

**PRESS PACK**  
**January 2012**

**HAYWARD**  
**Swimming Pool Equipment**

**Committed to quality for 50 years**

**Press contact:**

HAYWARD POOL EUROPE  
Sandrine Carata – Tel. 04 74 46 24 70

LINDECKER Branch

Audrey Boutron – Tel. 01 47 01 71 26 – 06 12 82 17 39

## Foreword

Still elitist a mere 20 years ago, the swimming pool market has become more accessible and is continuing to expand thanks to 3 phenomena:

- The development of so-called "comfort" accessory equipment (heating, automatic treatment and cleaning systems etc.). The consumer wants a pool that he can swim in all the year round and that is as low maintenance as possible. He needs permanent, reliable, robust and sustainable solutions capable of providing him with greater peace of mind as well as lower maintenance costs, meeting consumer expectations concerning the environment.
- The renovation of units that are 15 years old and require updated equipment calls for major product support.
- The need to feel at home, the need for a haven of tranquillity encourages customers to invest in work on their properties for socialising and to feel comfortable at home, against the background of the recession.

So, companies operating in this market are enjoying a relatively favourable context while having to remain alert to the changes affecting the market: new markets worldwide, new competitors, new standards, new eco-friendly approaches, new expectations in terms of cost reductions etc.

Manufacturers of residential pool equipment must address these new economic and ecological constraints and adopt a policy that is both relevant and appropriate to this context if they are to stay in the running.

Hayward's international reputation is based on its technical excellence and more especially on the quality of its products which are the Company's real driving force. With strong external growth guided by the "make or buy" leitmotif, the group has benefitted from the acquisition of Companies that are experts in their respective fields, rounding off its portfolio with the best solutions available on the market.

Today, more than ever attentive to the market and its expectations, Hayward is committed to swimming pool manufacturers and to consumers, placing quality at the service of comfort and peace of mind and retaining its position as the unrivalled leader of swimming pool equipment manufacturers.

## **THE HAYWARD GROUP**

Founded 80 years ago, the Hayward Group is the worldwide leader in equipment for residential swimming pools (excluding the pool structure). With a range of coherent and innovative products including pumps, filters, anchoring components, lighting, automatic pool cleaners, water treatment solutions and heat pumps, Hayward has become the only manufacturer to offer such a comprehensive and efficient range.

### **A history, a vision**

In 1925, Irving Hayward, an industrialist specialising in metal, founded the Hayward Company in the USA.

When Oscar Davis bought Hayward out in 1964, he breathed new life into the business and gave it a new direction. His idea was that of a genius and particularly innovative for the time. It consisted in using plastic materials in the manufacture of swimming pool equipment. A revolution had begun...

Hayward changed the industry's standards and became a model of innovation, dominating the market with acclaimed products such as Pool Vac Ultra<sup>®</sup>, the Super Pump<sup>®</sup> and the Pro<sup>™</sup> Series filters etc.

During the 1990s, Hayward developed the textbook concept: the Total System which consists in offering pool owners a complete range of equipment designed to work in combination, with a synergy that strengthens their efficiency. This synergy has become a unique case that perfectly translates Oscar Davis's original vision.

Today, this family business with family members still occupying managerial positions enjoys a strong family spirit, shared by a group of men and women who contribute to the success of the Company and who are keen to maintain its competitive edge. Employee commitment and loyalty to the Company is also obvious in the field; Hayward reassures, attracts trust and intends to go the distance by calmly continuing to develop not only its historic markets but also the emerging markets.

### **Development on an international scale**

To provide support to its clients throughout the world, Hayward has deployed an international development policy based on proximity and designed to offer its clients an irreproachable quality of service. Nicknamed "Glo-cal" (Global and local), this approach takes into account the local demands of customers who continue to enjoy the group's support throughout the world. Present where their customers are, Hayward has already invested in markets such as India and China by creating entities based in the countries concerned that take care of the prescription, sale and customer services for its products and maintain a consistent quality image worldwide.

### **HAYWARD Pool Europe**

Created in 1974, Hayward Pool Europe is a subsidiary of the Hayward Pool Product Group based in France since 1999. The subsidiary has been based in Saint-Vulbas, France, since 1999 on a site that houses the head office and an assembly and logistics platform covering a broader European area (some 45 countries).

## HAYWARD PRODUCTS

Equipment for the private swimming pool construction and renovation market: pumps, filters (sand, diatom, filtering components), white goods, lighting (incandescent, LED), items of 'comfort' equipment: automatic pool cleaners (vacuum cleaning, electric), water treatment (salt electrolysis) and heat pumps all of which constitute Hayward solutions that have always been famous for their quality and reliability.

Hayward has developed the "Smart System" concept: this consists of offering clients a complete range of equipment designed to run perfectly together and to provide the best possible results. Each component of the device aims to be the best in its category by providing better performances, reliability and longevity than those imposed by the standards applicable to the market.



And for the future?

On the strength of the success enjoyed by its products, Hayward is continuing its efforts to develop solutions that are ever more efficient and innovative, to remain the benchmark for quality in the field of technical equipment for swimming pools and to move towards the swimming pool of the future, one that is self-reliant and can be managed remotely.

## **I - THE PUMPS**

### **TriStar: Exceptional properties**

The innovative design of the Tristar offers efficient output for lower energy consumption and, therefore, better performance.

These exceptional technical properties make Tristar the best choice for those who expect excellence and performance.

- ✓ Exceptional hydraulic performance
- ✓ Withstands chemical and saline corrosion under normal conditions of use.
- ✓ Its impeller has been developed to meet all demands
- ✓ Extra wide strainer basket
- ✓ Transparent strainer basket cover
- ✓ Injection moulded reinforced resin components
- ✓ Easily maintained

### **Super Pump VS: the variable speed pump**

This new variable speed pump is easy to use. It is extremely energy efficient and has been specially developed for residential swimming pools. It is suitable for use in new construction and renovation markets.

- ✓ A permanent magnet synchronous motor and AC electronic switching for significant energy saving
- ✓ A choice of 3 programmable speeds at 10 RPM intervals for precise output control based on the swimming pool's requirements.
- ✓ An easily accessible integrated controller equipped with touch pads and used to display real time information
- ✓ Pump priming time can be adjusted to between 0 and 4 minutes

### **Super Pump: the high performance pump**

Efficiency, reliability, longevity, the Super Pump meets every demand. It is the ideal replacement for an existing pump or for use in a new pool.

- ✓ High performance: Noryl® impeller
- ✓ Withstands chemical and saline corrosion under normal conditions of use.
- ✓ Silent: low acoustic levels
- ✓ Cost effective: low electricity consumption
- ✓ Sturdy, high performance motor

### **Max Flo II VS: the variable speed pump**

This new variable speed pump is easy to use. It is extremely energy efficient and has been specially developed for residential swimming pools. It is suitable for use in new construction and renovation markets.

- ✓ A permanent magnet synchronous motor and AC electronic switching for significant energy saving
- ✓ A choice of 3 programmable speeds at 10 RPM intervals for precise output control based on the pool's requirements.
- ✓ An easily accessible integrated controller equipped with touch pads and used to display real time information
- ✓ Pump priming time can be adjusted to between 0 and 4 minutes

### **Max Flo II: for even better performance.**

The Max Flo II has kept the best of the Max Flo I pump but incorporates improvements for optimised performance.

New features such as a wide strainer basket, a motor that performs even better, for easier and more cost-effective use.

- ✓ Exceptional hydraulic performance
- ✓ Withstands chemical and saline corrosion under normal conditions of use.
- ✓ Extra wide strainer basket
- ✓ Transparent strainer basket cover
- ✓ Injection moulded reinforced resin components
- ✓ Easily maintained
- ✓ Self-priming pump

### **Max Flo: the high performance pump**

The Hayward Max Flo range combines maximum technological performance with corrosion-resistant materials that are unalterable.

Designed for all types and sizes of swimming pools, the Max Flo pump is extremely easy to install and use. Its technical performance levels and low acoustic levels allow the Max Flo to satisfy all demands.

- ✓ Withstands chemical and saline corrosion under normal conditions of use.
- ✓ Silent: low acoustic levels
- ✓ Cost effective: low electricity consumption
- ✓ Sturdy, high performance motor
- ✓ Excellent quality: PermaGlass pump

### **The Super Spa Pump**

The Hayward Super Spa Pump combines technical performance with unwavering reliability for total satisfaction in the field of Spas and hydrotherapy tubs.

- ✓ Performance : PermaGlass Pump and Noryl® Turbine with brass insert
- ✓ Withstands chemical and saline corrosion under normal conditions of use.
- ✓ Silent: low acoustic levels
- ✓ Cost effective: low electricity consumption

### **The Booster Pump: the Hayward booster pump**

The Hayward booster pump enjoys exceptional performance levels.

Super silent, this booster pump is equipped with 50mm union fittings as standard and will fit in anywhere. It can therefore be used to replace any 1 HP booster pump.

It is mounted on a raised base for optimised ventilation and to insulate it from the ground.

- ✓ Extremely quiet
- ✓ 50 mm connection – for greater performance. Designed for ease of installation and maintenance
- ✓ Can be used with any automatic pool cleaner that requires a booster pump
- ✓ It is mounted on a raised base for optimised ventilation and to insulate it from the ground.
- ✓ Drain plug for ease of maintenance and over-wintering: easily unscrewed without the need for tools

## **II – THE FILTERS**

### **Pro Side Series and Pro Top Series sand filters**

The Hayward Series Pro sand filters are the results of the most up-to-date swimming pool filtration technology, providing clear water for minimum maintenance.

Made of High Density Blown Polyethylene, they withstand corrosion and chemical attack, thus offering a high filtration capability. Thanks to the 7-position control valve, the filter is easy to use and provides maximum performance levels.

It is ideally suited to all filtration requirements (water only) such as in-ground swimming pools, spas and any other applications that require clean, clear water.

### **The Polyester Filter**

The Hayward® Polyester filter combines aesthetics with technology, ensuring optimum filtration that produces crystal clear water.

- ✓ Filter strength has been improved through the use of the RTM technology and of a specific base.
- ✓ Components standardised on the Pro Series filters

### **STAR CLEAR Cartridge Filters**

Hayward cartridge filters have the advantage of being compact and providing good fine filtration levels (15 to 20 microns). They are environmentally friendly because filter flushing uses very little water.

Made of Permaglass XL™, they withstand corrosion and chemical attack, offering a high filtration capability.

Star Clear cartridge filters represent excellent value for money.

They are ideally suited to all filtration requirements (water only) such as in-ground swimming pools, spas and any other applications that require clean, clear water.

- ✓ Excellent filtration (15 to 20 micron)
- ✓ No need for discharging into the sewer
- ✓ Environment-friendly

### **STAR CLEAR PLUS Cartridge Filters**

Hayward cartridge filters have the advantage of being compact and providing good fine filtration levels (15 to 20 microns). They are environmentally friendly because filter flushing uses very little water.

Made of Permaglass XL™, they withstand corrosion and chemical attack, offering a high filtration capability.

They are ideally suited to all filtration requirements (water only) such as in-ground swimming pools, spas and any other applications that require clean, clear water.

- ✓ They offer excellent filtration (15 to 20 micron)
- ✓ No need for discharging into the sewer
- ✓ Environment-friendly

## SwimClear

Its two-section design makes filter cartridge access very easy without having to disconnect pipes. Small in size (compared to its high filtration capacity), it can be installed in any plant room.

It is the ideal filter for indoor pools because it requires no backwashing.

- ✓ Cost effective and ecologically- friendly: No multi-way valves or backwashing water required

## The Pro Grid diatom filter

Hayward Pro-Grid diatom filters offer unbeatable water filtration quality as well as excellent cleaning capacity regardless of the size of the pool.

With their injection moulded Permaglass XL™ (glass fibre reinforced) bowl, they offer the very best in terms of strength and longevity.

Pro-Grid diatom filters are the outcome of state-of-the-art technology combined with tremendous ease of use (single component sealed clamp). They are ideally suited to all filtration requirements (water only) such as in-ground swimming pools, spas and any other applications that require clean, clear water.

- ✓ Unrivalled quality of filtration
- ✓ Tremendous cleaning capacity
- ✓ Extremely easy to use

## III – WHITE GOODS

### The skimmers

The Hayward **Premium skimmer** has been designed to satisfy all requirements. Every pool will have its ideal Premium skimmer.

With its classic design, it is injection moulded from ABS and treated against ultraviolet rays for increased longevity.

- ✓ Extensive suction for the wide mouth face skimmer
- ✓ Monobloc : 1 single weld between the skimmer and the mouth
- ✓ Adjustable : Can be connected through its 2" plug
- ✓ Quiet: Quiet flap operation thanks to the damper on the top of the skimmer mouth

With its modern concept and design, the **design skimmer** combines aesthetics with efficiency.

Indeed, its curved shape enhances lateral suction and ensures a better flow of water from the pool.

For an appearance that endures over time, all the skimmers from the Hayward range are treated against the effects of ultraviolet rays.

- ✓ Efficient: a dynamic profile for better direct flow
- ✓ Monobloc : 1 single weld between the skimmer and the mouth
- ✓ Easy to maintain: better lateral suction
- ✓ Quiet: quiet flap operation thanks to the damper on the top of the skimmer mouth

**The auto-skim series skimmers** made of very high quality ABS and available for a great many years on the international market meet all quality expectations.

- ✓ Efficient: a classic design with a wide mouth for extensive suction
- ✓ Adjustable : connectable to 2" and 63 mm
- ✓ Maximum safety: screw cover

### **Main drains**

The Hayward main drain design combines effectiveness with safety.

Fitted with anti-fouling screens, they can be installed in any type of swimming pool.

### **Hydro-massage**

The Hayward **Turbo Jet** is a simple and fun accessory that will convert any pool into a place where massage and relaxation can be enjoyed.

With its dual venturi effect, the Turbo Jet considerably increases the water flow rate and creates a hydro-massage jet by mixing air and water.

It is just as easy to install in an above ground pool; it doesn't take more than a minute to just screw in the outlet fitting.

- ✓ Powerful: its dual venturi system doubles the amount of water fed to the pump
- ✓ The air and water mixture produces a hydro-massage effect.

## **IV – WATER TREATMENT**

### **The latest generation salt chlorinator**

Salt treatment has never been so easy and autonomous.

The Hayward AquaRite™ Pro latest generation salt chlorinator produces perfectly treated water whatever the circumstances. Its Turbo Cell® converts the low concentration of salt contained in the water into chlorine which is evenly distributed throughout the pool, guaranteeing water that is pure and crystal clear. Used in conjunction with the « Sense and Dispense » module, AquaRite Pro guarantees that pool owners will always have a perfect pH and water that is clear, soft and sparkling and that this will be achieved at a lower cost: indeed, the module has two probes – one for measuring the water's pH and the other for analysing the level of chlorine in the pool so that the water is only treated as the need arises. No more need to worry about settings: AquaRite™ Pro will take care of everything.

### **Chemical product dispensers**

Chemical product dispensers are used to maintain a stock of chlorine or bromine for the continuous and effective treatment of your pool.

- ✓ Injection moulded reservoir for greater strength and reliability
- ✓ Enhanced safety because the dispenser is usually located in a plant room out of the reach of children
- ✓ A control valve used to adjust the level of chlorine or bromine for clearer water
- ✓ Mixing from the bottom upwards for better product distribution through the water
- ✓ Drain plug for easier winterizing

## V – THE CLEANERS

### **The AquaVac / TigerShark electric automatic pool cleaners**

More efficient, more time saved: while the rollers loosen the dirt from the pool floor, walls and steps, its impeller sucks up the debris. The pool is spotless and perfectly clean.

The ASCL® (Adaptive Seek Control Logic) control logic microprocessor: calculates and saves to memory the shape and size of the pool so that the AquaVac can clean your pool efficiently without missing the merest cm<sup>2</sup>.

Economy program (only on the AquaVac QC and the TigerShark QC): the Quick Clean technology allows the pool to be cleaned more quickly, producing savings in terms of time and energy.

An electronic overloading protection system.

Robust: a simplified drive system fitted with corrosion-proof bearings for enhanced reliability.

Easy to use: completely automatic, no bag or external hose needed. As soon as it has completed its program, it switches off automatically.

### **eVac Pro and SharkVac XL electric automatic pool cleaners**

The new XXL performance automatic pool cleaners clean the floor, walls and water line.

They can carry out the short program (90 minutes) or the normal program.

- ✓ Efficient: Their economy program (the Quick Clean technology) allows them to clean the swimming pool faster, saving time and energy.
- ✓ Versatile:
  - for any type of pool floor (flat floor, gentle slope, diamond point, composite slope).
  - For any type of surface (Liner, Polyester, Painted Concrete, reinforced PVC etc.).
  - Choice of short or normal program.
- ✓ Easy to maintain: the filter panel is easily removed, cleaned and refitted.

### **e.Vac et SharkVac electric automatic pool cleaners**

Equipped with the proven technology used in the AquaVac automatic pool cleaner range, the e.Vac and SharkVac automatic pool cleaners provide you with efficient cleaning at an affordable price. Their amazing design conceals a clever concept: their tapered shell conceals a system of filtering panels that have a 5µ porosity (exclusive AquaVac patent) which guarantees a spotlessly clean pool.

- ✓ Easily maintained: the shell pivots at the top to give you access to the core of the automatic pool cleaner
- ✓ Saving time and energy: the QuickClean Technology enables it to clean the pool in less than 2 hours

### **Pool Vac Ultra® Pro & Navigator® Pro**

On the strength of extensive experience in the field of automatic vacuum pool cleaners, Hayward has developed the new generation of Pool Vac Ultra® Pro and Navigator® Pro.

Hayward has brought all its expertise to bear in order to offer outstandingly efficient automatic pool cleaners of a modern design.

Their hydraulic concept and their impeller propulsion system enable Pool Vac Ultra® Pro and Navigator® Pro to work quietly and smoothly. The design of their side wings enhances the intake of all types of debris (pollen, grit, twigs, leaves etc.). Additionally, the exclusive steering system ensures that the entire pool is covered without overlooking the smallest cranny.

Both automatic pool cleaners can be used in all types of pools (Concrete, Tiled or Liner) thanks to the accessory kit included. On average, a pool can be cleaned in two to three hours.

- ✓ Quick and easy to install: no tools needed because the automatic pool cleaners connect directly to the suction inlet or skimmer socket
- ✓ Easy to use: no bags of debris to be emptied out
- ✓ Practical and efficient, with their dynamic design, these automatic pool cleaners are quite simply the perfect solution for spotless cleaning!

### **DV5000® DV4000® and DV1000® automatic vacuum cleaners**

The latest newcomers to the Hayward range, the DV5000®, DV4000® and DV1000® are particularly cost-effective and efficient vacuum cleaners.

There are two available technologies (hammer and diaphragm) used to suck up all manner of debris regardless of pool complexity. They just connect to the existing filtration system and automatically clean the swimming pool floor.

Installed in a matter of minutes without using any tools, these attractively designed and cost-effective automatic pool cleaners combine a range of advantages including that of quiet operation (DV4000® and DV5000®).

- ✓ Easily installed in 10 minutes: no tools required
- ✓ Reliability: Only one moving part for greater reliability
- ✓ Energy saving: No booster required because they run off an existing filtration system that uses a pump of at least  $\frac{3}{4}$  HP.

### **Scuba – Whaly – Magic Clean**

These fun cleaners have been specially designed for above ground pools and flat-bottomed swimming pools. SmartDrive® programming for quick and efficient cleaning: These cleaners will cover each square centimetre of your swimming pool and swallow everything from microscopic dust to the largest debris.

Improved water circulation: they work like a mobile main drain by making the water move as they move. In this way, the pool stays clean for longer and the water remains purer without using too many chemicals.

- ✓ Easily installed in 10 minutes: no tools required
- ✓ Quiet operation
- ✓ Energy saving: no booster required because they run off an existing filtration system that uses a pump of at least  $\frac{3}{4}$  HP.

### **King Shark II DC**

The KingShark2 DC has been specially designed for the most exacting of public swimming pools. The exceptional properties of the KingShark 2 DC make it the most widely sold commercial automatic pool cleaner in the world.

- ✓ Quick and simple to use: the KingShark2 DC is completely automatic and autonomous.
- ✓ Highly efficient: it can clean an Olympic size swimming pool in less than 5 hours!
- ✓ Easily cleaned: it only takes a minute to remove and rinse the filter.

### **Mako Shark II DC**

Aqua-Vac® has used its expertise in the field of electric cleaners to design a cleaner that satisfies every demand: the MakoShark2 DC.

The MakoShark2 DC is the best choice for those looking for a trade cleaner that can cope with all pools.

- ✓ 5 x 10 pool completely cleaned in: 90 minutes
- ✓ Autonomous: with its onboard filter cartridges, no hoses or external accessories are required.

## **VI – HEAT PUMPS**

### **The SumHeat heat pump**

Given the success of the SumHeat heat pump range, a true technological compendium that satisfies the market's most demanding standards, Hayward decided to add three new models to the range.

The new Sumheat range has 7 models (single or three-phase) that can be installed on pools of up to 160m<sup>3</sup>. These models will now be equipped with the Heating Priority Kit that controls the filtration pump so that the pool is always at the right temperature.

- ✓ Optimum ergonomics: very quiet when running (SumHeat Silence System) and electronic temperature control for greater accuracy.
- ✓ No need to adjust the output: can be installed direct on the water return line without the need for a By-Pass\*.

\* However, a by-pass setting is recommended for outputs of over 23m<sup>3</sup>/hour.

### **The EnergyLine Pro heat pump**

The EnergyLine Pro range of heat pumps offers the possibility of extending the swimming season and making savings. Nine versions to meet the requirements of all pools up to 120 m<sup>3</sup>, PVC/Titanium exchanger compatible with all treatment types, chlorination or salt regeneration, and an electronic touch pad control panel.

EnergyLine Pro is the perfect alternative for those who want a cost-effective and eco-friendly solution.

- ✓ A double pass exchanger system: for optimised heat transfer producing COP values in excess of 4.
- ✓ Low acoustic levels thanks to its ultra quiet compressor.

## **VII - LIGHTING**

### **ColorLogic II LED lights**

- ✓ Powerful lighting: fitted with 9 high intensity (5 Watt each) LEDs specially designed for lighting, ColorLogic II diffuses an intense light throughout the pool.
- ✓ Various colours: Powerful lighting, various colours, easily installed, cost-effective ... LEDs have a number of advantages.
- ✓ 2 types of light: The LED RGB 30W light and the 43W white LED light.
- ✓ Easily installed: ColorLogic II can replace a PAR 56 light bulb in a conventional 300 W light.
- ✓ Cost effective: thanks to its technology, the ColorLogic II consumes far less power than a traditional light (approximately 6 times less).
- ✓ Its longevity: Its anodised aluminium casing and its glass lens provide it with exceptional longevity (approximately 30,000 hours) and enable it to withstand weathering and corrosion caused by treatment products.

### **300 W lighting**

Incandescent lights provides powerful lighting and incomparable aesthetics; their fork hook attachment system means no visible screws. Also, this system makes light maintenance easy.

- ✓ Easily installed: equipped with stainless steel clips or screws
- ✓ Robust and reliable: ABS recess or internal grooves
- ✓ Withstands distortion caused by heat: glass fibre reinforced lamp casing

### **Halogen lights**

With its no-recess design, the 100W halogen light is easily installed. It can easily be fitted into any type of swimming pool. The 75W light's smaller size makes it the perfect accessory for lighting steps or whirlpool baths.

- ✓ Cost effective: reduced electricity consumption
- ✓ Equipment supplied: Optics complete + connecting duct with threaded ends

## **HAYWARD'S EXPERTISE AND SUSTAINABLE DEVELOPMENT**

Conscious of the need to meet environmental expectations to reduce the consumption of water, electricity and products, for many years Hayward has worked on the various ways in which its products can produce savings. The Naturally Hayward concept launched in 2006 became a priority with the development of products meeting extremely stringent criteria with regard to the consumption of water, electricity and chemical products.

Manufacturing is also involved: the longer a product lasts, the more its ecological impact will be spread over time. Moreover, long service life products limit the amount of waste sent for disposal to recycling systems. Thus, all Hayward products have been designed to consume less, last longer and to be easily recycled.

Each product contributes its building block to the eco-friendly swimming pool structure:

### **Reduced water consumption**

The use of high capacity filter cartridges means that maintenance cycle intervals can be longer and that water consumption can be significantly reduced: their cleaning is far less water-hungry than the classic backwashing system.

### **Reduced energy consumption**

Using Hayward products means major savings in all key areas:

- For a 1 KW consumption, heat pumps deliver at least 4 KW of heat. Hayward heat pumps guarantee a gradual rise in temperature and optimum heat conservation: energy consumption is reduced to the strict minimum.
- High performance filtration pumps and filtering element filters generate less head loss
- LED lights consume 6 times less energy than a normal light

### **Less use made of treatment products**

The precise metering salt regenerator combined with the "Sense and Dispense" module means that the pool is only treated when necessary. The product effectiveness comes from accurate and regular dispensing, not from the amount used. Hayward offers two technologies: chlorinators and brominators that continuously spread treatment products and a comprehensive water analysis and treatment system that uses salt regeneration.

## **AVAILABILITY AND ASSISTANCE**

Hayward has always been very keen to share its know-how and provide quality product support to its trade network and to its consumers.

### **The Totally Hayward® Programme for its trade network**

To ensure that swimming pool businesses benefit from Hayward know-how and recommendations, the company has developed a policy of distributing its products to its network of partner retailers in conjunction with a loyalty scheme that offers significant advantages. As part of the Totally Hayward® scheme, Hayward provides its swimming pool specialists with a range of marketing tools for points of sale (point-of-sale advertising, totems, dummy products, videos, documentation, etc.), organises training sessions and provides the support of a sales, marketing and technical assistance team dedicated to Totally Hayward swimming pool businesses.

Today, some 3,000 swimming pool businesses are members of the Totally Hayward Club and assist millions of swimming pool owners worldwide.

### **Our new Internet site**

With a view to supplementing the information it provides to its trade network and to private individuals, Hayward have completely redesigned their Internet site enabling everybody to find the answers to their queries and for providing practical advice whether at the swimming pool construction stage or for equipment improvement and maintenance:

- ✓ What questions should I ask before starting to build my swimming pool?
- ✓ How do I choose a filter?
- ✓ How do I choose a pump?
- ✓ Why are white goods so important?
- ✓ Which water treatment technologies should I use?
- ✓ How do I choose the best cleaner for my needs?
- ✓ What is the advantage of installing a heat pump?

Question forum, swimming pool design configurator, newsletter discussing environmental and savings issues, presence on Facebook for exchanges with the public etc. The tools and recommendations provided by Hayward on the web represent many ways of making the lives of swimming pool users that much easier.

## HAYWARD IN DATES

- 1925 Hayward was created by Irving M. Hayward – a Company producing metal flow control components.
- 1964 Oscar Davis bought Hayward – Introduction of the use of plastic in swimming pools
- 1969 Quoted on the NASDAQ
- 1974 Introduced onto the European market via a company in Belgium
- 1975 Designed the first completely plastic pump for the swimming pool industry
- 1976 Opened a distribution centre on the Western seaboard at Cerritos, CA
- 1982 Built a factory in Pomona CA
- 1985 Created Canada Hayward Pool Products Inc in order to extend the Company's presence on the international scene.
- 1987 Bought the Allegheny International factory at King Mountains, NC
- 1989 Bought an assembly factory in Jumet, Belgium and extended the King Mountains, NC factory
- 1990 Built a new assembly and distribution factory in Oakville, Ontario, Canada and a production factory in Fairfield, CA.
- 1995 Acquired and extended a factory at Clemmons NYC
- 1996 Acquired IMG/Meridian, an American international distributor of swimming pool products. Acquired the exclusive distribution rights to Super Vision International fibre optic lighting products
- 2003 Acquired Eus, a manufacturer of heat pumps
- 2004 Acquired de Goldline Controls
- 2006 Acquired Aqua-Vac, manufacturer of electric automatic pool cleaners
- 2007 Construction of a factory in Wuxi, China
- 2009 Acquired Summit Pool Heaters  
Acquired CAT Controllers

## **HAYWARD POOL EUROPE - IDENTITY CARD**

Status	PLC
Address	P.I. Plaine de l'Ain Allée des Chênes 01150 Saint-Vulbas
Telephone	04 74 46 24 70
Fax	04 74 46 24 87
Web site	<a href="http://www.hayward.fr">www.hayward.fr</a>
Date created	1974
Managing Director	Géry Hayart
Payroll	60 employees

### **The Hayward Group**

Turnover	\$550 Million in 2010
Employees	2,000 in 3 continents