



## Counter Mats

A highly visible counter mat is an easy way to promote chemical sales!

Precisely target your customers, build brand recognition, and generate chemical sales at the cash register with **BASOC's Building Blocks of Water Care** durable point-of-purchase display counter mat.

*Eye-catching colors.  
Mar-resistant surface.  
Non-slip rubber base.  
Mat lays flat and stays in place.*

- Item # 25643, Counter Mat, Dimensions 12"H x 18"W

**THE BUILDING BLOCKS**  
**Of WATER CARE**

**BETTER SWIMMING THROUGH CHEMISTRY**

**B** Balance the Water  
Bring a water sample to your pool professional frequently for testing.

**O** Oxidize  
Oxidize regularly to remove waste.

**A** Adjust the PH level  
Test twice per Week Adjust as needed.

**C** Control Algae and Minerals  
Add control agents Weekly to prevent stains and algae.

**S** Sanitize  
Kill bacteria continuously.

**PM** Problem Solvers and Maintenance  
Use as prescribed by your pool professional.

**BASOC**  
ELEMENTS OF SUCCESS

[WWW.BASOCLEMENTS.COM](http://WWW.BASOCLEMENTS.COM)

The BASOC ELEMENTS Chemical program is a division of Imperial Pools Inc. ©

Contact your local Imperial Pools Branch to ask how to get your FREE counter mat today!



View all BASOC marketing materials at:

[www.basoclements.com](http://www.basoclements.com)

[www.imperialpoolsb2b.com](http://www.imperialpoolsb2b.com)