



Summer 2011

Pool World

NEWSWAVES

Get in the Swim!!



One of the best things we can teach our children is how to swim at an early age. Swimming is a great fitness choice for just about anyone and one we can use our entire life.

Swimming offers cardiovascular and strengthening at the same time and very few workouts offer both. Swimming is fun and very relaxing.

Summers spent poolside are years your kids will remember for a lifetime. Pools are a great place for entertainment and a fun environment that offers you and your family hours and hours of enjoyment, while at the same time being a great source of healthy exercise.

Whether you are looking for a simple pool or an elaborate oasis we can help you accomplish turning your dream into reality. In-ground or above-ground, lap pool, endless pool, infinity pool, beach entry ... our professionals can design, build, and install them all. Visit us and let us help you and your family get in the swim for a lifetime of enjoyment!

Business Hours:

9:00 am - 6:00 pm

Mon - Fri

9:00 am - 5:00 pm

Saturday

Service 8:00 am - 5:00 pm

Monday - Friday

Valley Store E. 13524 Sprague

Web Page: www.poolworld.biz

E-Mail: service@poolworld.biz



Pool Party Ideas

One of the very enjoyable aspects of pool ownership is entertaining poolside. From casual family get-togethers to a beautiful spot to host a graduation party or wedding, the pool is a great area to enjoy. A pool can be the spot where many memories are made. This 4th of July is a great time to host a poolside party. Here's a few party ideas to make it memorable.

Send your invitations with a pool party theme like flip flops or beach balls in red, white, and blue colors. Instruct everyone to come dressed in red, white, and blue.

Decorations should also have a red, white, and blue theme. Line your patio or walk with small American Flags and don't forget to have a large flag for your wall outside. Use red, white, and blue tablecloths and dinner and drinkware.

Make the menu all American with BBQ food and watermelon. Burgers, ribs, hot dogs, sausages, and chicken are all good choices for the 4th. All American snacks like chips, nuts, pretzels, and popcorn are good to have on hand. Bake a cake using whip cream for topping with strawberries and blueberries for stars and stripes. Remember originally there were only 13 states. Drink suggestions would be Ice Tea, Ice Coffee, Lemonade, Sangria, Red, White, and Blue Jello shooters, and Root beer.

Don't forget the music! Bruce Springsteen *Born in the USA*, Brooks and Dunn *Only in America*, *America Will Survive* by Hank Williams Jr, and *Red, White, and Blue* by Lynyrd Skynyrd are some good choices. Other patriotic songs are *God Bless America* by Kate Smith and *America the Beautiful* by Ray Charles.

Red and Blue squirt guns, beach balls, and frisbies are fun items to have on hand for games. Have fun, enjoy and so will your friends and family!

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GrillWorld

We're your grilling headquarters for searing, smoking, and baking on grills that will satisfy your taste buds with great flavors and offer you years of quality performance. Why struggle with a poor quality grill, ruin good recipes and cuts of meat when you could be treating yourself, family, and friends to great foods cooked to perfection on a grill that makes grilling a pleasure.



Choose from Weber, Traeger, or Big Green Egg.



Everything you need to Grill Better

We carry a full line of unique accessories to make your grilling even more pleasurable. From charcoal to rubs, sauces, utensils and jalapeno holders, we have what it takes to enjoy firing up your grill!

And for delicious, fun recipes visit us weekly at www.poolworld.biz!!



Everything tastes better with a little Butt Rub!!!



Basic Pool Care as Simple as 1,2,3

Free Water Testing

Keeping your pool sparkling clear can be as easy as 1,2,3. There are a few simple things that need to be done on a routine basis.

1. Circulate the pool at least 10-12 hours per day to maximize your sanitizer's efficiency. The more the water is in motion, the harder it is for bacteria to take hold.
2. Make sure your filter is working effectively so that it removes both visible debris and microscopic matter. Chemically clean the filter to remove oils and deeply embedded debris approximately every 6 weeks or at least twice a season.
3. Clean your pool weekly. Brush and vacuum the walls and floor. Even if you have an automatic vacuum it is important to brush the pool or employ a pool service for weekly care. Check your pools skimmer and pump baskets and empty debris as needed to assure proper circulation.
4. Maintain proper water care parameters and water chemistry. Test the pool weekly for pH and sanitizer levels and make sure you bring in a water sample every 4 to 6 weeks during the season to make sure the water is balanced properly to protect your pools finish and keep your swimmers comfortable. Treat and adjust the water balance as needed.

GrillWorld Rewards Club

Tell your family and friends about your Big Green Egg, Weber, or Traeger grill from Pool World and send them in when they're in the market for a good grill. If they get a grill and give us a card with you as the referral you'll get a bag of pellets or a propane refill and your referral receives the same with their grill!

It's a win, win, for you and your friends.





Eco-Friendly Liquid Chlorine

Do the environmentally responsible thing when using our liquid chlorine and/or acid and recycle. 60 million tons of plastic has been saved from the landfill using the returnable jugs and it will help reduce your garbage bill. The case is self contained so it is safer to transport and the new "No Glug" jug reduces splash back when adding to the pool. Eco-Friendly Chlorine or Acid must be purchased by case quantity. You can also **SAVE** money by purchasing the reusable jugs!

Disposable



Eco-Friendly



\$6 refundable deposit charged per case. All 4 bottles and totes required for refund of deposit or exchange.

Don't want your pool
SICK
cloudy, greenish,
KINDA ICK



Prevent algae blooms by being proactive and use Back Up algaecide as part of your weekly routine. Back Up is just what the name says, a Back Up for you when conditions are just right for your pool to turn green and icky.

People using Back Up as part of their 1, 2, 3 weekly routine seldom, if ever, deal with a SICK pool. It's like giving your child a multi-purpose vitamin daily to prevent illness and give them the nutrients needed for a healthy life. As algae strains become more and more resistant to chlorine and bromine it has been proven that a good quality algae preventative like Back Up is your key to help prevent the trouble some green pool.

Get a 2 lb. or larger BioGuard Smart Shock and

SAVE \$5.00 OFF BackUp Algaecide

Not valid with any other offer. 6/13/2011 - 7/30/2011

Silk Tab[®] Lucky Winners



Several customers were lucky winners of the 25 lb. Silk Tablet give-away that we host every April & May at all 4 of our locations! Be sure to stop in next April and take your chance at winning a supply of BioGuard Silk Tabs[®] for your pool! You'll notice a big difference in the performance of your tablets and you'll love the silky feeling of your pools water when using Silk Tabs to keep your pool clean and clear!! **TAKE YOUR CHANCE AT WINNING NEXT APRIL AND again in MAY maybe you'll be one of the lucky winners!**

Spread the word

Let your friends know how much you enjoy your pool or hot tub from Pool World and anyone who mentions your name at the time they purchase a pool or hot tub will receive \$100 off their purchase and you'll receive a \$100 gift card to spend in the store whenever you like!!!



We accept:

Cash, Checks
Visa, Mastercard
Discover and
American Express

You can also use your credit card on our website to pay bills or put deposits on orders. Go to:

www.poolworld.biz

www.poolworld.biz



For monthly specials and tips on pool or hot tub care visit us regularly. You can schedule service appointments, pay your bill and get grilling tips and weekly recipes to enjoy on the grill.



E-mail Contest

We will be awarding a \$100 gift certificate monthly to a lucky winner. Just stop in and enter our e-mail contest. We will announce the winner monthly through e-mail only.

Bullwinkle Takes a Dip



Everyone and everything enjoys a good dip on a hot summers day. That's what one of our customer's found when they found this moose bathing in their pool. The moose was a good swimmer and even exited the pool by the steps when his swim was complete.

Luck Changes!!

Big Green Egg Winner



The Ellisons were the lucky winners of the Big Green Egg drawing we held for the new Central stores Grand Opening on April 23rd! They are customers of our Coeur d' Alene store and they won the medium Egg. They decided to up-grade to a large Egg because they do a lot of entertaining at their lake home. When Mr. Ellison entered the drawing, his comment was that he never had luck winning anything. His luck fooled him and he is now a proud EGG Head!!



Service Spot

Our crews are trained to do the job you need done. If your pool or spa is in need of repair or general maintenance give us a call at:

509-928-6585
or
800-876-4340

**Weekly,
Bi-Weekly,
Monthly,
and Vacation
Service**
Available Year round



a "GREENER"

option for your pool...

Replace your pool pump with a more energy-efficient model. Pentair has developed a variable speed pump with permanent magnet motors and digital controls that can save as much as 90% in utility costs. You can program the pump to reduce operating speed. If you reduce speed by 50% the energy used will be just one-eighth of what was previously used. And the IntelliFlo pump is the quietest running pump on the planet thanks to its permanent magnet motor and totally enclosed fan cooled design. At typical speeds you will barely notice it running. Stop in and see the IntelliFlo pump or call for an estimate.



Did you Know?

If you let your dog cool off in the pool, 1 Dog is equal to having 50 people in the pool and you need to treat the water accordingly. 1 Duck who swims in your pool is equal to 100 people!

NewsWaves



Is Your Hot Tub Cover

Saving You Money?

If you notice your hot tub cover getting heavier from water saturation, replace it with a quality, custom made Sunstar cover. Water logged insulation loses effectiveness and wastes costly energy that could be dollars going back into your pocket.

When purchasing a hot tub cover several attributes such as longevity, insulation value, tightness of seal to the tub and overall energy efficiency all factor into the return on your investment. Sunstar uses virgin foam cores, marine grade vinyl, heat seal gaskets, as well as their Antaeus 2000 vapor seal™ for overall energy efficiency. Our Sunstar covers are custom made to fit your spa exactly.

SAVE \$50

On any New SUNSTAR® COVER

FREE Delivery to Spokane/CDA
FREE bottle of Sunstar Cover Protectant™ to keep your cover looking new.

Coupon good through July 31st, 2011
Coupon does not apply to Orphan Covers

Call to place your order today!

Spa Cover Care Tips



Keeping your spa cover in good condition is essential to keep your spa clean and ready for your enjoyment. Here are a few tips to help keep it in good condition;

- To secure the cover when the spa is not in use, always lock the cover straps in place.
- Treat your cover like you would a fine crafted piece of custom furniture.
- Always use the cover handles to remove the cover.
- Remove snow buildup to avoid damage to the covers foam cores. Never use a shovel or any sharp object to remove the snow. We carry Sno-brums a great device designed to remove snow safely from your cover without damage.,
- Maintain proper water chemistry.
- Clean your cover on a routine basis and condition the cover using Sunstar Cover Creme or Saddle Soap to protect it from UV and keep the vinyl in good condition.



Why Shock a Pool/Spa?

The purpose of shocking a pool/spa is to oxidize materials that have a chlorine demand or form combined chlorine such as ammonia, amino acids, skin, mucus discharge, urine, suntan lotion, hair spray, leaves, grass and other organic material. Shocking prevents the formation of chloramines which are less effective disinfectants, the cause of eye burn and obnoxious odors. We recommend shocking a pool/spa once a week and whenever your chlorine test shows combined chlorine.



Love the idea of a pool but tired of dealing with this type of pool?



Cash for Splash

Ready to upgrade to a quality pool that provides years of fun and relaxation? Bring us a piece of your old Intex pool and we'll give you \$300 to use toward your Doughboy pool purchase!



Toll Free: 1-800-876-4340

Online: www.poolworld.biz

Welcome New Faces

We would like to introduce some of our new staff to you and ask that you share with us in welcoming them. They have undergone training for the past few months and continue to learn, but we're sure you'll find all of them to be friendly, knowledgeable and helpful. They look forward to helping you with your pool/spa needs.

North Store

Joel O'Bannan



Central Store

Joseph Conner



CDA Store

Ian Wolford



Valley Store

Luke O' Bannan



Simple Improvements

Make Owning & Operating a Pool Real Easy

35 years ago owning and operating a pool was not nearly as easy as it can be now days. Back then automatic pool cleaners didn't work well, most were simply designed to push debris to the skimmer. Water care products were added by hand. Automatic Chemical Controllers were too expensive for most homeowners to have. Automatic covers did not exist and there was no convenient way to remove the pool cover. Pool pumps ran on 1 speed and there was no way to control power usage.

Today things have changed. Pool owners enjoy the benefits of an **automatic cover** which makes using the pool far easier and allows them to use the pool more often. An auto cover can reduce operating costs on average about \$600 a season and the cover helps reduce maintenance by 90%.

With a **Strantrol chemical monitor** your pool can take care of itself. No constant testing and adding chemicals, the unit measures and controls both pH and chlorine.

Variable speed pumps offer power savings that average around \$300 to \$500 a season and **auto cleaners** do the pool housekeeping chores for you! Simple improvements make pool ownership a breeze!!

Helpful Tips

for pools treated with a Salt Generator

We can accurately test your pool water using the latest in testing equipment at all our locations.

1. Be sure to follow your installation and user instructions for the system you have on your pool.

2. Recently filled or newly refinished pools may contain undesirable matter which could interfere with the generators ability to chlorinate properly. Make sure the water is tested and balanced by a pool professional before turning on the generator.

3. It is still necessary to Super Chlorinate to burn out swimmer waste that has combined with chlorine.

NOTE: On initial start-up it is best to super chlorinate using an outside source. Shock treatments are available at Pool World in many forms.

4. You must still maintain balanced water to protect your generator, pool equipment and pool finish.

5. 90% of unstabilized chlorine is destroyed by UV from the sun within 2 hours. You need to stabilize outdoor pools to maintain proper levels of chlorine. In order to not over work the Chlorine Generator it is important to maintain 50-80 ppm Cyanuric Acid in a pool using a salt system.

6. Metals can damage the Salt Chlorine Generator. Have us check for metals and recommend methods of removal.

7. Nitrates and Phosphates can cause high chlorine demands. We can test for nitrates and phosphates for you.

8. When using a Salt Chlorine Generator with a covered and/or vinyl liner pool it is recommended to lower the chlorine output level while the pool is covered.

9. It is recommended to use salt that is 99.8% pure sodium chloride. You can purchase this salt at any Pool World location. **DO NOT USE ROCK SALT.** Most generators recommend a salt level 3000 to 3500 ppm be maintained for optimum water conditions and to protect your pool equipment and surrounding surfaces from excessive corrosion or deterioration.

Check salt level in pool water before adding salt to pool. Determine amount of salt needed from the operating instructions for your system. Slowly pour in the salt around the outer perimeter of the pool. **DO NOT ADD SALT THROUGH THE SKIMMER OR CIRCULATION SYSTEM** to avoid clogging the filter or damaging pool equipment. Brush the pool bottom and allow the water to circulate for 24 hours to dissolve completely. After 24 hours, test to verify correct salt level in water.



Silk Tabs®



\$ave
\$15.00 off
 25# bucket

Enjoy the benefits of crystal clear, blue, sparkling water and a soft, smooth swim at the same time! It's a difference you can feel!!

Not valid with any other offer.

6/10/2011 - 7/30/2011



Pool Accessories

Wall Brush



Leaf Rake



- * Easy locking grip for secure hold
- * PVC Bumper wheels to protect pool surface
- * Compatible with all existing telescoping poles

Gunite Pool Vacuum



Vinyl Pool Vacuum



Off The Wall®
 CLEANER



Improved thicker formula designed to cling to the wall for easy cleaning of the pool or spa. Removes most stubborn scale, metal stains, grease and common dirt. Off The Wall can be used on plastic, vinyl, fiberglass, ceramic, stainless steel, aluminum, and painted surfaces.

\$ave

\$10.00 off
 your \$50 purchase of



products

Not valid with any other offer.

6/10/2011 - 7/30/2011



Super Soluble[®] Chlorine



25# bucket

\$ave
\$15.00 off

Not valid with any other offer.

6/10/2011 - 7/30/2011



Mineral Springs[®]

Chlorine Generator Cell Cleaner



Removes hard water scale for chlorine generator cell and prolongs the life of the cell. Cell should be cleaned at least once a year. Contains a special scale inhibitor to help protect cell.

skim mor[®]

Extend the life of you filter with these easy to use skimmer socks. Treated with Mycelx these socks attract oils, lotions, and cosmetics. Easy to use, just slip onto skimmer. Makes emptying the basket a breeze!



Ecoklean[™] replacement filter media for D.E.



Improves Water Clarity
Lasts longer than D.E.
Easier to Apply than D.E.
No Pre-mixing
Easy Disposal/Biodegradable
Use with Sand or Cartridge Filters to improve water clarity
Environmentally Friendly



Polysheen[®] Blue Clarifier



\$AVE
\$3.00 off

Not valid with any other offer.

6/10/2011 - 7/30/2011



guarding more than your pool

\$AVE
15 % off



any BioGuard Pool Shock

Not valid with any other offer.

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LED

Underwater Lights

Consider replacing your pools Underwater Light with a Pentair LED Light. Available in both Multi-color or white, these lights use about 10 - 20% of the electrical power than a standard incandescent light. The LED lights last much longer than standard light bulbs also.



You may also want to replace your light on/off switch with a new Pentair Intellibrite LED Light Controller, which allows you to easily control the color output of your new Pentair Multi-Color LED Light.



\$AVE

\$25 off Multi-Color Light
\$50 off Multi-Color Light and Controller

Not valid with any other offer.

6/10/2011 - 7/30/2011

American Leak

Step It Up

Drop-In Steps for your pool



Lumi-o Wedding Cake Steps for Above-ground Pools

This rugged high quality step combines easy function with great looks for a durable, safe, slip resistant entry into your pool. Step holds up to 350 lbs. and measures 45" high x 58" wide x 44" deep. Simple easy installation.



Lumi-o Oasis Step for In-ground Pools

This deluxe in-ground step is the perfect addition for any in-ground pool built without steps. The step is a 33" high, making it the perfect height for any in-ground pool with a 42" sidewall. Installation and removal is simple and easy. Extra deep 10" steps are non-skid for safety.



Saunas



\$AVE \$500

off all Saunas

Detoxify, relieve aches and pains, and relax!!

Custom cut, Modular, Pre-fab, Outdoor Patio, Infra Red, or Traditional Saunas. We've got it all!

*FREE delivery and assembly to Spokane/CDA area
Most models

Not valid with any other offer.

6/10/2011 - 7/30/2011



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Online: www.poolworld.biz



Pool Lounges



**\$SAVE
15% off**

Not valid with any other offer.

6/10/2011 - 7/30/2011



**\$Save
\$4.00**

off BaquaSpa 3 pks



Not valid with any other offer.

6/10/2011 - 7/30/2011

Automatic Pool Vacs

Save on all automatic pool vacs, Polaris, Kreepy Krauly, and The Pool Vac. Does not include semi automatic or manual vacs.



**\$SAVE
\$50.00**

Ask us about additional factory rebates available.

Not valid with any other offer.

6/10/2011 - 7/30/2011



SPA FILTERS

**Buy 1 get 10% Off
Buy 2 get 15% Off
Buy 3 get 20% Off
Buy 4 and Save 25%**

Not valid with any other offer.

6/10/2011 - 7/30/2011

BBQ Seasoning



\$SAVE \$1.00

off 24 oz. size



6/10/2011 - 7/30/2011

Outdoor Heaters

Instant Heat for a 10' x 10' area



Reg \$279 **Now \$235**
Reg \$329 **Now \$270**
Reg \$398 **Now \$275**

Not valid with any other offer.

6/10/2011 - 7/30/2011

Grill Accessories



**\$SAVE
20% off**



Not valid with any other offer.

6/10/2011 - 7/30/2011

Pellets or Lump Charcoal

Buy 4 get
1 FREE



Not valid with any other offer.

6/10/2011 - 7/30/2011

Dad Loves a Great GRILL!!



Save

\$75* most models

Valid thru Saturday, 6/18/11

Choose from the best quality grills and give Mom a break from cooking while Dad grills!!
FREE delivery & assembly to Spokane/CDA.

Savings on in-stock grills only. Not valid with other offers.
Save \$25 off Traeger Jr, BGE Mini & Small, Weber Q's and Spirit Grills





Pool Pumps



\$SAVE \$50.00 off

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SilkBalance



Simple, Safe, Pure Water...that's it!
No More dry itchy skin
No more confusing water balancing and testing

\$SAVE \$20.00 off

Not valid with any other offer. 6/10/2011 - 7/30/2011



ThermalFlo Heat Pump



\$SAVE \$100.00 off

Ask us about additional factory rebates available.

Not valid with any other offer. 6/10/2011 - 7/30/2011

COVERMATE I

Invest in a cover lifter for your spa. It will save on the life of your cover and you'll appreciate the ease in removing and replacing the cover when you want to use the spa. Save \$25.00 off CMI and \$50.00 off CM3.



*Save \$50 off Sunstar Cover w/coupon on Page 5

Save \$25 to \$50 off

Not valid with any other offer. 6/10/2011 - 7/30/2011



Pool Filters



\$SAVE \$50.00 off

Not valid with any other offer. 6/10/2011 - 7/30/2011

Cover/Drain Pumps

Rule Cover Pump

Sta-rite Typhoon Pump
Simple reliable pump for draining.



\$SAVE \$20.00 off

Not valid with any other offer. 6/10/2011 - 7/30/2011



Pool Paint

Save \$5 to \$10 off per gallon



\$10 off Zeron and Epoxy Pool Paint
\$5 off Paralon II Chlorinated Rubber or Water based pool paint

Not valid with any other offer. 6/10/2011 - 7/30/2011



Automatic Chlorinators



Still floating chlorine tablets?
Still putting chlorine tablets in the skimmer? Save some time and make it easy. Install an automatic chlorinator.

Save \$10 off

Not valid with any other offer. 6/10/2011 - 7/30/2011



\$SAVE \$500 off Free Delivery & Assembly to Spokane/CDA

Not valid with any other offer. 6/10/2011 - 7/30/2011



Skin Care and Tanning Products

Save 20% off

Not valid with any other offer. 6/10/2011 - 7/30/2011



Pool World

Pools, Spas, Service and Accessories

13524 E. SPRAGUE
SPOKANE WA 99216-0888

Presorted Standard
U.S. Postage
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Spokane, WA
Permit No. 28

With the purchase of a \$2 reusable blue bag you can enjoy monthly blue bag specials!



Wednesday, June 22nd, is the 1st Blue Bag Day!

Save 15% off anything you get in your blue bag!

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9111 N. COUNTRY HOMES BLVD.
(509) 466-8220

COEUR D'ALENE STORE
235 W. SUNSET AVE.
(208) 765-5220

Polaris

THE DRIVING FORCE IN CLEAN



Premium quality transport

The 9300 comes equipped with a premium quality transport/storage caddy and a 60 ft. floating double insulated cable.

Spend more time enjoying your pool ... Unleash the power and let the 9300 do the work!!

The 9300 Sport's innovative aquadynamic design seamlessly integrates bold styling, advanced engineering and unmatched intelligence, making it a smarter, faster way to clean your pool than ever dreamed possible. Imagine that.

Under the Hood your 9300 has an easy access, quick release filter canister that holds a large amount of debris and has simple debris removal. The oversized suction intake allows for larger debris and the 9300 Vortex Vacuum Technology allows the Polaris 9300 Sport to capture over 4 times the debris load of other cleaners. It keeps working where other cleaners can't.

Deep-Cleaning Scrubbing Brush Action

All Terrain Aqua-Trac Wheels and a rear water propulsion system cleans up the mess in tight corners and step areas, making it a smarter, faster way to clean your pool than you ever dreamed possible.




Toll Free: 1-800-876-4340

Online: www.poolworld.biz