

IS IT REALLY GREEN OR CLEVER MARKETING?

It's not just in the swimming pool industry, it's across the board. By sticking a green label on a product, manufacturers and their marketing allies have figured out a new way to attract an affluent audience. But just because it says it's green on the label doesn't mean that it's any better for you or the environment.

The swimming pool industry is very good at "re-inventing the wheel". Recently, we have seen a plethora of products claiming to be 'green' pool water purification systems. It might just be an energy-saving pool pump that draws less power. They're still using the same old chemicals but they're portraying themselves as environmentally friendly, based purely on the savings of electricity.

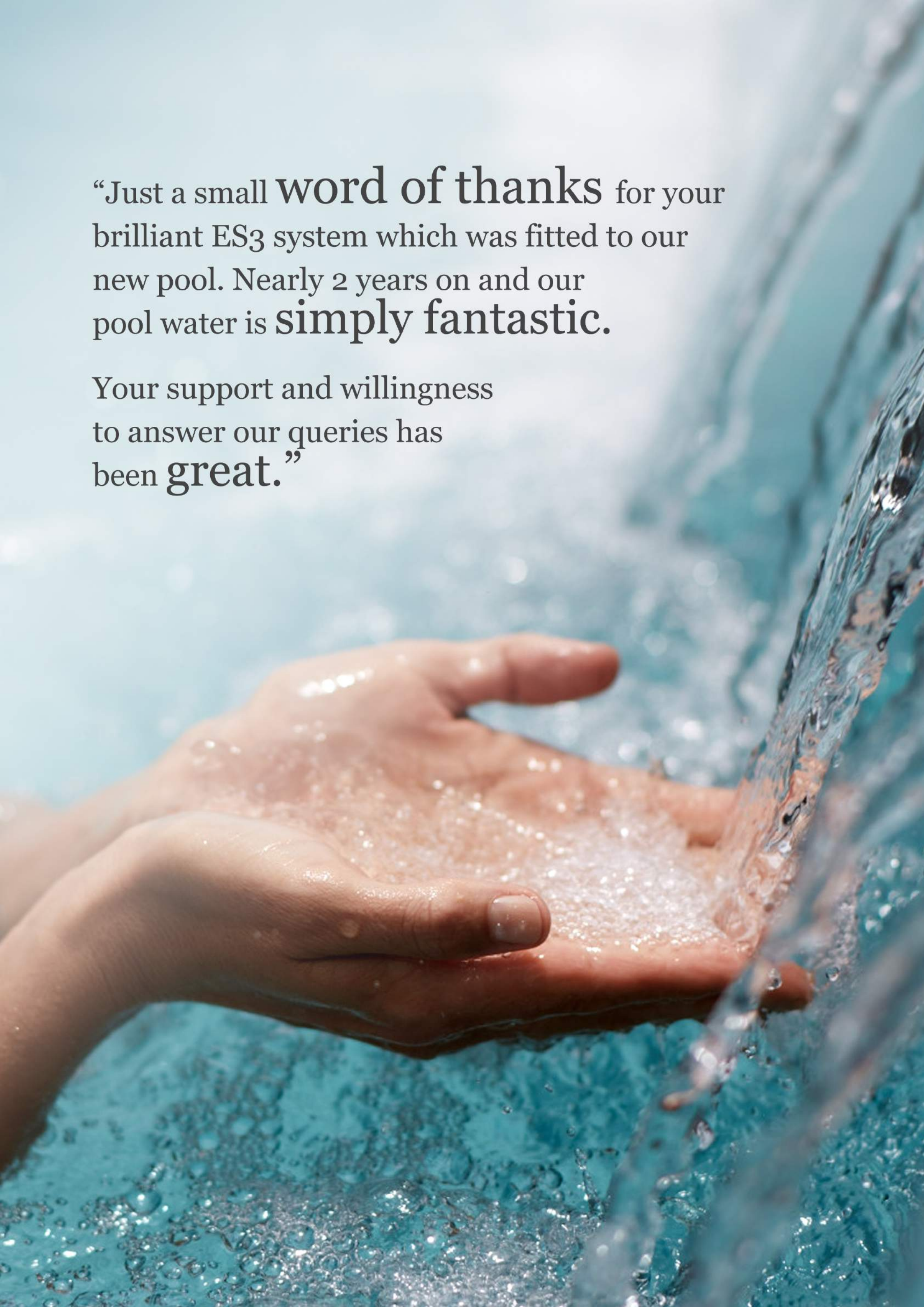
Another recent marketing ploy was re-inventing sand. Sand has been used as a filter in nature for millennia. Now, the latest craze here in Australia is this: instead of putting sand into the filters, they're putting recycled glass. How do you create glass? Sand. They're portraying it as being a better filter than nature's sand. The way they market it, every one's sold on it.

Another case: the 'ozonator' which is presented as a greener, safer system.

What they fail to mention is that while the ozonator is a good oxidiser and sanitiser, it can only disinfect the pool water at point of contact. As the water goes through the machine, it sanitises but it leaves no residual sanitiser in the main pool. So when you use ozone you need to use a residual sanitiser such as chlorine. So what they do is add on a salt chlorinator. They're taking an old technology and dressing it up to make it appear as a greener healthier system.

They've re-invented the pump. In Australia, the energy suppliers have worked out that the pool pump is the biggest single source of power consumption in a residential home. So what pool supply companies have done now: they are selling you a pump with switches on it so you can cut down the output. It will run at a third of the power. But the trade-off of doing that: in a swimming pool you have to turn the whole volume of the swimming pool water through the filter once a day. So if you slow the pump down by two thirds, you've got to run it two thirds longer.

It's a messy industry – poorly regulated. It's hardly surprising that many pool owners are confused about the realities of pool maintenance, and this is why we're taking a stand. We're here to help people find their way through the hype, establish the facts and learn the truth.



“Just a small **word of thanks** for your brilliant ES3 system which was fitted to our new pool. Nearly 2 years on and our pool water is **simply fantastic.**

Your support and willingness to answer our queries has been **great.**”