

*Covered! News from PowerPlastics Pool Covers*

September 2011: The Safety Issue

**A swimming pool is 14 times more likely than a motor vehicle to be involved in the death of a child age 4 and under.** Yet still, drownings occur in domestic pools across South Africa on a weekly basis — tragic losses that could have been prevented with the right level of pool safety combined with adult supervision. As you look forward to summer and lazy family days around the pool, instead of just getting your water's pH right at the end of winter, rather spend time on assessing your pool safety and start looking at your pool not as a source of fun, but as a death trap. And then take the necessary action to secure your pool. Harsh as this may sound, still too many parents do not take this issue seriously enough.

Remember, it is a matter of time now until the new Pool Safety Legislation will be passed which means you're going to have to secure your pool anyway! We've had word that this proposed by-law is now in its final stages and about to be passed by Johannesburg Municipality. We've worked alongside key decision makers in the legislative process so rest assured that the PowerPlastics Pool Covers Solid Safety Cover will be an approved safety device under this Legislation. So, not only will we help you comply, the PowerPlastics Solid Safety Cover offers more peace of mind than nets, alarms and pool fences and it is also the only pool safety device that allows one to reduce the day to day costs associated with pool upkeep, given the savings achievable on water, power and chemical costs.

Lastly, please familiarise yourself with what drowning REALLY looks like and stop believing that, like in the movies, a drowning child shows signs of violent struggle, can wave and call for help. Understanding the signs of drowning and what happens physiologically can make the difference between your child's full recovery, brain damage or death.

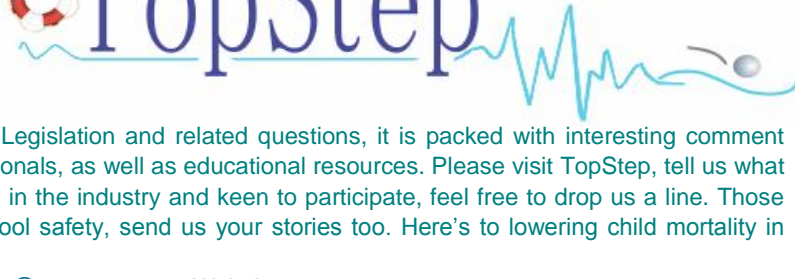
*Carolyn Idas, Operations Manager (Info@powerplastics.co.za)*

**Introducing TopStep, the home of pool safety!**

This is a new educational blog we have launched, conceptualised to address the many questions arising from the proposed Pool Safety Legislation, but covering all topics relating to pool safety and child drowning prevention.

Not only does TopStep explain the Pool Safety Legislation and related questions, it is packed with interesting comment from the industry, medical and swimming professionals, as well as educational resources. Please visit TopStep, tell us what you think and join our new community! If you are in the industry and keen to participate, feel free to drop us a line. Those with personal stories and hard won lessons in pool safety, send us your stories too. Here's to lowering child mortality in local swimming pools!

*Stephen Doyle, TopStep Administrator, Email: [info@topstep.co.za](mailto:info@topstep.co.za). Website: [www.topstep.co.za](http://www.topstep.co.za)*



**Product feature: the PowerPlastics Pool Covers Solid Safety Cover**

In 2005 we saw a market demand for a more refined solid safety cover that was affordable and easier to use, which led to the development of this unique solid PVC cover that is both technically and aesthetically superior to others on the market. Today, it is the leading safety cover in SA and its design remains unparalleled, conforming to international safety standards as it supports the weight of two adults and a child.

A common question we get is "If the PowerPlastics Solid Safety Cover is approximately three times more expensive than a net, how can I justify this cost?"

It's an easy answer: a) the pool is completely covered, b) it is an excellent way to cover a pool during winter to save on water evaporation, pool pump electricity and chemicals, and lastly c) it is infinitely easier to take on and off than a net! Read on for more detail on these and other benefits.

**No fiddly hooks and eyelets, just simplicity of design and ease of use:** some people incorrectly believe that without hooks and eyelets, the cover is not 100% safe. In fact, what makes this cover safer than its predecessors with hooks and eyelets is the superior tensioning system and the fact that its securing devices can NOT be operated by a child.

**How it works:** The PVC cover is supported across the pool by aluminium battens that are secured into the PVC cover. One end is anchored into place with removable anchor bolts, the opposite end has corresponding ratchets which allow the cover to be tightened.

**Absolute safety:** the PowerPlastics Solid Safety Cover withstands the weight of two adults and a child.

**Features of the PowerPlastics Solid Safety Cover**

**Drainage system:** a common drawback with first generation PVC covers is that rain or sprinkler water can collect on top of a PVC pool cover, forming a small pool that curious toddlers may be tempted to play in. Drainage holes in our second generation PowerPlastics Solid Safety Cover ensures that water drains into the pool, never accumulating on the cover.

**Tamper proof:** the lockable strapping system makes it difficult for a small child to tamper with or attempt to release the cover.

**Durable:** made from 550 gsm PVC, aluminium battens and industrial strength stainless steel ratchets.

**Colours and pool types:** comes in black, beige, green and blue, and can be custom fitted to both rectangular and shaped pools.

**Not just safety, reduce your pool upkeep too**

**Power savings:** cleaner water requires less filtering and backwashing, which amounts to significant power savings. In an average domestic pool, the pool pump consumes 12% of the household's electricity. The PowerPlastics Solid Safety Cover reduces this to 6%.

**Water savings:** evaporation losses are reduced by up to 90%, requiring less water input to maintain optimum levels.

**Chemical savings:** under a solid cover, algae growth is reduced and less debris collects in the water, allowing for less chemical input without compromising water hygiene. Water aesthetics are greatly improved.

**Winter pools:** the PowerPlastics Solid Safety Cover is a savvy solution for closing a pool in winter months, requiring little effort to get the pool swim-ready after an extended period.

Click [here](#) for more information on the PowerPlastics Solid Safety Cover.

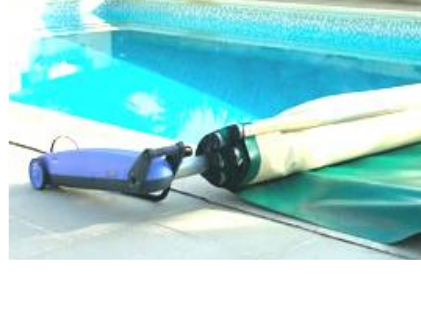
**EasyRoll: automate your PowerPlastics Solid Safety Cover**

This compact accessory that sits at ground level. Using a self propelling motor that attaches to the aluminium bars of the Solid Safety Cover, at the push of a button, it neatly and quickly rolls in the cover to open the pool for swimming, or rolls it out to cover the pool after use.

One of the biggest risks when it comes to child safety is when parents can't be bothered to re-cover their pool after swimming. EasyRoll eliminates the temptation to be negligent and lazy about re-securing the pool after use— is perfect in summer when children are in and out the pool several times a day!

EasyRoll is the most cost effective way to automate your pool cover, when fully-automated covers are not in the budget.

Click [here](#) to request a quote.



**What does drowning really look like?**

**Dispelling common drowning myths**

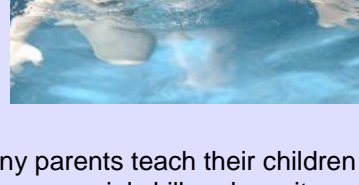
Unfortunately, television and media have a lot to answer for when it comes to how drowning is portrayed. Many accidents occur purely because those nearby THINK they know how to identify a drowning in progress - loud cries for help, arms thrashing in the water, clear signs of struggle etc - when in fact drowning does not look like that at all. It is silent and quick, with no thrashing movements.

Parents and caregivers MUST familiarise themselves with the real signs and symptoms and be aware that the appearance of a drowning can vary widely. Read on to learn more about common drowning myths.

- Myth #1: drowning children will shout for help.** Drowning children are physiologically unable to call out. The respiratory system is designed for breathing, speech is the secondary function. Drowning children's mouths alternately sink below and reappear above the surface - while their mouth is above the surface, they need to exhale and inhale before they sink again. There is not enough time to cry out.
- Myth #2: they will wave arms to attract attention or thrash in the water.** Drowning children can not wave for help. Physiologically, a person who is drowning can not perform voluntary movements such as waving or moving toward a rescuer. Envisage the surface of the water as a platform. Someone who is drowning often presses down on the surface and tries to use it as leverage to get their mouth above the water's surface to breathe. So what the onlooker sees are arm movements that can appear to be doggie paddle or playful swimming. Children will not kick wildly either. They remain upright in the water, with no evidence of a supporting kick. They are quiet, focused only on breathing and show no signs of violent struggle. The child's struggle is quick -- 20 seconds, whereas an adult struggles for 60 seconds.
- Myth #3: drowning children are unsupervised children.** 50% of all child drownings will occur 25 metres or less from a parent or adult who was distracted for only a few seconds. They die unnecessarily, unnoticed by the very people who are meant to protect them.

**Signs & behaviours of drowning or near-drowning**

- Head low in the water, mouth at water level
- Head tilted back with mouth open
- Hair falling over the forehead or eyes
- Eyes glassy and empty, unable to focus
- Eyes open, with fear evident on the face
- Hyperventilating or gasping
- Body is vertical and upright
- Trying to swim in a particular direction but not making progress
- Trying to roll over onto the back to float



Many parents teach their children to swim as a social skill and see it as a fun pastime. South African parents need to shift their thinking and view swimming as a life or survival skill, not a social pastime.

*Remember, children tend to make a noise in the pool. If they're quiet - go and check on them immediately!*



**X A**



**✓ B**



**✓ C**

Most people believe Picture A is what a drowning typically looks like, when in fact Pictures B and C are more accurate - the mouth bobbing at water level, the body upright, little movement and the surface of the water undisturbed i.e. no splashing.

**Win safety this Spring!**

**A PowerPlastics Solid Safety Cover, to the value of R5000.**

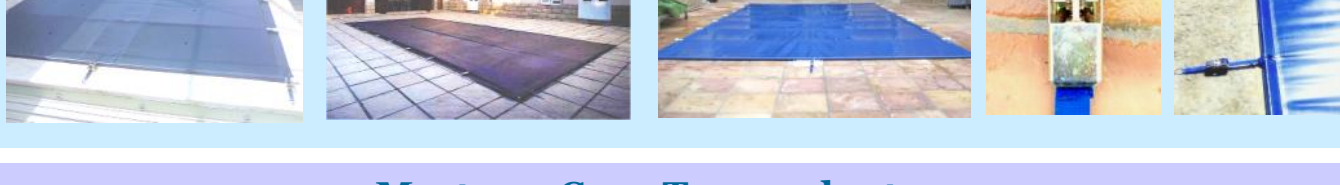
This month's winner will receive a PowerPlastics Solid Safety Cover to the value of R5000. Simply answer these two questions:

- Name one of the common myths associated with drowning?
- PowerPlastics Pool Covers also sells thermal covers to save on the costs associated with pool upkeep and to heat the water naturally. Name one cover in our Thermals range?

Answers can be found here or on our website: [www.powerplastics.co.za](http://www.powerplastics.co.za).

Click [here](#) to mail your entry to Carolyn. Entries close 26 September 2011, and the winner will be notified directly.

**Image gallery: PowerPlastics Solid Safety Cover**



**Meet our Cape Town sales team**

Each a skilled and experienced sales person and passionate about customer care, the Cape Town sales team prides itself on placing customer needs above all else, and are dedicated to going the extra mile.



From left to right: Lynne Kleynhans (Internal Sales Consultant), Carolyn Idas (Operations Manager), Leroy Arendse (Internal Sales Consultant) and Joseph Frank (Internal Sales Consultant)  
Insert: Val Oliver (External Sales Representative),

**Did you know you can also generate your quote online?**

*Simply measure the length and width of your pool at its widest points and enter the details via our website. Click [here](#) for your online quotation.*

11 Harris Drive, Ottery, 7808, Cape Town

Tel: 021 703 5880 | Fax: 021 703 4864 | [info@powerplastics.co.za](mailto:info@powerplastics.co.za)

Shop 2 Wetherleys Decor Park, 7 Precision Street, Kya Sand, Johannesburg

Tel: 011 462 7897 | Fax: 011 462 8483 | [joburg@powerplastics.co.za](mailto:joburg@powerplastics.co.za)



[Visit our website](#)

[Contact our sales team](#)

[Newsletter: unsubscribe](#)

[Newsletter: feedback](#)