

Covered! News from PowerPlastics Pool Covers

December 2010: Looking back but facing forward

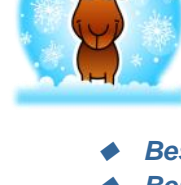


In years to come, mention 2010 to anyone in South Africa and the first thing to mind will be along the lines of Ayoba! and the World Cup - a memory that still makes many of us smile. We had an Ayoba! year at PowerPlastics Pool Covers too and have broken new ground and explored fresh markets. Yes, there have been challenges but it has been an exceptionally busy year for us and we're enjoying the fruits of our labour as our reputation and client list goes from strength to strength. Read on for a recap of some of the issues that shaped us and our marketing messages this year.

I'd like to thank all who have made a difference and contributed to PowerPlastics Pool Covers' growth this year—be it the regular pool owner, local government, our partners in the pool industry or my staff around the country — because a business is nothing without its people so thank you all for your valued input and loyalty. May you all have a well deserved break and a blessed holiday season. Stay safe around the pool and on the roads too if you are travelling. And here's to a prosperous, safer and more sustainable new decade.

Until next year,

Stephen Doyle, general manager ([stephen@powerplastics.co.za](mailto:stephen@powerplastics.co.za))



PS: if ever there was a gift that keeps on giving (or keeps making you go Ho Ho Ho)... it's a pool cover! It is not too late to do some Christmas shopping with us because who wouldn't want a year-round gift of household savings? Forget about the jostling crowds and short tempers in the malls—give us a call, and tell us whose stocking you need to fill and we'll handle the rest. Here's a quick shoppers guide:

- ◆ **Best choice: eco-wise pools:** *the EnergyGuard or Sol+Guard cover*
- ◆ **Best choice: parental peace of mind:** *the Solid Safety Cover*
- ◆ **Best choice: glamour and style:** *Starline Roldeck fully automatic cover*
- ◆ **Best choice: pool heating:** *Sol+Guard cover (only available in Jan 2011 due to such high demand)*

**Safety update**

In 2010 we saw some movement on the pool safety legislation when the Johannesburg Municipality tabled their second draft. It is our understanding that the by-law is being reviewed by the city's legal department and that the criteria for compliance will be one of the following: a safety cover, safety net or a self latching gate and pool fence. Residential complexes will also be required to fit a self-closing fence of a certain height.

There is still wide criticism about the issue but it is futile to bemoan it because it's no longer a case of 'if' but 'when'. Feel free to contact us with any questions you may have about the legislation and we'll happily guide you through the process. Read on for news about an exciting new blog we're launching too!



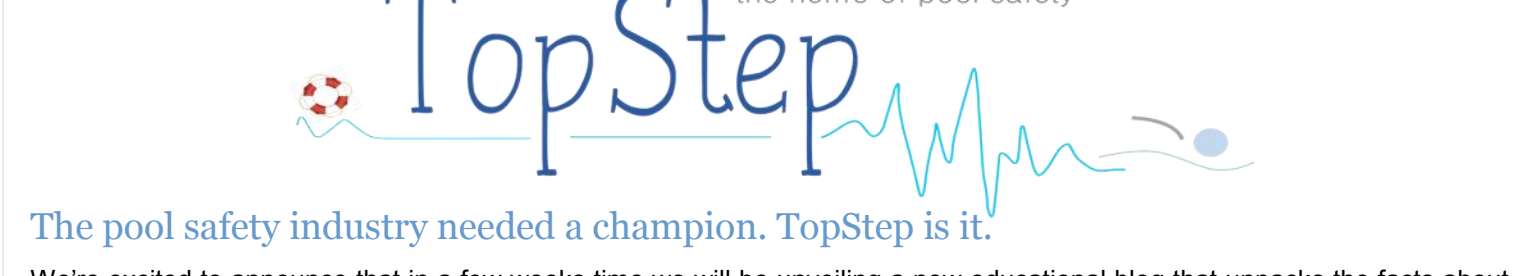
The Solid Safety Cover

**The drowning prevention solution: the Solid Safety Cover**

Still the leading safety cover on the market, ours is arguably the easiest to use. Furthermore, safety covers of this type and design will be one of the approved criteria when the pool safety legislation is passed.

- Bears the weight of two adults and a child without damage or risk
- Easy to use pole and ratchet system creates the tension required—no hooks and eyelets
- Has drainage holes to stop water forming a pool on top of the cover
- Will also reduce evaporation and stop debris collecting in the water

Click [here](#) for more specs on the Solid Safety Cover or mail [Merco](mailto:Merco) for a quote today.



the home of pool safety

# TopStep

**The pool safety industry needed a champion. TopStep is it.**

We're excited to announce that in a few weeks time we will be unveiling a new educational blog that unpacks the facts about child drowning and serves as a forum to update the public on the pool safety legislation. TopStep packs a punch with insight and advice from across the industry. We'll send out a newsflash when we go live but if you'd like to get involved and become a pool safety guest blogger, click [here](#) to drop Caryn a line. We're also calling for parents of victims to share their stories too so that others may avoid the same tragedy of losing a child. Send us your thoughts on the legislation too and we'll post them on the blog!

**Green news —there is no escaping it, our planet is limping!**

**H2O or H2Oh?** 2010 was a year of helping pool owners make their pool greener, in the eco sense. The Eastern Cape continues to be ravaged by drought and experts now believe the region is becoming a permanently water stressed/ drought zone. The socio economic implications of this alone are profound and affect the national infrastructure, not just local residents. Ever considered that those in drought areas get so tired of the strain of daily water scarcity that they will relocate to more water stable provinces? (Just 100 families moving from Port Elizabeth to Cape Town could have a notable impact on the Cape's resources!) So don't kid yourselves that a drought in the Eastern Cape does not affect your home city. Water savings across the country can help alleviate the crisis so take a long hard look at your pool's footprints and consider the role you could play if you used your own water more responsibly.

**When the lights go out....** The power supply outlook for 2011 is not particularly rosy either and we've been told to brace ourselves for a fresh round of load shedding as the national grid struggles to balance supply and demand. Unfortunately, people will only really sit up when they are directly inconvenienced. Next year, pool owners need to be more pro-active in addressing their daily energy consumption, not just from a supply point of view but from a household cost perspective as the price of electricity will continue to rise too. If just half the pools in the country were filtered 50% less than they currently are, it would considerably relieve pressure on Eskom and perhaps even reduce the likelihood of load shedding. Food for thought!

**The eco-pool solution: EnergyGuard**

- Increases water temperature by up to 4° C
- Power saving: reduce filtration times by 50%
- Evaporation: reduced by 98%, a significant water saving
- Chemical consumption: reduced by up to 60%, shrink pool's carbon footprint
- Effective way to winterize a pool, saves on maintenance costs when a pool is not in use for long periods
- Cleaner water, the cover reduces dirt and debris in pool
- Heat retention & warmer water – extends swimming season by 6 to 8 weeks
- Inhibits light entry therefore curbs algae growth

Click [here](#) for more specs on the EnergyGuard or mail [Leroy](mailto:Leroy) for a quote today.



EnergyGuard, for the eco-wise pool owner



**Green evidence!**

This year, the ongoing water and power crises saw us stepping up the drive to educate with fresh messages about pools and their role in environmental best practice. Still, few people really understand just how eco-unfriendly pools traditionally are and there are a staggering amount of pool owners who will not think twice about sticking their hosepipe in the pool for an hour! This year we presented a new case study on thermal pool covers and their role in complementing sustainable lifestyles. The savings figures in the case study are compelling and anyone with a green conscience will find them hard to ignore. Click [here](#) to download a copy of the case study from our website.

**Property trends**

2010 was also a year of post-recession economic recovery. The World Cup of course gave us the opportunity to showcase the country's investment potential and the Rand has been a good performer in recent weeks. We at last saw some encouraging signs of improvement and stability in the property market but that's not to say property woes have gone away. The market is still somewhat skittish but the mood lifted, especially after interest rates hit lows not seen in South Africa in decades — good news for those who've been wanting to improve their property but had little wriggle room on their mortgage.

"With the slow down in consumer price increases and more confidence evident than this time last year, we are already seeing renewed interest in our high end lifestyle range, the Starline Roldeck," says Stephen Doyle. "It's a fantastic note to end the year on!"

**The chic solution: Starline Roldeck**

The sexy Starline Roldeck will considerably increase the value of any property and offers both safety benefits as well as a eco-wise solution for pool owners, given the lowered water and power consumption:

- 'Push of a button' ease of use
- Excellent way to close off a pool for long periods (great for frequent travellers!)
- Child drowning prevention: will bear the weight of 50kg without risk or damage
- Good heat retention properties
- Can be linked to home automation systems
- Prevents debris from contaminating water

Click [here](#) for more info on the Starline Roldeck or mail [Graham](mailto:Graham) for a quote today.



The Rolls Royce of covers, the fully automated Starline Roldeck

**Win! R5000 in cash vouchers up for grabs!**

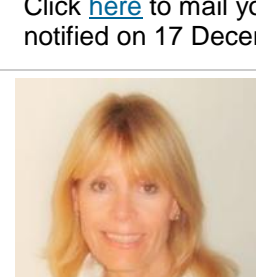
This month five readers can each win a R1000 voucher to spend in a pool shop that stocks the PowerPlastics Pool Covers range (which is pretty much 90% of the pool shops out there!) Simply answer these two easy questions:

1. Which of our pool covers will increase the value of a property?
2. Name two of the colours that our Solid Safety Cover is available in.



[Stuck? You can find the answers on our [website](#)!]

Click [here](#) to mail your answers, contact details and your preferred pool shop. Entries close on 16 December and winners will be notified on 17 December so keep an eye on your inbox!



**Meet Val**

It has become widely acknowledged in modern business circles that dedicated sports professionals who have the ability to apply their athletic drive and committed outlook to their careers become highly motivated and successful business professionals. Val could not be a better example of such cross-discipline skills (even though her fitness levels put the rest of us at PPPC to shame!) Never mind the seven Two Oceans and seven Comrades marathons under her belt, Val is a key member of the PowerPlastics Pool Covers sales team. She joined us 18 months ago and her beat is the pool industry - a wide audience which incorporates pool shops, pool builders, spa manufacturers and solar and electrical heating suppliers – each of which play a critical role in our business.

Val has found her niche in this sector of the industry, handling all customer liaison, offering sales support and providing an educational service to both the shops and their clients, advising them on the best covers for the pool owner's circumstances and budgets. She is not afraid to roll up her sleeves and assist on site either and is often seen wielding her tape measure over a customer's pool!

Val has quickly built up an excellent client list. She took the bit between her teeth, went out and forged strong industry relationships and has a national network that just goes from strength to strength. By consistently going beyond the call of duty, Val has the orders rolling in, from the Cape to Gauteng to KZN.

Val's other soft spot is animals and she is involved in a community project to assist strays. Every evening for seven years, Val has dropped in to feed two feral cats who hang out in a factory in Epping! All told, Val is one remarkable woman!

If you're involved in the pool retail trade and have not yet met Val, you should! Give her a call or drop her a line to set up a meeting: [info@powerplastics.co.za](mailto:info@powerplastics.co.za)

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