

**NEWS IN BRIEF**

**Moss kills off chlorine smell**

Moss pulled from the bogs of the New Zealand countryside is cutting the whiff of chlorine from American swimming pools, using its natural properties to fight bacterial slime. It is being seen as a potential new product against the odour in swimming pools.

A Minnesota company, Creative Water Solutions, has patented a product it describes as like a large "tea-bag filled with New Zealand moss" to condition water in backyard pools – and hopes to upscale it to public swimming pools.

After a two-month trial, caretakers of an Olympic-sized pool in Minnesota reported that sphagnum moss drastically reduced the need for chemicals and maintenance, while swimmers reported a drop in hot, stinging "chlorine" eyes.

With the moss controlling bacterial colonies, called biofilms, the pool needed two-thirds less chlorine than before.

**Somerset leads the way with free swimming**

Everyone aged 11 years or over in Somerset will now have a special opportunity to benefit from free swimming lessons.

Somerset District Council is offering free swimming lessons in pools across the district, including Goldenstones Leisure Centre in Yeovil, CRESTA in Chard, Wincanton Sports Centre and Crewkerne Aqua Cen-tre.

Sessions are only available to those who cannot swim or are not confident in the water, and are available on a first come, first served basis.

Free blocks of lessons will run until mid-December, giving swimmers six hours of water time with trained swimming coaches.

The council also has plans to offer at least two further six-week blocks of free lessons before Easter next year.

The offer is part of the national campaign by the Amateur Swimming Association – the national governing body for swimming – to encourage more people to take up the sport ahead of the 2012 Olympic Games.

The campaign plans to give 100,000 people the chance to learn to swim free of charge over the next two years, and will specifically target the 15-17 and 60+ age groups.

# POLYPOOL CELEBRATES 10TH ANNIVERSARY WITH NEW PLANS FOR 2010

From portacabin... to chicken shed... to new purpose built premises – Polypool Ltd is now celebrating its 10th anniversary with a look back at where it came from and looking ahead to new plans for 2010.

For those 10 years Polypool has owned a unique patented swimming pool system – the only heat retaining panel pool system in the world.

When the company started out with the new patent it traded out of a portacabin and was greeted by a cynical and suspicious specialist trade when it began talking about a new swimming pool system.

Says Technical Director Paul Fronda: "When it was first launched most of the trade laughed at the system. They said it wasn't cost effective and there was only one way to build a swimming pool – the traditional block system.

"I'm not one for giving up," adds Paul.

He worked hard with pool builders who used to building just 10 pools a year and asked them to try out the new pool. "They were instantly converted and since then we never looked back."

Another turning point was the SPATEX trade show in 2001.

"The show was important for us. We had something new to show and the business simply grew from there to the point



Polypool – from portacabin to purpose built premises in rapid time

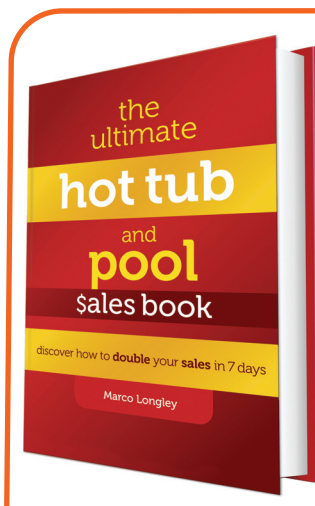
where we now handle 120 pools a year."

Polypool now has two premises – factory and offices with a new showroom planned for 2010.

Polypool is keen to stress the system will meet the requirements of the Part L Building Regulations which are due to take effect from January 2010 when all indoor swimming pools must be insulated. The fully patented design uses heat retaining thermal panels, which act as a thermal barrier preventing the outside ground temperature extracting heat from the pool water. The pool system can be installed as a DIY project or by professional

swimming pool installers in both domestic and commercial environments. Another area of consideration is the quality and cleanliness of the water. There are many health issues associated with the use of chlorine and these can be irradiated with the use of an e-clear chlorine-free water purification system. Polypool recommend the search for a new swimming pool should be based on an efficient, cost-effective method of construction and installation together with economical running costs.

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## DOES NEW BOOK HAVE THE SALES SECRET?

A new book designed specifically for the sale of hot tubs and pools, has been launched on to the UK market. Written by Marco Longley, who sold almost \$2m worth of hot tubs in his first year in the industry, gives step-by-step techniques and strategies to increase sales.

Launched last month, it is one of the few specialist books aimed at helping

dealers specifically with sales tips. It includes sales techniques and provides actual sales scripts to help handle any sales situation or customer.

Author, Marco Longley, has also held senior sales management positions with several major hot tub manufacturers and is his book published by Profits Publishing.