam generator, overhead shower rose and separate hand shower within one unit. Both sauna and steam facilities can be configured for single or dual-bather use.  
[www.goldenc.com](http://www.goldenc.com)



### H2O Fun, Stand L160

Online retailer of pools, spas, pool and spa accessories, chemicals and covers.  
[www.h2ofun.co.uk](http://www.h2ofun.co.uk)

### Heatsaver, Stand U133

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

### Heatstar, Stand U141

Heat recovery and environmental control systems for all pools.  
[www.heatstar.co.uk](http://www.heatstar.co.uk)



## Spatex Exhibitors

### HWP UK, Stand U142

The company is announcing enhanced product support from Balboa, Hydroquip and Gecko. It is also announcing the latest range of Proline Covers, including the new Camlock strap-down system for safe fastening of the hot-tub cover (helping to keep the cover tightly fixed to the spa shell and prevent heat loss). The company is also announcing a new range of generic replacement heaters from Spa Components Inc., including the patented FlexFit – one product designed to replace up to 18 different heaters.

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

### Innotec Supplies (UK), Stand U160

Specialists in techno-chemical solutions, including adhesives and other fixing materials.

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

### Institute of Swimming Pool Engineers (ISPE), Stand L189

Technical training institute for the UK swimming pool industry.

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

### Intopooldirect, Stand L190

Please visit the stand for more information.

### ITS Europe, Stand U158

Water quality testing and test strips.

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

### Jak Water Systems, Stand L193

Supply and distribution of pool water treatment products.

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

### Leisurerite UK, Stand L174

Distributors and wholesalers for New Zealand's 'leading hot tub, spa and pool manufacturer'.

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

### Lifesaver Pool Fence, Stand L187

Pool safety fences.

[www.piscine-barriere.com](http://www.piscine-barriere.com)

### Lovibond, Stand L122

Water testing systems.

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

### Maax Spas, Stand L191

New products for 2009 include the three-strong Maax PowerPool swimspa range.

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

### Menerga, Stand L154

Pool hall heating, dehumidification and ventilation systems.

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

### Nsure, Stand U166

Insurance cover for the pool and spa trade.

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

### OASE, Stand L124

Swimming pool covers.

[www.oase.be](http://www.oase.be)

### OCEA, Stand L146

Situated next to its UK partner Fairlocks, Ocea will be presenting the new Benvic Alloy-P Series profile designed to have a longer lifespan compared with traditional PVC cover slats, and guaranteed by Ocea for four years. The material is claimed to have superior UV protection, greater resistance to shock and greater rigidity. Ocea will also be showing a demonstration model of the Hydrofloors moving pool floor and boom.

[www.ocea.be](http://www.ocea.be)

### Original Style, Stand U128

UK ceramic tile manufacturer.

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

### Palintest, Stand L102

Testing equipment for pool and spa water.

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

### Paragon Pool Services, Stand U106

Installation, repair and service of automatic and safety covers.

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

### Paramount Pool Products, Stand L101

Joining the company's usual extensive range of solar heating products, heat pumps and accessories, safety fencing, and toys and games will be a number of interesting-sounding new products for 2009 designed to appeal to the whole pool trade. First is the patent-pending Terra Firma hydraulic platform lid housing from Aquamatic Safety Cover Systems – basically a stone cover housing lid capable of supporting up to 2000kg. Next are a low-cost LED lighting system for above-ground and below-ground pools, and colour additives to turn your pool or spa red, blue or green. Paramount is also launching what it says is the first insulated polymer pool panel to meet the proposed new regulations on U-values – claiming to enable the wall structure of a pool to offer a U-value of 0.025. Finally, the company will be showing new 100% synthetic decking for pool surrounds. Made from 100% recycled material, it is claimed to both look and feel like wood.

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

### PCI, Stand L186

Part of the 'world's leading chemicals company', according to the website.

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

### Peraqua, Stand L172

New products for 2009 include the Aquastar Easy fully automatic six-way backwash valve for above-ground pools and filters, and the Aquastar Comfort for exclusive private pools requiring fully automatic backwash capability. Also being shown are new LED lights and solar controls.

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

### Piscinelle UK, Stand L147

For 2009, two new models are being added to the company's established range. The first is a new addition to the all-timber range, which now features six different sizes. A new lap pool is also being added to the aluminium and timber range, again offering six different sizes up to 25.2m long.

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

### Plastica UK, Stand U130

Distributor of swimming pools and spas, and a full range of related products and accessories.

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

### Pollet Pool Group, Stand L192

New products for 2009 include the new-generation Triton filter with a filtration capability down to 5 microns – a level that the company says is usually found only in diatomaceous earth filters. Also being introduced for the new season are the compact Superflo pump from Pentair designed for both new and replacement installations, the Sta-Rite booster pump, and the latest Legend automatic pool cleaner. Pollet is also promising a number of 'intriguing surprises' for visitors to their stand.

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

### Pool & Spa Magazines, Stand L142

Trade and consumer magazines for the UK pool and spa sector.

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

### Pool Cover International, Stand L148

Specialist in pool enclosures for large domestic and all commercial applications.

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

### Poollock, Stand L132

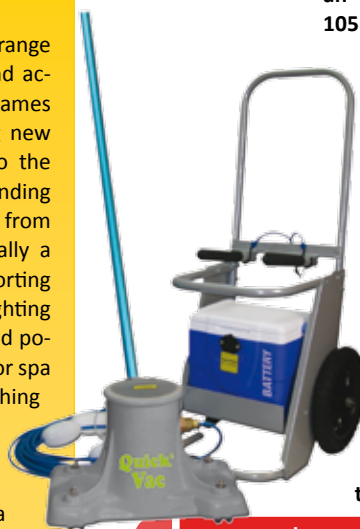
Swimming pool safety covers and slatted covers.

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

## The new assistant for pool-maintenance

Hexagone's new manual brush, Quick Vac', is light and portable. It is battery-operated and makes it possible to clean a pool of 10 x 5 m in less than 7 minutes. It is equipped with four wheels that

can revolve up to 360° and an integrated high-capacity 105 microns bag filter. It ensures fast and effective cleaning, even in the corners. It is delivered with a trolley and can be moved around easily and completely on its own. The product is available in 3 versions: a conventional version, a special fountain-paddling pool version that lets it suck from 10 cm of water and a large pool version. It is distributed exclusively by Plastica in the United Kingdom.



[www.hexagone-products.com](http://www.hexagone-products.com)

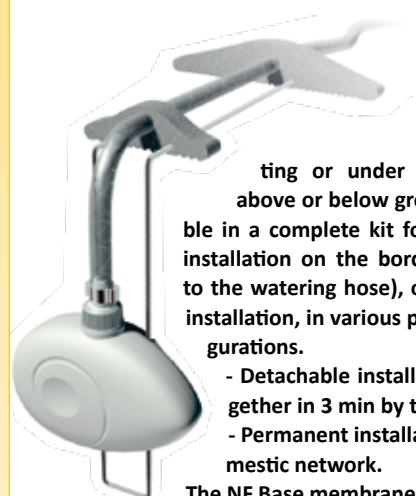
## Prestige Above Ground motorized shutter-type cover

The Prestige Above Ground shutter-type cover from A.P.F. with its motor located in the shaft presents a balanced aesthetic and exceptional design which adapts fully to the pool environment. In anodized aluminum thermolacquered in epoxy, Hors-Sol Prestige's design, functionality and concealed bearing feature are patented in Europe. It is available for pools up to 12 x 6 m,



[a.pro.france@wanadoo.fr](mailto:a.pro.france@wanadoo.fr) / [www.apf-france.com](http://www.apf-france.com)

## Water level regulator for pools



Nivomatic from Aqua-concept is a level regulator for all pools (existing or under construction, above or below ground), available in a complete kit for detachable installation on the border (connects to the watering hose), or permanent installation, in various possible configurations.

- Detachable installation, put together in 3 min by the customer  
- Permanent installation on a domestic network.

The NF Base membrane gate was tested up to 200,000 cycles, from 0.5 to 8 bars.

Patented product, brand and model have been registered.

Distributors wanted

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

## Round made-to-measure pools

French company Tout pour l'eau has just launched the MoodyPOOL kit, a new pool kit that provides total freedom when creating and choosing desired pool shapes: not only is this product entirely made-to-measure, it is also very flexible when it comes to choice of shapes and the pool set-up is very easy. The blocks are actually held together by a solid pin made of hardened steel, which enables them to interlock: you simply slide in the metal pin to assemble and interlock the different parts, and then clip the overflow grill to the top of the panel. The pool can be convex, concave, round, and rectangular, it is entirely up to you. The overflow follows the shape of the structure and all this without the need for concrete. A special 10 mm thick insulating mousse is stuck to



[pperrot@wanadoo.fr](mailto:pperrot@wanadoo.fr) / [www.toutpourleau.fr](http://www.toutpourleau.fr)



## Thermal solar cover

Covrex Solar is a secure warming and insulative pool cover in solid strips of PVC foam covered with rigid PVC with a thermal insulation coefficient of 0.12 w (m.k). It works in conjunction with an integrated forced circulation solar panel system. Covrex® strips are connected by hollow elements made of very high resistance polyurethane in which the pool water is pumped and circulated. The integrated solar panel system adds 1.5 °C per day depending on the amount of sunlight. The heat is distributed evenly so the shutter cover is not damaged. This technical innovation combines features into this shutter cover that, up till now, only existed in one other product. This solar, thermal, ultra-resistant cover adapts to any inground or above ground swimming pool and is available in several colors. It is easy to maintain and guaranteed for 2 years.

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

in white, sand or grey. The optional solar version utilizes photovoltaic cell technology.



## A 'natural looking' pool cover

Belgian manufacturer Ocea is offering a completely new automated solar cover in green, as part of its range of products all manufactured by the company.

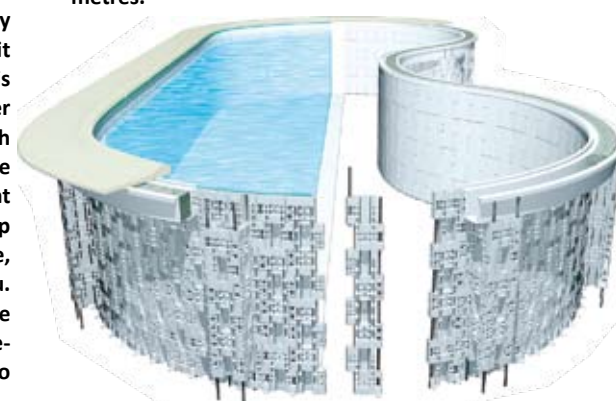
This new colour blends much better with the natural environment and works beautifully with green or turquoise mosaics.

Ocea is currently the only cover manufacturer to offer this colour.



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

the interior of the panels to ensure an excellent fit. Water-tightness is guaranteed either by liner or armoured PVC. It takes only two hours to assemble 30 metres of structure. The manufacturer has 3 pool heights available: 1.08, 1.35 and 1.62 metres.





### Locking system

Introducing a new security locking system from the Belgian manufacturer Aqua Cover for "Prestige," one of its immersed automatic cover models. Thanks to this new system, the two sides of the cover can be



locked, fully securing the basin. It is made up of two distinct elements: a male fastener integrated into a strip, and a strap specifically designed to receive the male part of the fastener, thus guaranteeing maximum basin security when covered.

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

### Pool enclosure with detachable front

Eureka, the French company specialising in the manufacture of swimming pool enclosures, is ad-



ding a new product to its already vast range: A system using a detachable front.

This is made up of suspended panels, mounted on rollers, which allow for easy opening and shutting of the enclosure. By not having ground tracks, handling becomes very simple and can easily be carried out by just one person.

The front is supplied with 2 or 4 panels, depending on the size of the structure, thereby offering total use of space and easy access.

This innovative design means that the width of the enclosure can be completely detached, thus eliminating the need for a profile or cross-bar, and thereby providing an ease of use that has not existed on the market until now.

The structure can be made up of panels measuring up to 5.20 metres in width and can be used with the Limousin model, as recommended by the manufacturer.

[contact@eureka-worldwide.com](mailto:contact@eureka-worldwide.com) / [www.eureka-efi.com](http://www.eureka-efi.com)

### Pool professionals, are you interested in the German market?

Send your information (news, new products...) to our EuroSpaPoolNews special reporter in Stuttgart: Karl-Heinz LINDERICH

[klinderich@eurospapoolnews.com](mailto:klinderich@eurospapoolnews.com)

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

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## Spatex Exhibitors

### Poolsafe, Stand U113

Rubberised pool surround surfaces.  
[www.poolsafe.co.uk](http://www.poolsafe.co.uk)

### Procopi UK, Stand L104

Wide range of pool and spa products for the UK trade.  
[www.procopiuk.co.uk](http://www.procopiuk.co.uk)

### Pro-Swim Chemicals, Stand U120

Wide range of chemicals for pools and spas, reckoning to be the largest independent UK supplier.  
[www.pro-swim.co.uk](http://www.pro-swim.co.uk)

### Safety Cover Sales, Stand L145

Among the products on display will be the Save-T 3 electric safety cover and the Step-Saver manual safety cover.  
[www.swimmingpoolsandcovers.co.uk](http://www.swimmingpoolsandcovers.co.uk)

### Safety Surfaces, Stand L175

Safety surfaces for pool surrounds.

### SCS/EEG, Stand U134

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



### Seko, Stand U139

A range of products focusing on control for water treatment will be shown on the Seko stand. Models being added in 2009 include digital controllers (pictured) covering pH, ORP and conductivity, and the Tekna Evo range of diaphragm

pumps with claimed improved pumping reliability.

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

### Senlac Stone, Stand U163

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

### Siemens Water Technologies, Stand L116



The Ezetrol plus chlorine and pH controller for all types of pool, spa and water feature is being announced by Siemens at Spatex 09. The product offers flexible measurement options covering chlorine, pH and temperature as standard, while other options are also available – including two independent chlorine inputs, pH or chlorine, and pH and redox.  
[www.siemens.co.uk/water](http://www.siemens.co.uk/water)

### Solupiscinas, Stand U136

Swimming pool heat pumps.  
[www.solupiscinas.com](http://www.solupiscinas.com)

### Splash Spas, Stand L139

Described as 'Britain's largest online retailer of hot-tub chemicals and accessories', Splash Spas also retails a wide range of spas, hot tubs, saunas and gazebos.  
[www.splashspas.co.uk](http://www.splashspas.co.uk)

### Sprayed Concrete Services, Stand U131

Sprayed concrete pool shells, pool finishes and stretch ceilings. The company says, 'If it can be concreted, it can be done with the sprayed method.'  
[www.sprayed-concrete.co.uk](http://www.sprayed-concrete.co.uk)

### Suntrap Systems, Stand U143

The Aqua range of disabled pool lifts will once again be shown on the Suntrap Systems stand.  
[www.suntrap-systems.co.uk](http://www.suntrap-systems.co.uk)

### Surex-Voxsan, Stand U109

Making a return to Spatex after a three-year gap, Surex is claiming to be the only pool supplier in the UK and possibly Europe to be exhibiting all in-house products only. The company's Derek Acca says his focus is on the 'three Es' – ecology, environment and energy savings. Surex has designed and engineered a new "world exclusive and patent protected" pool and spa Gel Block aimed at removing colloids from water. The product has been designed specifically to allow a carefully staged slow release of the "environmentally and ecologically friendly" compound it contains, and it is claimed to function in all pools and spas. Derek Acca says that up until now, gel blocks could not be used in above-ground pools or spas because they caused blockages in flow lines which were expensive and time-consuming to rectify. The Gel Block also contains a slow-release phosphate remover designed to dramatically reduce algae growth.  
[www.surex.co.uk](http://www.surex.co.uk)

### Swimming Pool Bead/Sofikitis Pool-Stone, Stand U117

The Pool Bead silica mix is reckoned to offer a practical and attractive alternative to tiling in pools, with the lack of grout avoiding the deterioration and discoloration that can be seen in tiled pools. Application usually takes two to three days and the pool can then be filled straight after. Meanwhile, Sofikitis Pool Stone is the UK distributor offering quality stone products for use in and around pools. Stone level deck grilles are a speciality. Both companies are part of the Pool Pebbles stable.  
[www.pool-pebbles.co.uk](http://www.pool-pebbles.co.uk)

### Swimming Pool News, Stand U123

Bi-monthly magazine for the UK pool and spa trade.  
[www.swimmingpoolnews.co.uk](http://www.swimmingpoolnews.co.uk)

### The Mosaic Company, Stand U115

Mosaic tiles and pool edging/deck tiles.  
[www.mosaiccompany.co.uk](http://www.mosaiccompany.co.uk)

### Thermalec Pool & Spa Heaters, Stand U111

Heating systems and controllers for pools and spas.  
[www.thermalec.co.uk](http://www.thermalec.co.uk)

### Topline Water Chemistry Systems, Stand U122

Launched at Spatex, Topline's new controller is claimed to be suitable for a wide range of applications, from the domestic market to light commercial and schools, as well as in-ground spas. pH and amperometric control enable the controller to dose chlorine, bromine or hydrogen peroxide, and no standardising or calibrating is said to be necessary. Topline says the new controller features 'intelligent learning' technology, memorising any adjustments to chemical dosing made by the user based on information programmed in by the Topline engineer at the commissioning stage. Prices will be available at Spatex, and the product features Topline's ten-year warranty.  
[www.topline.uk.net](http://www.topline.uk.net)



## Beamless grating

Technics & Applications introduces a new beamless duckboard concept in the framework of the installation of a slat cover that is immersed in a niche. This innovative system allows the pool's water level to be restored to just 5-6 cm under the copings: the immersed installation is therefore much more discreet and aesthetic while allowing for the possibility of having a very high water level and a more modern look. Also, this grating is available as an accessory which fits most of the systems already present in the market. The principle conforms to NF norm P 90-308.



[www.f-and-a.be](http://www.f-and-a.be)

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**[contact@eurospapoolnews.com](mailto:contact@eurospapoolnews.com)**



## Spatex Exhibitors

### Toucan Productions, Stand U103

France-based Toucan Productions will be focusing on three new products: the Net'Skim pre-filter for skimmer baskets, the Water Lily for absorbing fat residues in pools and spas, and the Pool'Gom for cleaning pool liners and all plastic parts and furniture.

Manufactured from a new polyester fibre, the Net'Skim prefilter is reckoned to resist all corrosive products used in pools and spas. It is claimed to be suitable for any skimmer basket, and benefits include easier pool and spa maintenance, improved water clarity, reduced chemical requirement and better protection of the pump.

The disposable Water Lily is reckoned to absorb and retain the fatty substances on the surface of pools and spas, which are responsible for the scum line that can appear on the pool liner and the visible black line inside the skimmer.

Finally, the Pool'Gom is billed as "magic rubber for pools and spas", said to be particularly useful for cleaning the water line and all plastic parts in a pool or spa. No detergent or chemical product is needed, and the product is used just like a pencil rubber to rub off unsightly marks.

[www.toucan-fr.com](http://www.toucan-fr.com)

### Unipools Group, Stand U107

New on the Unipools stand for 2009 is the Leakalyzer, which is claimed to be able to identify leaks in swimming pools in as little as five minutes. The product is said to be able to measure water-level changes to the nearest 10,000th of an inch – sufficiently accurate to be able to quickly determine the loss of less than a gallon of water from a 20 x

40ft pool. Benefits include the ability to provide 'leak status certification' for pool owners, insurance companies and estate agents, confirmation of whether a pool is actually leaking before investing time in extensive leak location procedures, and confirmation that leaks have actually been fixed on completion of a repair thus avoiding expensive callbacks. The new product joins Unipools' extensive existing range of pressure testing and leak tracing equipment, which will also be displayed. Also being promoted will be the composite one-piece self-cleaning pool from Compass Pools featured at previous Spatex exhibitions, along with the Paramount in-floor cleaning system for concrete and liner pools.

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



### Waterco Europe, Stand L170

A number of new products for 2009 are promised on the Waterco stand, in addition to the company's extensive existing range of filters, pumps, valves and heat pumps. Among the newcomers is the Elite automatic suction pool cleaner, which is billed as being durable and easy to use. The Waterco underwater light range has also been

extended for 2009 and now includes LED lights suitable for concrete, fibreglass and wooden pools, with lighting output of 352 lumen and claimed life of at least 70,000 hours. The company's Electrochlor range of salt water chlorinators is also being improved, with the addition of an LCD display unit for easier operation.

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

### Waxman Ceramics, Stand L149

Mosaic and ceramic tiles.  
[www.waxmanceramics.co.uk](http://www.waxmanceramics.co.uk)

### Weser, Stand L166

Natural stone copings and paving for swimming pools.

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

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

# DIARY

Here is Eurospapoolnews' definitive list of all the key UK and European pool and spa events you should have in your diaries for 2009

### POOL SALON CROCUS 2009 Russia

From 03/02/2009 to 06/02/2009 - MOSCOW  
[prmos@msi-fairs.com](mailto:prmos@msi-fairs.com)  
[www.poolsalon.info](http://www.poolsalon.info)

### MADE EXPO - Italy

From 04/02/2009 to 07/02/2009 - MILANO  
[info@madeexpo.it](mailto:info@madeexpo.it)  
[www.madeexpo.it](http://www.madeexpo.it)

### SALON PISCINE SPA & BIEN-ETRE France

From 13/02/2009 to 16/02/2009 - MARSEILLE  
[contact@safim.com](mailto:contact@safim.com)  
[www.piscinespabienetre.com](http://www.piscinespabienetre.com)

### FORUMPISCINE - Italy

From 20/02/2009 to 22/02/2009 - VERONA  
[info@ilcampo.it](mailto:info@ilcampo.it)  
[www.ilcampo.it](http://www.ilcampo.it)  
[www.ncforum.com](http://www.ncforum.com)

### 9th POOL SALON - Russia

From 04/03/2009 to 07/03/2009 - MOSCOW  
[poolsalon@poolsalon.ru](mailto:poolsalon@poolsalon.ru)  
[www.poolsalon.ru](http://www.poolsalon.ru)

### EGYPT POOL & WATER TECHNOLOGY EXHIBITION - Egypt

From 07/03/2009 to 09/03/2009 - CAIRO  
[info@aquathermeg.com](mailto:info@aquathermeg.com)  
[www.egyptpool.com](http://www.egyptpool.com)

### BAZENY SAUNY & SOLARIA Czech Republic

From 19/03/2009 to 22/03/2009 - PRAGUE  
[locharova@abf.cz](mailto:locharova@abf.cz)  
[www.vystava-bazen.cz](http://www.vystava-bazen.cz)

### POOL SALON 2009 - Poland

From 01/04/2009 to 03/04/2009 - WARSAW  
[poolsalon@expoevents.at](mailto:poolsalon@expoevents.at)  
[www.poolsalon-warsaw.info](http://www.poolsalon-warsaw.info)  
[www.poolsalon.pl](http://www.poolsalon.pl)

### INTERBATH - China

From 29/06/2009 to 01/07/2009 - SHANGHAI  
[shary.xu@vnuexhibitions.com.cn](mailto:shary.xu@vnuexhibitions.com.cn)  
[www.vnuexhibitions.com.cn](http://www.vnuexhibitions.com.cn)

### SPLASH! POOL AND SPA TRADE SHOW - New Zealand

From 29/07/2009 to 30/07/2009 - AUCKLAND  
[melanie@intermedia.com.au](mailto:melanie@intermedia.com.au)  
[www.splashnzexpo.co.nz](http://www.splashnzexpo.co.nz)

### SSF-EXPO - China

From 26/08/2009 to 28/08/2009 - SHANGHAI  
[www.ssf-expo.com](http://www.ssf-expo.com)

### GLEE - United-Kingdom

From 22/09/2009 to 24/09/2009 - BIRMINGHAM  
[glee@emap.com](mailto:glee@emap.com)  
[www.gleebirmingham.com](http://www.gleebirmingham.com)

### LIW - United-Kingdom

From 23/09/2009 to 25/09/2009 - BIRMINGHAM  
[cjbrown@cmpi.biz](mailto:cjbrown@cmpi.biz)  
[www.liw.co.uk](http://www.liw.co.uk)

### PISCINA 2009 - Spain

From 20/10/2009 to 23/10/2009 - Barcelona  
[info@firabcn.es](mailto:info@firabcn.es), [info@firabcn.es](mailto:info@firabcn.es)  
[www.salonpiscina.com](http://www.salonpiscina.com)

### AQUANALE 2009 - Germany

From 28/10/2009 to 31/10/2009 - KÖLN  
[aquanale@koelnmesse.de](mailto:aquanale@koelnmesse.de)  
[www.aquanale.de](http://www.aquanale.de)

### INTERNATIONAL POOL SPA PATIO EXPO - United-States

From 16/11/2009 to 18/11/2009 - KÖLN  
[Info@PoolSpaPatio.com](mailto:Info@PoolSpaPatio.com)  
[www.PoolSpaPatio.com](http://www.PoolSpaPatio.com)

### AQUALIE 2009 - France

From 01/12/2009 to 02/12/2009 - Paris  
[aqualie@sepelcom.com](mailto:aqualie@sepelcom.com)  
[www.aqualie.com](http://www.aqualie.com)

*Eurospapoolnews cannot take responsibility for the accuracy of the information in this Diary. Visitors are urged to check all details of exhibitions with the respective organisers in case event dates have been altered or an event postponed/cancelled.*

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