

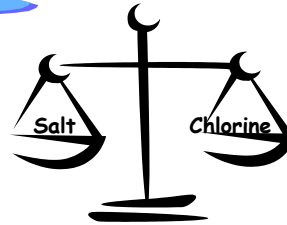
North Shore Pool & Spa, Inc.
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Weekly Issue 9

July 9, 2010

WATERLINES Retail Store Issue

CHLORINE VS. SALTWATER WEIGH YOUR OPTIONS



Chlorine swimming pools have been popular since the early 1900s, but with medical and technology advancements, people are becoming interested in saltwater swimming pools, their cleaning methods and advantages. The chlorine vs. saltwater discussion is hotly debated. Thousands of pool owners worldwide are either switching to saltwater or building saltwater pools, but don't let the phrase "saltwater" fool you---it still has chlorine in it. However, there are additional reasons why people are switching from chlorine pools to saltwater pools.

Saltwater Pools

A major part of having a saltwater pool is generating your own chlorine. Traditional chlorine pool owners buy and usually handle and store their own chlorine. Manual chlorine usage (putting it in the pool yourself) often causes a build-up of algae and other fungi and wears down the pool faster. However, saltwater pool owners have a chlorine generator to produce a steady flow of chlorine, preventing you from having to buy it and handle it. This also reduces the algae build-up in the pool and potentially preserves the life of the pool. The steady flow of chlorine keeps the chlorine level consistent, preventing a lingering overabundance of chlorine. It costs more up front to convert your pool, but you end up saving money over time.

Chlorine pool

Chlorine pool owners, to avoid an abundance of algae and bacteria growth, must perform a number of regular tasks to maintain the cleanliness, safety and life of their pool. Chlorine pools are cheaper than saltwater pools because you're not paying for the chlorine generator up front. Owners of chlorine pools have to follow a list of maintenance and upkeep procedures to ensure a happy, healthy swimming pool environment.

Chlorine Pool Cleansing

A clean pool is a priority for pool owners. The reason chlorine has lasted so long in the market is because of its cleaning power. Although chlorine mixes with sweat, saliva and urine and turns into other chemicals called chloramines. The chlorine kills contaminants in the water, but the chloramines remain and even more chlorine is needed to remove the chloramines. The chloramines are harmful to your eyes and skin, so they require you to add chlorine frequently. Chlorine pool owners must keep a consistent routine of putting in chlorine and water testing to reduce the amount of chloramines that form.

Saltwater Cleansing

Salt water pools stay arguably cleaner than chlorine pools. In saltwater pools, the constant flow of chlorine from the generators kill chloramines faster than chlorine pools do, resulting in less harm to your skin and eyes. Additionally, you don't have to do nearly as much work because a machine adds chlorine for you.

Considerations

The bottom line is deciding what kind of pool is right for you. On one hand, chlorine pools are affordable and have a long tradition of use. They are fun and safe if the owner is committed to keeping the water and chlorine levels precise with regular maintenance. They do, however, have risks if the owner is not diligent with pool maintenance. On the other hand, saltwater pools have chlorine generators to steadily replenish the chlorine, keeping it consistent and easy. They are less irritating to the eyes because they have less chlorine than chlorinated pools. They do, however, cost more and present a larger initial financial commitment than a traditional chlorine pool.

Retail Store Hours

Monday through Friday

7:00am - 5:00pm

Saturday

8:00am - 1:00pm

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Value Added Services

Featured Item

**Jandy AquaPure® Ei™
Salt Water Sanitizer**



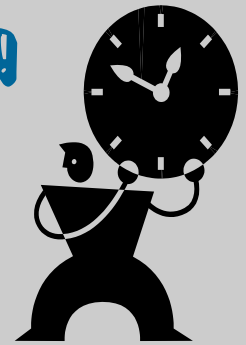
Convert your ordinary
chlorine pool into a
saltwater oasis.

AquaPure® Ei™ sanitizes
automatically, so you will
spend less time worrying
about your pool and more
time enjoying it.

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for a free quote to install
your new saltwater system!**



POLARIS POWER HOURS!



POLARIS POWER HOURS ARE NEXT WEEK!

JULY 12th, JULY 14th, JULY 16th

From 1pm—3pm Bring in your Polaris for a free inspection and only pay for the parts used. **LABOR IS FREE** to repair your unit.

If your unit is in good condition and does not require any repairs then consider yourself lucky in receiving a free inspection. If your unit is in complete disarray we have brand new Polaris 280 units in stock. As well as the Polaris 3900 Sport and 9300 Sport Robotic both offering a rebates from \$150 to \$225 dollars. Don't miss this awesome opportunity!



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► This Week Only ◀

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Swimming Pool Tip

During a heat wave, you use more chemicals, which changed the pH, so it is more important than ever to keep your pool water balanced. In warm water, if the pH gets too high, scale forms more rapidly; if pH falls to low, corrosion occurs. Also, algae can develop in just one day if chemical maintenance is neglected. On these hot days, double up pool testing efforts: maintain pH at 7.2 -7.6, keep the free chlorine level up, shock the pool on regular basis, and use a preventative dose of Algimycin 2000 to ward off heat-related pool problems.

North Shore carries all the chemicals needed to maintain a sparkling swimming pool. Stop into our Retail Store today!

1 quart Algimycin \$29.95

9 lbs. pH Rise \$19.95

12 lbs. PH Lower \$29.95

1 Case, 4 gallons Liquid Chlorine \$19.95

Refreshing Poolside Treat

Hold-That-Lime

Ingredients

- 8 ounce(s) sour cream, light or fat-free
- 2 tablespoon sugar, powdered
- 2 teaspoon lime peel
- 1 tablespoon lime juice
- 3 cup(s) strawberries



Preparation

1. For lime dipping sauce, in a small bowl, stir together sour cream, powdered sugar, lime peel, and lime juice. Cover tightly with plastic wrap.
2. Wash strawberries but do not remove stems or caps. Drain strawberries on several layers of paper towels. Transfer to a covered storage container.
3. Tote lime dipping sauce and strawberries in an insulated cooler with ice packs. Serve berries with lime dipping sauce as a refreshing poolside snack.

WERE ON THE WEB!

WWW.NORTHSHOREPOOL.COM