



2014 WATER CARE

Dealer Resource Guide





Azure[®] Pool Chemicals

*American Made Pool Products
You Can Trust*



*Algaecides • Balancers • Sanitizers
Shocks • Specialties*

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*Keeping
Americans
Working*





Tm
Testing Materials

The starting point for good water quality is good testing habits. Water should be checked one to two times per week for available sanitizer level and proper pH readings. A water sample should be brought to your professional dealer for full analysis once per month or twice per fill cycle with spas. The first sample should be taken 24 hours after opening the pool or filling the spa, and the last sample taken 48 hours before closing the pool for the season. Of course anytime you suspect a problem, a water sample should also be checked.

B
Balance the Water

The critical first step in maintaining a clear, safe, enjoyable body of water is overall balance.

Alkalinity is balanced three or more times per season and gives pool and spa water the ability to resist pH changes due to rain, use, and other external factors.

Calcium Hardness is also balanced three or more times per season and prevents water from becoming aggressive and breaking down metal and plastic components thus protecting all surfaces, structures, and equipment.

Chlorine Stabilizer is balanced once per season in most pools and is not required in spas or in biguanide treated pools. Stabilizer slows chlorine loss due to sunlight. An unstabilized pool will use three to four times more chlorine than a properly balanced pool.

Foundation (borate) is balanced once per season and enhances water quality in all applications and with all programs. The water takes on a softer feel, chlorine consumption is reduced, water balance is more controllable, and algae growth is diminished.

A
Adjust the PH Level

Maintaining the proper pH range will make the water environment more user friendly. pH of human tissue is 7.5 and the recommended range for pools and spas is 7.2 to 7.8. Test twice per week and adjust as needed.

- **pH Increaser** is the most commonly used adjustment.
- **pH Decreaser** is typically used at the time of spring balancing or with pools equipped with chlorine generation devices (Salt Systems).

S
Sanitize

Water requires a continuous supply of **Sanitizer** to kill bacteria and algae before it has a chance to get established in the pool or spa. In traditional chlorine applications, sanitizer should be introduced through the use of an automatic chlorinator for consistent, effective disbursement throughout the body of water.

O
Oxidize

Oxidizing has several common names including “shocking” and “super chlorinating”. Oxidizing removes the materials that were killed by the sanitizer. Without oxidizing, contaminants build up and lead to water that is difficult to control and is of poor quality. Oxidizing is chemically cleaning the water once per week.

C
Control Algae and Minerals

Weekly use of products to control minerals and prevent algae will reduce the work load on **Sanitizers** and **Oxidizers**. Proper weekly additions keep pool and spa water sparkling clear, easy to maintain, and safe and enjoyable to use. Pools using algaecides weekly will exhibit better water quality and less product consumption than those not preventing algae formation.

PM
Problem Solvers and Maintenance

These groups of products are specially designed for use in the pools and spas. Each year many thousands of warranty claims are denied because of the use of non-pool products to clean surfaces and equipment. Preserve your investment by only using products designed for swimming pools and spas.

Clarifiers are products designed to help increase filter efficiency and add sparkle to the water by coagulating small particles into larger ones so they can be filtered out.

Cleaners are specially formulated products to clean and maintain pool surfaces, filters and equipment. These products are non-foaming, and will not adversely impact water quality and balance.

Problem Solvers are a specialized group of products to treat rare circumstances that may arise in pool and spa water from time to time. Products included kill certain types of stubborn algae, remove excess chlorine, eliminate phosphates that algae feed on, and a host of other important tasks.



BASOC ELEMENTS' provides you with valuable business tools to be competitive and successful!

High Quality, USA Produced Brands

Memorable brand identifiers.



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Featuring 3 chemical products to differentiate your business.

Easy-to-Use Color-Coded Format

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Purchases qualify for Power Points Early Buy Program.
Ask how to qualify and register for Power Points Rewards!

VALUE ADDED SOLUTIONS

Design Services and Programs

FREE retail layout and design services.
FREE POP Marketing Kit - BASOC, item #25642.
Attractive Shelving and Display Programs available.
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Educational & Certification Opportunities

Annual seminars, training, and CPO® Certified program offerings.

Multi-Level Support

Local Distribution Centers
Regional Sales Directors
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Online Resources

24/7 Access to online resources, which offers you a huge collection of data and details! VISIT:

www.basoclements.com (for dealers and consumers)

www.imperialpools.b2b.com (for dealers only)



Contact your
**IMPERIAL
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EXCLUSIVE
TERRITORY!**



IS THIS YOU DURING EARLY BUY SEASON?



*Too many product sheets?
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SAVE TIME & MONEY!

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- » You Choose Your Terms
- » You Choose Your Early Buy Incentives
- » 2013 Pricing Through December 16, 2013
- » Simple NET Pricing File
- » Easy Order and Purchase History File
- » **Available Thru December 16, 2013**





STEP **1**
BALANCE

STEP **2**
ADJUST

STEP **3**
SANITIZE

STEP **4**
OXIDIZE

STEP **5**
CONTROL

STEP **6**
**PROBLEM
SOLVERS**

**LOVE
YOUR
POOL**





Increase Product Sales

With Azure Support Material

Capture Your Customer's Attention

- > Build brand loyalty through Azure's clear and consistent brand identifiers.
- > Color coded product categories for easy consumer identification.
- > Bagged balancers reduce waste and promote the more eco-friendly Azure brand.
- > High-quality, American made products means increased value to your customer.
- > Exclusive territories available through Imperial Pools Distribution.

Get Successful Results With

- > Banners
- > Flyers
- > Window Decals
- > Season's Chemical Calculator
- > Field Analysis Form
- > Discounted Apparel Program



Banner
(6' x 3')



Flyer
(8.5 x 11)



Window Cling
(16" x 15")



24/7 Access To
Online Resources

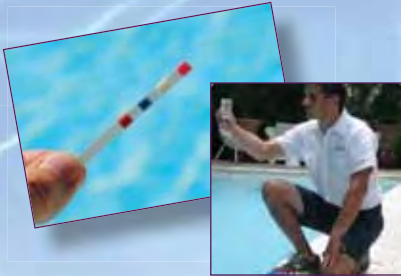


www.azurepoolcare.com

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Sales Director.



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- > Promotes higher customer satisfaction ratings
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Ask Your Local IMPERIAL BRANCH About All of Our Water Testing Supplies & Programs
~ Reference Accessory Catalog Pages 99 - 104 ~



item #
HPCWAVE3

ScanMate7
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item #
BEL3576

Just Fill...Spin...It's IN!



WaterLink **Spin**
Professional Water Analysis Lab



WaterLink Lab
includes
100 spin disks.



33 Wade Road, Latham, NY 12110



Make An Impression!

Brand your company by customizing your water sample bottles with labels.

Water Sample Bottle Labels

\$169.95 for 1,000 labels

includes shipping

BRAND & DIFFERENTIATE YOUR COMPANY!

Your brand is a foundational piece of your marketing communication, identifying your goods and services to differentiate your company from the competition. Show your customers that your company provides:

- ✓ fast and accurate water quality testing
- ✓ convenient, leak-proof bottles
- ✓ PLUS, you're branding your company

A GOOD VALUE!



Actual Label Size

ORDER DETAILS

Minimum order quantity is 1,000 for \$169.95.

Shipping included.

Estimated turnaround is 5 business days.

Label Specs - Description #D348490 - circle 2.5" diameter, polypropylene material, color white-pearlescent, gloss finish, and 4 color (CMYK) printing.

Options

Customize to include any of the following information:

Your Company Name

Company Address (street, city, state, zip)

Phone Number

Web Address

TERMS

Credit card payment when order is placed.



TO PLACE YOUR LABEL ORDER

Contact **Melinda Young**, Customer Service Rep., for personal assistance in customizing your order.

CONSOLIDATED LABEL

website: consolidatedlabel.com

925 Florida Central Parkway, Longwood, FL 32750

Melinda Young

melinda@consolidatedlabel.com

800-475-2235

CONTACT YOUR LOCAL IMPERIAL BRANCH TO PLACE YOUR BASOC WATER SAMPLE BOTTLE ORDER

Item #145250 4 oz. Water Sample Bottle Code #INM105X5472 Net Dealer Price \$0.75 Ea.



Call Imperial to find out how to become a successful retail chemical dealer with BASOC!

800-444-9977

www.imperialpoolsb2b.com

Azure Chemical Program

Imperial Number	Part Number	Description	Code Number	List Price
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B Balance the Water



AZ029250



260061



260063

Alkalinity Booster

A safe, easy-to-use granular product that raises total alkalinity and acts as a buffer to prevent "pH bounce", staining and corrosion.

AZ029178	12001115	8 X 5 lb. bag	CLE4595X658	\$8.95
AZ029250	12001116	4 X 10 lb. bag	CLE4095X866	\$15.95
260061	124-0160-29P01	25 lb. pail (BASOC Elements)	BLK2285X808	\$36.95

Calcium Hardness Increaser

Calcium Hardness Increaser raises calcium hardness of pool water to aid in the prevention of corrosion, etched plaster and other problems resulting from low calcium hardness.

AZ031145	12001088	8 X 4 lb. bag	CLE3995X283	\$7.95
AZ031232	12001100	4 X 9 lb. bag	CLE3595X916	\$13.95
260063	124-0150-29P01	25 lb. pail (BASOC Elements)	BLK2160X200	\$34.95

Stabilizer & Conditioner

Prevents Chlorine loss from the sun's ultraviolet rays and is buffered for minimal effect on pH.

AZ025091	12001112	12 X 1.75 lb. bag	CLE4995X766	\$6.95
AZ025145	12001113	8X4 lb. bag	CLE7095X516	\$13.95
AZ025214	12001114	4 X 8 lb. bag	CLE6595X755	\$24.95
AZ025421	12000724	100 lb. pail	CLE12295X34	\$153.95

A Adjust the PH Level



AZ027250

pH Increaser

A convenient granular product that raises the pH of pool water with minimal effect on overall alkalinity.

AZ027097	12001089	12 X 2 lb. bag	CLE2995X885	\$3.95
AZ027178	12001110	8 X 5 lb. bag	CLE4495X365	\$8.95
AZ027250	12001111	4 X 10 lb. bag	CLE3895X455	\$14.95
260060	124-0130-29P01	25 lb. pail (BASOC Elements)	BLK2160X559	\$34.95

pH Decreaser

A granular product for slowly lowering the pH of pool water. Safer to handle and store than liquid acids.

AZ023106	12001117	12 X 3 lb. bag	CLE4695X679	\$5.95
AZ023183	12001118	8 X 6 lb. bag	CLE5495X135	\$10.95

S Sanitize



AZ107355



AZ089250



AZ055250

Chlorinating Wrapped Tablets

Individually wrapped 8 oz. 100% trichlor chlorine tablet. Slow dissolving and stabilized. For use in erosion-type chlorine tablet feeders. One tablet treats 10,000 gallons every 5-7 days in a chlorine tablet.

AZ089145	12000748	8 X 4 lb. pail	CLE12995X13	\$24.95
AZ089250	12000749	4 X 10 lb. pail	CLE14295X31	\$53.95
AZ089355	12000750	25 lb. pail	CLE7095X555	\$78.95
AZ089397	12000751	50 lb. Pail	CLE14195X81	\$156.95

Chlorinating Sticks

8 oz. 100% trichlor chlorine stick. Slow dissolving and stabilized. For use in erosion-type chlorine tablet feeders. One stick treats 10,000 gallons every 5-7 days.

AZ107145	12000752	8 X 4 lb. pail	CLE13595X92	\$25.95
AZ107250	12000753	4 X 10 lb. pail	CLE15895X14	\$59.95
AZ107355	12000754	25 lb. pail	CLE7095X545	\$88.95
AZ107397	12000755	50 lb. Pail	CLE14195X75	\$156.95

Chlorinating I" Tablets

100% trichlor chlorine tablet. Slow dissolving and stabilized. For use in erosion-type chlorine tablet feeders. One tablet for every 1,000 gallons every 5-7 days in a chlorine tablet feeder.

AZ055178	12000738	8 X 5 lb. pail	CLE16595X15	\$31.95
AZ055250	12000739	4 X 10 lb. pail	CLE15795X49	\$59.95
AZ055355	12000740	25 lb. pail	CLE7095X285	\$88.95
AZ055397	12000741	50 lb. Pail	CLE14195X98	\$156.95



Azure Chemical Program

Imperial Number	Part Number	Description	Code Number	List Price
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S

Sanitize



AZ005178

Multi-Functional Chlorinating Granules - (Dichlor 56%)

AZ005097	12000708	12 X 2 lb. bottle	CLE11095X93	\$13.95
AZ005178	12000709	8 X 5 lb. pail	CLE15995X16	\$29.95
AZ005250	12000710	4 X 10 lb. pail	CLE15595X91	\$58.95
AZ005355	12000711	25 lb. pail	CLE7295X644	\$91.95
AZ005397	12000712	50 lb. Pail	CLE14195X16	\$177.95

Bromine (Service Brand)

260001	12000417	25 lb. pail (Protech Label)	CLE9495X235	\$118.95
260002	12000418	50 lb. Pail (Protech Label)	CLE18395X25	\$229.95

O

Oxidize



AZ154061



AZ114061



BUCH100



AZ129061

Shox-All Plus

Blended shock adds buffers and clarifiers for sparkling results. The shock of choice for vinyl liners.

AZ154061	12000774	24 X 1 lb. bag	CLE11395X81	\$5.95
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Quick Dissolve Shock

Strong oxidizing agent contains sodium dichlor. Quick Dissolving Shock is used as a sanitizer, fungicide, bactericide, and algaecide. No pre-mixing required. Will not cloud your pool water or bleach your liner. pH neutral, so it will not affect pH levels. 1 lb. treats 10,000 gallons.

AZ114061	12000760	24 X 1 lb. bag	CLE8295X817	\$4.95
AZ114178	12000761	8 X 5 lb. pail	CLE15395X53	\$24.95

68% Calcium Hypochlorite Shock

100% granular calcium hypochlorite. Granular calcium hypochlorite is non stabilized 68% available chlorine.

145128	CH24T	CalHypo 68% 24x1 lb. bags/cs	BLK6205X481	\$3.95
145130	CH25T	CalHypo 68% 25 lb. Pail	BLK5775X430	\$72.95
BUCH100		100 lb. pail	BLK16940X24	\$187.95
BUCH88C		88 lb. pail	BLK14910X45	\$164.95

Shock Oxidizer Non Chlorine Shock

Swim after treatment in as quick as 15 minutes. A potassium monopersulfate that turns into active chlorine. Chlor free is non-chlorine and non-bleaching.

AZ129061	12000763	24 X 1 lb. bag	CLE8595X857	\$5.95
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C

Control Algae and Minerals



AZ133022



AZ224022



AZ222022

Stain & Scale Remover

Removes metals from pool water, also useful to remove metal stains and scale from pool surfaces. Compatible with all water treatment systems.

AZ133022	12000766	12 x 1 Quart	CLE7695X613	\$9.95
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Poly Algaecide 60

Highly concentrated algaecide preventative for treating hard to kill mustard, black, and blue-green algae. Will not stain pool surfaces. Non-foaming, non-metallic.

AZ224022	12000780	12 X 1 Quart	CLE19195X65	\$19.95
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Poly Algaecide 30

Used to kill green algae. Excellent preventative. Will not stain pool surfaces. Non-metallic, non-foaming.

AZ220022	12000778	12 X 1 Quart	CLE12195X93	\$12.95
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Algaecide 50 Quat

Highly effective economical algaecide for the control of algae in pool water. 50% Active Quat.

AZ222022	12000779	12 X 1 Quart	CLE11095X34	\$13.95
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Algaecide 10 Quat

AZ216058	12000777	6 X 1 Gallon	CLE4295X814	\$10.95
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Azure Chemical Program

C Control Algae and Minerals



AZ226022

90 Day Algaecide (Copper)

A chelated copper algaecide that eliminates and controls the growth of all types of algae in pool water. Use w/ all pool surfaces. Compatible w/ all chlorine and bromine systems.

Imperial Number	Part Number	Description	Code Number	List Price
AZ226022	12000781	12 X 1 Quart	CLE14495X65	\$18.95



AZ072097

Yellow Algae Remover

100% granular. Effective algae cure for black, green, and yellow algae infestations. Safe for all pool types.

AZ072097	12000742	12 X 2 lb. bottle	CLE12795X58	\$15.95
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PM Problem Solvers and Maintenance



AZ131022

Super Clarifier

A supercharged clarifier which collects cloud causing particles too small for the pool filter.

AZ131022	12000765	12 x 1 Quart	CLE8695X414	\$10.95
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AZ144022

Natural Clarifier

Works w/ filtration to collect organic waste particles for clear, sparkling water. pH neutral, non-staining, non-foaming and not affected by shock treatments. Compatible w/ all water treatment systems.

AZ144022	12000773	12 x 1 Quart	CLE14395X93	\$17.95
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AZ143022

Super Floc

A supercharged clarifier which collects cloud causing particles too small for the pool filter.

AZ143022	12000772	12 x 1 Quart	CLE7495X776	\$9.95
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AZ139022

Filter Cleaner

Effectively removes oil, scale, organics and grime from sand, cartridge and diatomaceous earth filters.

AZ139022	12000770	12 x 1 Quart	CLE9095X366	\$11.95
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AZ137022

Thick Tile & Vinyl Cleaner

Professional strength tile & vinyl cleaner. Non-abrasive.

AZ137022	12000769	12 x 1 Quart	CLE7895X402	\$9.95
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AZ142022

Phosphate Remover

AZ142022	12000771	12 x 1 Quart	CLE20495X73	\$25.95
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Pool Perfect

Just capfuls per week for clear perfect pool water: the industry standard for natural enzyme water treatment. Used in household pools, commercial pools and water theme parks to ensure silky, sparkling water. Pool Perfect prevents scum and waterline ring. It eliminates chemical odors, keeps filters cleaner, extends filter life, and reduces shocking.

145831	03210	12 X 1 Liter	NAT16525X81	\$19.95
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Azure Salt Program

Imperial Number	Part Number	Description	Code Number	List Price
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B
Balance
the Water



AZ029250



260061



260063



COM35040

Alkalinity Booster

A safe, easy-to-use granular product that raises total alkalinity and acts as a buffer to prevent "pH bounce", staining and corrosion.

AZ029178	12001115	8 X 5 lb. bag	CLE4595X658	\$8.95
AZ029250	12001116	4 X 10 lb. bag	CLE4095X866	\$15.95
260061	124-0160-29P01	25 lb. pail (BASOC Elements)	BLK2285X808	\$36.95

Calcium Hardness Increaser

Calcium Hardness Increaser raises calcium hardness of pool water to aid in the prevention of corrosion, etched plaster and other problems resulting from low calcium hardness.

AZ031145	12001088	8 X 4 lb. bag	CLE3995X283	\$7.95
AZ031232	12001100	4 X 9 lb. bag	CLE3595X916	\$13.95
260063	124-0150-29P01	25 lb. pail (BASOC Elements)	BLK2160X200	\$34.95

Stabilizer & Conditioner

Prevents Chlorine loss from the sun's ultraviolet rays and is buffered for minimal effect on pH.

AZ025091	12001112	12 X 1.75 lb. bag	CLE4995X766	\$6.95
AZ025145	12001113	8X4 lb. bag	CLE7095X516	\$13.95
AZ025214	12001114	4 X 8 lb. bag	CLE6595X755	\$24.95
AZ025421	12000724	100 lb. pail	CLE12295X34	\$153.95

Pristiva Primer (Use with any salt)

Pristiva Primer is a unique blended product that enhances the performance of any salt cell while maximizing the look, feel, and ability to manage the water.

COM35040	35040	Pristiva Primer 2.4 lb. bottle, 12 per case	COM27095X68	\$29.95
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A
Adjust the
PH Level



AZ027250

pH Decreaser

A granular product for slowly lowering the pH of pool water. Safer to handle and store than liquid acids.

AZ023106	12001117	12 X 3 lb. bag	CLE4695X679	\$5.95
AZ023183	12001118	8 X 6 lb. bag	CLE5495X135	\$10.95
AZ023370	12000720	30 lb. pail	CLE3595X119	\$53.95

pH Increaser

A convenient granular product that raises the pH of pool water with minimal effect on overall alkalinity.

AZ027097	12001089	12 X 2 lb. bag	CLE2995X885	\$3.95
AZ027178	12001110	8 X 5 lb. bag	CLE4495X365	\$8.95
AZ027250	12001111	4 X 10 lb. bag	CLE3895X455	\$14.95
260060	124-0130-29P01	25 lb. pail (BASOC Elements)	BLK2160X559	\$34.95

S
Sanitize



COM35020



SALT40

Pristiva

Mined from the purest salt materials available, Pristiva will lengthen the life of generator production cells while promoting enhanced water quality and feel. Added costs are offset by the products ability to self regulate and remove any minerals in pool water.

COM35020	35020	Pristiva Activator 40 lb. bag each	COM2995X481	\$34.95
COM35020P	35020	Pristiva Activator 40 lb. bag pallet of 63	COM177795X1	\$34.95

Pool Salt

Strictly produced for use in swimming pools, this salt contains lower amounts of impurities than lower priced commodity salts thus reducing staining and other issues associated with chlorine generator use.

SALT40		Salt - 40 lb. bag - Pool Salt Branded. Blended specifically for salt chlorine generators. Retail friendly packaging.		call your local branch for pricing
SALT40P		Salt - 40 lb. bag - pallet QTY 63		call your local branch for pricing

Azure Salt Program

Imperial Number	Part Number	Description	Code Number	List Price
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O
Oxidize



BUCH100



145128

Shox-All Plus

Blended shock adds buffers and clarifiers for sparkling results. The shock of choice for vinyl liners.

AZ154061	12000774	24 X 1 lb. bag	CLE11395X81	\$5.95
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Quick Dissolve Shock

Strong oxidizing agent contains sodium dichlor. Quick Dissolving Shock is used as a sanitizer, fungicide, bactericide, and algicide. No pre-mixing required. Will not cloud your pool water or bleach your liner. pH neutral, so it will not affect pH levels. 1 lb. treats 10,000 gallons.

AZ114061	12000760	24 X 1 lb. bag	CLE8295X817	\$4.95
AZ114178	12000761	8 X 5 lb. pail	CLE15395X53	\$24.95

68% Calcium Hypochlorite Shock

100% Granular calcium hypochlorite. Granular calcium hypochlorite is non-stabilized 68% available chlorine.

145128	CH24T	CalHypo 68% 24x1 lb. bags/cs	BLK6205X481	\$3.95
145130	CH25T	CalHypo 68% 25 lb. Pail	BLK5775X430	\$72.95
BUCH100		100 lb. pail	BLK16940X24	\$187.95
BUCH88C		88 lb. pail	BLK14910X45	\$164.95

Shock Oxidizer Non Chlorine Shock

Swim after treatment in as quick as 15 minutes. A potassium monopersulfate based product that turns into active chlorine. Shock Oxidizer is non-chlorine and non-bleaching.

AZ129061	12000763	24 X 1 lb. bag	CLE8595X857	\$5.95
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C
Control Algae and Minerals



AZ133022



AZ222022

Poly Algaecide 60

Highly concentrated algaecide preventative for treating hard to kill mustard, black, and blue-green algae. Will not stain pool surfaces. Non-metallic, non-foaming.

AZ224022	12000780	12 X 1 Quart	CLE19195X65	\$19.95
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Poly Algaecide 30

Used to kill green algae. Excellent preventative. Will not stain pool surfaces. Non-metallic, non-foaming.

AZ220022	12000778	12 X 1 Quart	CLE12195X93	\$12.95
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Algaecide 50 Quat

Highly effective economical algaecide for the control of algae in pool water. 50% active quat.

AZ222022	12000779	12 X 1 Quart	CLE11095X34	\$13.95
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Algaecide 10 Quat

10% Algaecide is a straight quat algaecide used as part of your pool's routine maintenance, killing and preventing the growth of algae.

AZ216058	12000777	6 X 1 Gallon	CLE4295X814	\$10.95
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Stain and Scale Remover

Removes metals from pool water also useful to remove metal stains and scale from pool surfaces. Compatible with all water treatment systems.

AZ133022	12000766	12 x 1 Quart	CLE7695X613	\$9.95
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PM
Problem Solvers and Maintenance



AZ144022



AZ131022

Super Clarifier

A supercharged clarifier which collects cloud causing particles too small for the pool filter.

AZ131022	12000765	12 x 1 Quart	CLE8695X414	\$10.95
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Natural Clarifier

Works with filtration to collect organic waste particles for clear sparkling water. pH neutral, non-staining, non-foaming and not affected by shock treatments. Compatible with all water treatment systems.

AZ144022	12000773	12 x 1 Quart	CLE14395X93	\$17.95
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Super Floc

A supercharged clarifier which collects cloud causing particles too small for the pool filter.

AZ143022	12000772	12 x 1 Quart	CLE7495X776	\$9.95
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Filter Cleaner

Effectively removes oil, scale, organics, and grime from sand, cartridge, and DE filters.

AZ139022	12000770	12 x 1 Quart	CLE9095X366	\$11.95
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Azure Salt Program

Imperial Number	Part Number	Description	Code Number	List Price
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PM

Problem Solvers and Maintenance



AZ137022

Thick Tile & Vinyl Cleaner

Professional strength tile & vinyl cleaner. Non-abrasive.

AZ137022	12000769	12 x 1 Quart	CLE7895X402	\$9.95
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Phosphate Remover

Phosphate Remover reduces high phosphate levels to more manageable levels. pH must be adjusted to 7.2 before applying. Follow directions for product application.

AZ142022	12000771	12 x 1 Quart	CLE20495X73	\$25.95
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AZ142022

Pool Perfect

Just capfuls per week for clear perfect pool water: the industry standard for natural enzyme water treatment. Used in household pools, commercial pools and water theme parks to ensure silky, sparkling water. Pool Perfect prevents scum and waterline ring. It eliminates chemical odors, keeps filters cleaner, extends filter life, and reduces shocking.

145831	03210	12 X 1 Liter	NAT16525X81	\$19.95
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Advanced System for Start-Up & Maintenance of Salt Water Pools



**BEWARE:
LOW-PRICED COMMODITY
POOL SALTS ARE EATING
AWAY YOUR PROFITS.**

Survive and thrive with the Pristiva® System for salt water pools.

If you're only offering low-priced commodity pool salts, your profits and your business are at risk. Commodity pool salts are significantly lowering sales and profits you used to see from traditional chlorine chemicals. The solution is Pristiva. With its specially formulated ingredients and breakthrough technology,

Pristiva provides unrivaled performance and the guaranteed results your customers want — along with the higher profitability you need for your business to survive and thrive. Salt water pools are a growing trend and are here to stay. Get your plan of attack started at SaltwaterPoolSurvivalGuide.com

SaltwaterPoolSurvivalGuide.com

Ask your local Imperial Pools' branch about BASOC™ Elements' NEW Pristiva Salt Water Pool System today!

Azure Biguanide Program

Imperial Number	Part Number	Description	Code Number	List Price
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B
Balance
the Water



AZ029250

Alkalinity Booster

A safe, easy-to-use granular product that raises total alkalinity and acts as a buffer to prevent "pH bounce", staining and corrosion.

AZ029178	12001115	8 X 5 lb. bag	CLE4595X658	\$8.95
AZ029250	12001116	4 X 10 lb. bag	CLE4095X866	\$15.95
260061	124-0160-29P01	25 lb. pail (BASOC Elements)	BLK2285X808	\$36.95



260063

Calcium Hardness Increaser

Calcium Hardness Increaser raises calcium hardness of pool water to aid in the prevention of corrosion, etched plaster and other problems resulting from low calcium hardness.

AZ031145	12001088	8 X 4 lb. bag	CLE3995X283	\$7.95
AZ031232	12001100	4 X 9 lb. bag	CLE3595X916	\$13.95
260063	124-0150-29P01	25 lb. pail (BASOC Elements)	BLK2160X200	\$34.95

A
Adjust the
PH level



AZ027250

pH Increaser

A convenient granular product that raises the pH of pool water with minimal effect on overall alkalinity.

AZ027097	12001089	12 X 2 lb. bag	CLE2995X885	\$3.95
AZ027178	12001110	8 X 5 lb. bag	CLE4495X365	\$8.95
AZ027250	12001111	4 X 10 lb. bag	CLE3895X455	\$14.95
260060	124-0130-29P01	25 lb. pail (BASOC Elements)	BLK2160X559	\$34.95

pH Decreaser

A granular product for slowly lowering the pH of pool water. Safer to handle and store than liquid acids.

AZ023106	12001117	12 X 3 lb. bag	CLE4695X679	\$5.95
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S
Sanitize



PH162051

Puracil Biguanide Sanitizer

Kills bacteria to keep pool water protected and clean. This product is tough on bacteria but gentle on swimmers.

PH162051	162-051014P04	1/2 gallon bottles, 4 per case	PHE10185X13	\$39.95
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O
Oxidize



PH162038

Puracil Biguanide Shock

Hydrogen Peroxide shock keeps water sparkling clear and beautiful.

PH162038	162-038015P04	1 gallon bottles, 4 per case	PHE2910X220	\$11.95
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C
Control Algae
and Minerals



AZ222022

Natural Chemistry METAL FREE

Inhibits and prevents scale formation and staining from iron, copper and manganese.

145838	07001	Metal Free - 12 x 1 L	NAT20190X36	\$24.95
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Algaecide 50 Quat

Highly effective economical algaecide for the control on algae in pool water. 50% Active Quat.

AZ222022	12000779	12 X 1 Quart	CLE11095X34	\$13.95
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PM
Problem Solvers
and Maintenance



AZ137022

Natural Clarifier

Works w/ filtration to collect organic waste particles for clear, sparkling water. pH neutral, non-staining, non-foaming and not affected by shock treatments. Compatible w/ all water treatment systems.

AZ144022	12000773	12 x 1 Quart	CLE14395X93	\$17.95
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Thick Tile & Vinyl Cleaner

Professional strength tile & vinyl cleaner. Non-abrasive.

AZ137022	12000769	12 x 1 Quart	CLE7895X402	\$9.95
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PLATINUM

Line

Puncture Proof Net
Leaf Skimmer

145169



Triangular
Vacuum Head

145167



Vacuum Head

145166



Deep Pocket Leaf
Skimmer

145168



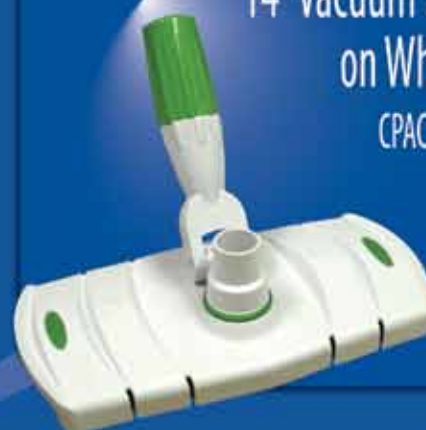
Chlorine
Dispenser

CPACM977V



14" Vacuum Head
on Wheels

CPACM905V



18" Wall Brush

145170



Natural Chemistry - Spa Products

Imperial Number	Part Number	Description	Ctn Qty	Code Number	List Price
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B

Balance the Water



NC04113

Spa Balancers

A special blend of mineral borates enhance water quality for ultimate bather comfort. Spa Balancers establish softer feeling, and crystal clear water right away.

NC04104	04104	Alkalinity Increaser 12x2 lbs	12	NAT6940X757	\$8.95
NC04105	04105	Calcium Hardness Increaser 12x1.75 lbs.	12	NAT5300X183	\$6.95
NC04113	04113	Spa Foundation 12x1 L	12	NAT18350X51	\$22.95

A

Adjust the PH level



Spa Adjusters

Spa Adjusters

The necessary water adjustment and balance control products. Proper water balance is important for all spa water to ensure bather comfort and water clarity.

NC04102	04102	pH Up 12x2 lbs	12	NAT5500X161	\$6.95
NC04103	04103	pH Down 12x2 lbs	12	NAT6320X823	\$7.95

S

Sanitize



Spa Sanitizers

Spa Sanitizers

Proper sanitization is required to control bacteria in spa water. These products provide the benefits of using either bromine or chlorine based sanitizing chemicals

NC04109	04109	Bromine Tabs 12x1.5 lbs	12	NAT15205X70	\$18.95
NC04110	04110	Bromine Tabs 6x4 lbs	6	NAT19275X85	\$46.95
NC04108	04108	Bromine Start 12x2 lbs	12	NAT20505X33	\$24.95
NC04111	04111	Chlorine Concentrate 12x2 lbs	12	NAT17445X82	\$21.95
NC04112	04112	Chlorine Concentrate 6x4 lbs	6	NAT17535X39	\$42.95

O

Oxidize



NC04112

Spa Oxidizers

Spa Oxidizing shock is a non-chlorine oxidizing shock used to eliminate soluble organic waste and contaminants.

NC04111	04111	Chlorine Concentrate 12x2 lbs	12	NAT17445X82	\$21.95
NC04112	04112	Chlorine Concentrate 6x4 lbs	6	NAT17535X39	\$42.95
NC04106	04106	Spa Oxidizing Shock 12x2 lbs	12	NAT16205X57	\$19.95

C

Control Algae and Minerals



145848

Spa Stain & Scale

Protects spa from damage due to scale build-up.

NC04122	04122	Stain & Scale 12x16 oz		NAT7690X207	\$9.95
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Spa Metal Free

Protects spa surface from metal staining.

145848	04133	Spa Metal Free 12 x 1 liter	12	NAT15130X58	\$18.95
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PM

Problem Solvers and Maintenance



NC04013

Spa Clear

All natural spa clarifier. Clears cloudy water quickly. Cannot be overdosed!

NC04013	04013	Spa Clear 12x16 oz		NAT8360X239	\$10.95
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Spa Perfect

Powerful natural enzymes formulated for spas.

NC04021	04021	Spa Perfect - 12x16 oz	12	NAT8440X928	\$10.95
145836	04131	Spa Perfect - 12 x 1 L	12	NAT14730X83	\$17.95
145841	04034	Spa Perfect - 6 x 2 L	6	NAT12865X65	\$31.95

Spa Defoamer

Specifically formulated for hot water.

NC04012	04012	Spa Defoamer 12x16 oz	12	NAT7540X738	\$9.95
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Filter Perfect

All natural filter cleaner that is safe to use with all filter types.

145846	03215	Filter Perfect 12x1 liter		NAT15130X61	\$18.95
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Clean & Perfect

Excellent multi-surface cleaner, works amazingly on spa surfaces.

145842	00176	Clean & Perfect 12x22 oz	12	NAT8560X776	\$10.95
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Spa Purge

Purges spa and spa plumbing of organic waste build-up. Cleans where you can't!

145847	04137	Spa Purge 12 x 1 liter	12	NAT15130X37	\$18.95
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NATURAL CHEMISTRY

Leisure Time Spa Chemical Program

Imperial Number	Part Number	Description	Code Number	List Price
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Complete Spa Care Kit



Deluxe Spa Care Kit

The Complete Spa Care Kit

This best-selling kit contains the essential products needed for spa start-up and maintenance including sanitizer, shock, sequestering agent, defoamer, test strips, clarifier, and balancers.

LTBOXV	BOXV	Chlorine Spa Care Kit Each	ADV4715X325	\$11.95
LTBBXV	BBXV	Bromine Spa Care Kit Each	ADV4715X732	\$11.95
LT45115	45115	Reserve & Renew Spa Care Kit Each	ADV1500X118	\$29.95

Deluxe Spa Care Kit

Packaged in a convenient, reusable plastic container, this greater assortment of chemicals in larger sizes can be easily organized and stored.

LT45100	45100	Chlorine Deluxe Spa Care Kit Each	ADV8155X729	\$60.95
LT45105	45105	Bromine Deluxe Spa Care Kit Each	ADV8155X820	\$60.95
* LT45120	45120	Reserve & Renew Spa Care Kit Each (limited quantities)	ADV3000X246	\$59.95

B

Balance the Water



LTALK



LTCB



LT45410

Alkalinity Increaser

Concentrated granular formula gradually raises the total alkalinity level and prevents pH bounce.

LTALK	ALK	Alkalinity Increaser 12x2 lb. btfls/cs	ADV8475X436	\$10.95
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Liquid Calcium Booster

Raises the level of water hardness; helping prevent foaming and corrosion of equipment.

LTCB	CB	Calcium Booster 12 x 1 qt. btfls/cs	ADV5725X946	\$6.95
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pH Balance

Unique formulation locks-in pH levels between 7.2 & 7.8, eliminating pH drift and the need for frequent adjustments.

LTPHB	PHB	pH Balance 12x1 qt. btfls/cs	ADV14760X90	\$17.95
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pH Balance Plus

Formulated especially for hard water conditions. pH Balance Plus locks-in pH to eliminate the need to rebalance spa water. Fast dissolving granular formula.

LT45410	45410	pH Balance Plus 6x3 lb. btfls/cs	ADV13090X81	\$32.95
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A

Adjust the PH level



LT22339



LTZHQ



LTZIQ

Spa Up

A granular product that raises the pH and total alkalinity levels in hot water.

LT22339	22339	Spa Up 12x2 lb. btfls/cs	ADV5080X373	\$4.95
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Liquid Spa Up

Raises the pH and total alkalinity in spa water. Pour directly into spa water and circulate.

LTZHQ	ZHQ	Liquid Spa Up 12x1 qt. btfls/cs	ADV10355X63	\$12.95
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Spa Down

A granular product that lowers pH and total alkalinity levels in hot water.

LT22338	22338	Spa Down 12x2.5 lb. btfls/cs	ADV5060X298	\$4.95
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Liquid Spa Down

Lowers the pH and total alkalinity in spa water. Pour directly into spa water and circulate.

LTZIQ	ZIQ	Liquid Spa Down 12x1 qt. btfls/cs	ADV10355X60	\$12.95
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*Limited Quantities Available



Leisure Time Spa Chemical Program

Imperial
Number

Part
Number

Description

Code
Number

List
Price

S

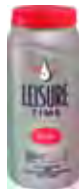
Sanitize



LT22337



LTBE



LTBC



LTRENU2

Spa 56 Chlorinating Granules

Specifically formulated for spas and hot tubs. This concentrated granular chlorine effectively sanitizes and disinfects hot water to keep it clean and clear.

LT22337	22337	Spa 56 Chlorinating Granules 12x2 lb. btcls/cs	ADV17770X78	\$15.95
LTE5	E5	Spa 56 Chlorinating Granules 6x5 lb. btcls/cs	ADV21735X38	\$44.95

Sodium Bromide

Sodium Bromide creates a bromide reserve when using Brom Tabs to ensure a fully bromine-based sanitizer system.

LTBE	BE	Sodium Bromide 2 oz x 6 pouches x 16 boxes	ADV23470X30	\$21.95
LTBE1	BE1#	Sodium Bromide 12x1 lb. btcls/cs	ADV17915X16	\$21.95

Brom Tabs

Brom Tabs are low odor, low dust tablets that fit in all feeders and maintain a constant level of bromine. Unique chemistry provides bromine residual quickly.

LTBC	45425	Brom Tablets 12x1.5 lb. btcls/cs	ADV16170X87	\$14.95
LT45430	45430	Brom Tablets 6x4 lb. btcls/cs	ADV20880X97	\$43.95

Reserve and Renew Two Part Bromine System

When used together, Reserve and Renew form a complete chlorine-free sanitizing system that's simple and hassle-free. Reserve and Renew requires only a simple application after using the spa.

LT45300	45300	Reserve 12x1 qt btcls/cs	ADV15400X64	\$18.95
LTRENU	RENU	Renew 2 oz.x6 Pouches x 16 boxes	ADV12480X95	\$11.95
LTRENU2	RENU2	Renew 12x2.2 lbs btcls/cs	ADV21165X38	\$25.95
LTRENU5	RENU5	Renew 6 x5 lbs. btcls/cs	ADV23505X86	\$58.95

O

Oxidize



LT22337



LTRENU2

OZ Chlorine Free Shock Tablets

Quick dissolve tablets rid spas of oils, lotions, and organic contaminants with unique effervescent action. Works in both bromine and chlorine sanitized spas.

LTO22	45305	OZ Shock Tablets 12x1.75 lbs. btcls/cs	ADV15430X37	\$18.95
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Spa 56 Chlorinating Granules

Specifically formulated for spas and hot tubs. This concentrated granular chlorine effectively sanitizes and disinfects hot water to keep it clean and clear.

LT22337	22337	Spa 56 Chlorinating Granules 12x2 lb. btcls/cs	ADV17770X78	\$15.95
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Renew Non Chlorine Shock

Eliminates odors and clears cloudy water by reducing irritating contaminants. Works in both bromine and chlorine sanitized spas.

LTRENU	RENU	Renew 2 oz.x6 Pouches x 16 boxes	ADV12480X95	\$11.95
LTRENU2	RENU2	Renew 12x2.2 lbs btcls/cs	ADV21165X38	\$25.95
LTRENU5	RENU5	Renew 6 x5 lbs. btcls/cs	ADV23505X86	\$58.95

C

Control Algae
and Minerals



LTD

Metal Gon

Concentrated formula sequesters iron, copper, and other minerals to prevent staining of surfaces.

LTD	D	Metal Gon 12x1 pt btcls/cs	ADV7345X435	\$8.95
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Defender

An exclusive formula developed to prevent scale formation. Use weekly for continued protection.

LTB	B	Defender 12x1 qts. btcls/cs	ADV15665X53	\$19.95
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Metal Gon & Defender Value Pack

Conveniently packaged, this powerful duo will prevent scale buildup and staining of surfaces.

LT45440	45440	Metal Gon & Defender 6x2 btcls/cs	ADV7895X127	\$19.95
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Spa Algaecide

Non-Foaming algaecide kills and prevents all types of algae. Safe to use with all spa sanitizers.

LTQ	Q	Spa Algaecide 12x1 qts btcls/cs	ADV9405X873	\$11.95
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Leisure Time Spa Chemical Program

PM
Problem Solvers
and Maintenance



LTA



LTS



LTP



LT3192



LT45450



LTHQ



LTO



LT45405



LTSGQ



LTZI

Foam Down

Quickly eliminates and prevents foaming in spa water.

Imperial Number	Part Number	Description	Code Number	List Price
LTH	H	Foam Down 12x1 pt bttls/cs	ADV8865X883	\$10.95
LTHQ	HQ	Foam Down 12x1 qts bttls/cs	ADV16915X47	\$20.95
LTH1	H1	Foam Down 4x1 Gallon bttls/cs	ADV18270X82	\$68.95

Bright & Clear

A clarifier developed especially for hot water treatment with a unique polymer action.

LTA	A	Bright & Clear 12x1 qt bttls/cs	ADV12305X92	\$14.95
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Filter Clean

An overnight deep-cleaning solution to remove dirt, grease, oil, buildup and scale deposits.

LTN	N	Filter Clean 12x1 pt. bttls/cs	ADV9115X889	\$10.95
LTO	O	Filter Clean 12x1 qt.bttls/cs	ADV16940X75	\$20.95

Instant Cartridge Clean

Spray and rinse formula provides a quick and easy way to remove oils, lotions, and other debris.

LTS	S	Instant Cartridge Clean 12x1 pt.bttls/cs	ADV9995X936	\$11.95
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CitraBright Cleaner

The spray-and-wipe formula works quickly by using the natural cleaning power of citrus.

LT45405	45405	CitraBright Cleaner 12x1 pt btls/cs	ADV11450X21	\$13.95
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Fast Gloss

A polish and cleaner especially developed for use in spas and hot tubs to protect, waterproof, and seal spa finish, and prevent fading and oxidation.

LTP	P	Fast Gloss 12x1 pt.bttls/cs	ADV16750X39	\$20.95
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Enzyme

A blend of natural enzymes that break down oil, lotion and organics that cause scum lines.

LTSGQ	SGQ	Enzyme 12x1 qt bttls/cs	ADV10895X62	\$13.95
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Cover Care & Conditioner

Cleans and shines spa covers and all vinyl surfaces and adds UV protection to prevent fading.

LT3192	3192	Cover Care & Conditioner 12x1 pt.bttls/cs	ADV12305X22	\$14.95
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Leak Seal

Seals most minor leaks in hot tub or pool plumbing. Pour directly into water and circulate.

LTZJ	ZJ	Leak Seal 12x1 qt bttls/cs	ADV24965X78	\$25.95
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Jet Clean

Keeps spa and jetted tub plumbing clear of organics, oils, dirt, and minerals that can cause damage

LT45450	45450	Jet Clean 12x1 pt bttls/cs	ADV7755X660	\$9.95
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Simplify Retail

A “road map” for displaying and marketing Azure™ chemical pool products.

Planograms provide product SKUs, quantities, and shelf location.

Increase your store space and organization.

**WATCH
YOUR
SALES
RISE!**



Scan for
8' Planogram



8' Retail Setup



Scan for
12' Planogram



12' Retail Setup



Scan for
16' Planogram



16' Retail Setup

Note: Actual bucket style may vary from pictures.



I-Store Solutions: Retail Shelving / Fixtures

Merchandise Product for More Sales!

Create an effective store layout to help you promote a convenient and pleasant shopping experience.

Outstanding Quality Affordable Pricing



Example of assembled, 8', black, hardboard back, wall shelving.

Chemical products & POP merchandising kit #25642 available through Imperial Pools.

Steel Shelving by Madix

- Available in ONE-SIDED WALL, DOUBLE-SIDED GONDOLA "island", and END CAP units.
- Durable materials and construction. **HOLDS WEIGHT!**
- Adjustable, heavy-duty shelving.
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- Wide range of shelving and sizes. **CUSTOMIZE YOUR DISPLAY!**

SPECIAL IMPERIAL POOLS GROUP DISCOUNT

Description:

Standard, one-sided wall displays 72" H X 22" W base, with 4 shelves, hardboard back.

Shelf Sizes:

1 - 20", 1 - 18" 1 - 16" and 1 - 14"

Width Options:

1 - 16', wall, made up with 4 - 4' sections
1 - 12', wall, made up with 3 - 4' sections
1 - 8', wall, made up with 2 - 4' sections

PRICES STARTING UNDER \$500.00!

Mill Order / Shipping, Goodwater, AL:

21-day average leadtime.
FOB Goodwater, AL.

Stock Order / Shipping, Philadelphia, PA:

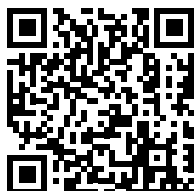
Satin black, "pegboard back" in ONE and DOUBLE-SIDED units with 3-5 day leadtime, and 5% custom upcharge. FOB Philadelphia, PA.

Terms:

Credit card payment. Shipping not included.



Mention "Imperial Pools" for Special Pricing 800-962-5307 ext. 111, Jerry



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Instructions**



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- > Quick Turnaround

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8975

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Logo Options

YOUR
COMPANY
LOGO



Polos



#8541

T-shirts



G2000

Caps



8111



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orders@xtremescreenprint.com
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> Ask About Tall Sizes, Sweatshirts, Jackets, & MORE



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Fill out all of the fields below and an Imperial Pools representative will contact you promptly.

Dealer Locator Option - a premium search tool that finds the nearest retailer of Azure™ products.

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Contact Name

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Str., City, State, Zip

Phone Number

Email Address

Web Site

http://www.

Business Type (Mark "x" to all types that apply.)

Distributor

Installer

Retailer

Manufacturer

Service

Other _____

User Name

Select A Password

Confirm Password

Which chemical brands do you stock / use?

Would you like to belong to our dealer locator?

Yes, please include my location.

Not at this time.

SUBMIT FORM TO: fax 978-388-7415 email mkramer@imperialpools.com

www.basoclements.com



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Sell specialty. Sell Natural Chemistry.





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345 McCausland Ct.,
Cheshire, CT 06410

Indianapolis, IN
866-271-1999
6751 East 30th St., Suites A & B
Indianapolis, IN 46219

Amesbury, MA
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49 South Hunt Rd.,
Amesbury, MA 01913

Mansfield, MA
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50 Suffolk Rd., Mansfield, MA 02048

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9 Stewart Place, Fairfield, NJ 07004

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Crescent Point Commerce Ctr.
12090 Best Place,
Sharonville, OH 45241

Greenville, SC
866-205-2707
1 Brozzini Ct., Suite F,
Greenville, SC 29615

Columbia, SC
800-766-1305
109 Sunbelt Blvd.,
Columbia, SC 29203

Memphis, TN
800-564-1078
6972 Appling Farms Parkway
Suite 101, Memphis, TN 38133