



Essential Elements

swimming pool chemicals

Dealer Chemical Resource Guide

The Building Blocks of Water Care!



www.basoelements.com

IT'S PREVE-TIME!

The Weekly Pool Maintenance Program

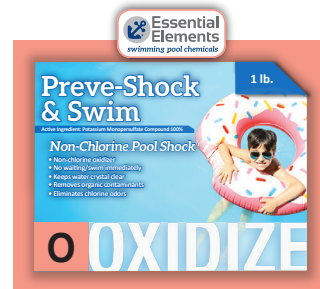
S SANITIZE

Sunday Evening
Pick One to Chlorinate:



O OXIDIZE

Sunday Evening
Pick One to Shock:



C CONTROL

Monday Morning
Pick One to Prevent Algae:



THE BUILDING BLOCKS OF WATER CARE!

Promote these 3
and offer a
Green Algae-Free
Guarantee!





Essential Elements

swimming pool chemicals

Essential Elements is a full-line exclusive brand of water care products developed by Imperial Pools, Inc. Used in conjunction with our BASOC Elements Chemical Training and Education Program, you can now offer the finest pool and spa chemicals on the market today and easily teach your customers how and when to use them.



Water Care Program

The BASOC Elements program methodology was designed to be easily used and understood by Retailers and Pool and Spa owners. BASOC Elements consists of 6 categories of blocks. These blocks represent the six distinct areas of water care that **MUST** be addressed in order to maintain healthy, safe, clean, clear water and prevent structural damage to the pool and its equipment. There are no products available on the market today to satisfy more than one block, so when managing the water be sure to choose a product from each of the BASOC Elements categories. In addition, we have developed the “Preve-Time” weekly maintenance program that will keep pools looking and feeling great with ease!

The Building Blocks of Water Care

B

Balance the Water: Bring a water sample to your pool professional frequently for testing

A

Adjust the PH level: Test twice weekly and adjust as needed

S

Sanitize: Kill bacteria continuously

O

Oxidize: Oxidize regularly to remove waste

C

Control Algae and Minerals: Add control agents weekly to prevent stains and algae

PM

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

The BASOCs



TM

Testing Materials: The starting point for great water quality is great testing habits. Water should be checked 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. The first sample should be taken 24 hours after opening the pool and the last sample taken 48 hours before closing the pool for the season. Of course, any time you suspect a problem, a water sample should also be checked.

B

Balance the Water: The critical first step in maintaining clear, safe, and enjoyable water is overall balance.

- **Alkalinity** gives water the ability to resist pH changes due to rain and other external factors.
- **Calcium Hardness** prevents water from becoming aggressive and breaking down metal and plastic components thus protecting all surfaces, structures, and equipment.
- **Chlorine Stabilizer** slows chlorine loss due to sunlight. An unstabilized pool will use three to four times more chlorine than a properly stabilized pool.
- **Hello Softwater (borate)** enhances water quality. The water takes on a softer feel, chlorine consumption is reduced, water balance is more controllable, and algae growth is diminished.

A

Adjust the Water: The 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 will increase pH to the proper level and pH Decreaser will decrease pH to the proper level.

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 water.

O

Oxidize: Oxidizing is chemically cleaning the water once per week. It 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.

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: This specialized group of products is used to treat rare circumstances that may arise in pool water from time to time. These products kill certain types of stubborn algae, remove excess chlorine, eliminate phosphates that algae feed on, and a host of other important tasks.

The Benefits



Essential Elements provides you with valuable business tools to be competitive and successful!

High Quality, USA Produced Brand

- Memorable brand identifiers

Exclusive Territories Available

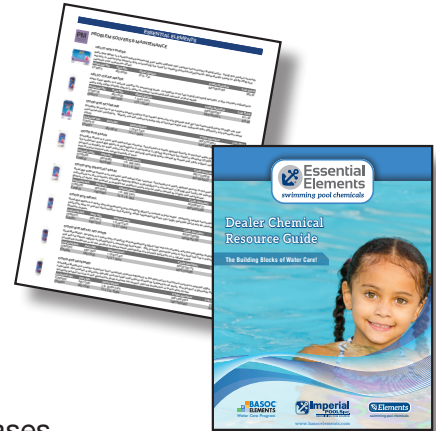
- Differentiate your business in your market

Easy-to-Use, Color-Coded Format

- Color coordinated marketing materials and products
- Consumer-oriented packaging

Earn Mad MoneySM

- A \$25,000 minimum purchase of Essential Elements Chemical Program earns you 2% on all Essential Elements Chemical Purchases



Value Added Solutions

Design Services and Programs

- FREE retail layout and design services
- FREE POP marketing kit
- Attractive shelving and display programs available

Educational and Certification Opportunities

- Annual seminars, training, and CPO[®] Certified program offerings

Multi-Level Support

- Local distribution centers
- Regional sales directors
- Imperial Distribution programs department
- Pool chemical, water lab and all manufacturers

Online Resources

- 24/7 access to online resources offering a HUGE collection of data and detail



VISIT

www.basoclements.com (for dealers and consumers)

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

Contact your Imperial
REGIONAL SALES DIRECTOR
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Exclusive Territory!



Essential Elements

swimming pool chemicals

WaterLink® SpinTouch®

The Future of Water Testing



Ready To Go Anywhere, designed for...

Pool Operators | Service Technicians | Retail Professionals

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Water Testing Leader Since 1919!
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BASOC
ELEMENTS
Water Care Program



Essential Elements

swimming pool chemicals

GET CASH BACK ON ALL YOUR ESSENTIAL ELEMENTS CHEMICAL PURCHASES!

HOW TO REGISTER?

Contact your Imperial Sales Director for details and eligibility.

HOW TO QUALIFY?

Purchase a minimum of \$25,000 in our Essential Elements Chemical Program and earn 2%.

HOW TO SUBMIT?

YOU DON'T HAVE TO, WE DO IT FOR YOU!

HOW TO REDEEM?

We transfer funds to a reloadable Imperial M.A.D. Money™ Visa prepaid card twice annually, July and December, based on your Essential Elements purchases. Simple, right?

Redemption is from dollar one once minimums are achieved.

2% BACK

All purchases of our Essential Elements Chemical Program!

Have any questions?
Call 1 (800) 444-9977 ext. 1607
madmoney@imperialpools.com

EXCLUSIONS:

- Freight and delivery charges
- Net priced products and programs excluded
- Rebate void on purchases paid by credit or debit card
- All other points programs are void

DISCLAIMER

Terms of this program are subject to change at any time, without notice. No offer expressed or implied can alter this program. Failure to fulfill all terms, conditions and agreements made in conjunction with purchase of products will result in forfeiture of any program eligibility, payment of rewards, and is at the discretion of the distributor.

Eligibility restrictions may apply.

ADMINISTERED BY:



Imperial POOLS INC.
REDEFINING ONE SOURCE

33 Wade Road, Latham, NY 12110
www.imperialpools.com



THE ELEMENTS CHEMICAL BRAND NOW
INCLUDES A FULL LINE OF:

Hello AND Good-Bye

PROBLEM SOLVER AND MAINTENANCE PRODUCTS

Available only through Imperial Pools Distribution
Ask your Imperial Rep or Local Branch for details.



Get Cash Back
on everything you buy from Imperial
Manufacturing and Distribution



PM
Problem Solvers
and Maintenance

PROBLEM SOLVERS



33 Wade Road, Latham, New York 12110
www.imperialpools.com | 800-444-9977



ESSENTIAL ELEMENTS

B
Balance
the Water

BALANCE THE WATER

ALKALINITY INCREASER

A safe, Easy to use granular product that raises total alkalinity in swimming pools and acts as a buffer to prevent "pH bounce", staining and corrosion. Proper levels of alkalinity also makes water feel better to swimmers.



Imperial No.	Part No.	Description	Code Number	List Price
260003	48017640	24 x 1 lb. Pouch	IMP4890X107	\$2.95
260005	48017870	8 x 5 lb. Pouch	IMP4295X160	\$7.95
260007	48017650	4 x 10 lb. Pouch	IMP4110X287	\$14.95
260061	48017330	25 lb. Cube	IMP2100X271	\$25.95

CALCIUM HARDNESS INCREASER

Calcium increaser raises the total hardness of pool water to protect all pool surfaces and equipment. Proper levels of calcium help prevent liner damage, etching of concrete, and degradation of fiberglass.



Imperial No.	Part No.	Description	Code Number	List Price
260011	48017880	8 x 4 lb. Resealable Pouch	IMP3555X880	\$6.95
260015	48017660	4 x 8 lb. Resealable Pouch	IMP3145X333	\$11.95
260063	48017340	25 lb. Cube	IMP2100X748	\$25.95

STABILIZER CONDITIONER

Prevents chlorine loss from the sun's ultraviolet rays. Levels should be monitored closely and only tested when water sample temperature is above 70 degrees.



Imperial No.	Part No.	Description	Code Number	List Price
260017	48017670	24 x 1 lb. Pouch	IMP8875X312	\$5.95
260019	48017890	8 x 4 lb. Resealable Pouch	IMP6125X585	\$10.95
260023	48017680	4 X 7 lb. Resealable Pouch	IMP5390X446	\$19.95

A
Adjust the
PH level

ADJUST THE PH LEVEL

PH PLUS

An easy to dissolve granular product that raises the pH of pool water with minimal effect on Total Alkalinity Levels. Proper levels of pH are required to keep pool chemistry easily manageable.



Imperial No.	Part No.	Description	Code Number	List Price
260027	48017690	24 x 1 lb. Single Dose	IMP5280X221	\$2.95
260029	48017900	8 x 5 lb. Resealable Pouch	IMP4370X807	\$7.95
260031	48017700	4 x 10 lb. Resealable Pouch	IMP4005X547	\$14.95
260060	48017350	30 lb. Cube	IMP2450X865	\$30.95

PH MINUS

An easy to dissolve granular product that lowers the pH of pool water with minimal effect on Total Alkalinity Levels. Proper levels of pH are required to keep pool chemistry easily manageable.



Imperial No.	Part No.	Description	Code Number	List Price
260035	48017710	24 X 1 lb. Pouch	IMP6340X763	\$3.95
260039	48017720	8 x 6 lb. Resealable Pouch	IMP7175X117	\$12.95

ESSENTIAL ELEMENTS

S

Sanitize

SANITIZE

PREVE COMPLETE TAB 4 IN 1



Slow dissolving blended tablet that is produced with the purest ingredients. These tablets will provide effective free chlorine level, deter mustard algae outbreaks, help prevent staining, and help prevent scaling. Over time, use of these tabs will create softer feeling water. Preve-Complete Tab 4 in 1 is designed for use in all Trichlor erosion-type chlorinators. They are individually wrapped for maximum freshness.

Imperial No.	Part No.	Description	Code Number	List Price
260101	48018020	8 x 5 lb.	IMP18240X46	\$33.95
260102	48018030	4 x 10 lb.	IMP16705X46	\$62.95
260103	48018040	25 lb. Pail	IMP7645X584	\$89.95

PREVE-TABS



Slow dissolving, 99% pure Trichlor Tablets designed for use in all Trichlor erosion-type chlorinators. Preve-Tabs are made from the highest grade of raw materials and contain no fillers. They are individually wrapped for maximum freshness and are 99% active.

Imperial No.	Part No.	Description	Code Number	List Price
260044	48017740	8 x 5 lb. Pail	IMP15885X42	\$29.95
260048	48017750	4 x 10 lb. Pail	IMP14830X47	\$49.95
260052	48017760	25 lb. Pail	IMP6740X338	\$74.95
260056	48017770	50 lb. Pail	IMP12480X60	\$139.95

O

Oxidize

OXIDIZE

PREVE-SHOCK PLUS



A strong shocking product that contains sodium dichlor. Quick dissolving product that contains buffers and clarifiers for sparkling results. When used weekly with Preve-Complete-Tabs 4 in 1 and Preve-Cide 60 Plus, the water quality and soft water feel will be amplified. The product is pH neutral and is the shock of choice for vinyl liner pools.

Imperial No.	Part No.	Description	Code Number	List Price
260072	48017790	24 x 1 lb. Bag	IMP11325X78	\$5.95
260071	48018120	8 x 5 lb. Bag	IMP17140X49	\$29.95
260073	48018130	4 x 10 lb. Bag	IMP15370X67	\$57.95
260074	48018140	25 lb. Pail	IMP8485X297	\$116.95
260075	48018150	50 lb. Pail	IMP15470X43	\$207.95

PREVE-SHOCK & SWIM



Designed for a quick shocking process that allows for pool use 15 minutes after application. The product is potassium monopersulfate based and does not contain active chlorine. This product is safe for all pool finishes.

Imperial No.	Part No.	Description	Code Number	List Price
260076	48017800	24 x 1 lb. Bag	IMP12655X14	\$6.95

Q-SHOCK II - QUICK DISSOLVE



Convenient easy to use product that can be directly added to most pools. If any settling of the product is noticed, brush immediately. Product is 73% Calcium Hypochlorite and may temporarily cloud the water as it goes into solution and removes undesirable contaminants. Never mix any other products with this product.

Imperial No.	Part No.	Description	Code Number	List Price
257051	40550A	1 lb Bag (pouch) - 24 PACK	IMP9530X772	\$4.95
257052	40552A	25 lb Plastic Pail	IMP8255X573	\$91.95

ESSENTIAL ELEMENTS

C

Control Algae
and Minerals

CONTROL

PREVE-CIDE 60 PLUS

Concentrated Algaecide that is non-foaming and non-metallic. Weekly use will inhibit the growth of algae in swimming pool water. Use this product when treating for green, mustard, and black algae and regularly to prevent the algae from recurring. This product is the product of choice for pools that use salt water chlorine generators.



Imperial No.	Part No.	Description	Code Number	List Price
260088	48017810	12 x 1 Quart	IMP16540X30	\$20.95

PREVE-CIDE 30

Algaecide that is non-foaming and non-metallic. Weekly use will inhibit the growth of algae in swimming pool water. Ideal for small inground and aboveground pools that require lower weekly maintenance doses.



Imperial No.	Part No.	Description	Code Number	List Price
260086	48018170	12 X 1 Quart	IMP8865X537	\$11.95

PREVE-CIDE QUAT

Economical algaecide that is non-metallic. Weekly use will inhibit the growth of algae in swimming pool water. Use this product when treating for green, mustard, and black algae. This algaecide is preferred when water chemistry is unknown. Product may foam as it works.



Imperial No.	Part No.	Description	Code Number	List Price
260092	48017820	12 x 1 Quart	IMP10480X64	\$12.95

PREVE-CIDE MAX

Blended algaecide that is stronger than most others. Highly effective on mustard, green, and other types of algae and typically only requires application every 90 days. Product contains copper to kill and suppress algae and is not recommended for pools with salt water chlorine generators.



Imperial No.	Part No.	Description	Code Number	List Price
260100	48017840	12 x 1 Quart	IMP18785X31	\$24.95

PREVE-CIDE COPPER

Metallic based algaecide that eliminates algae from swimming pool water. Typically used as part of an algae treatment with Preve-Cide 60 used as maintenance to prevent the algae from recurring. Follow application instructions carefully as the product will stain if splashed on the pool deck or clothing. Product contains copper to kill and suppress algae and is not recommended for pools with salt water chlorine generators.



Imperial No.	Part No.	Description	Code Number	List Price
260096	48017830	12 x 1 Quart	IMP12485X62	\$14.95



PROBLEM SOLVERS & MAINTENANCE

HELLO SOFT WATER

Hello Soft Water is a borate based swimming pool water additive that creates soft and silky feeling water. Using this product annually will lock in overall pool balance thus minimizing the need for making chemical adjustments. Raise Borate Levels to 40-50 PPM and maintain it for maximum effect.



Imperial No.	Part No.	Description	Code Number	List Price
EPM053	48018050	25 lb. Pail	IMP5980X186	\$89.95

HELLO CLEAR WATER

Hello Clear Water is a natural clarifier for swimming pools. In addition to its fast acting clarifying benefits, it also contains ingredients which help settle smaller debris to allow for easier vacuuming and removal of pool waste.



Imperial No.	Part No.	Description	Code Number	List Price
EPM010E	48017000	1 Quart Each	IMP900X8497	\$21.95
EPM010	48017000	12 X 1 Quart	IMP9785X924	\$19.95

GOOD BYE SCUMLINE

Goodbye Scumline is an enzyme based product that breaks down oils and greases that get into swimming pools through use and environmental conditions. Weekly use will reduce oil build ups at the pool water line, improves filter efficiency and promotes water clarity.



Imperial No.	Part No.	Description	Code Number	List Price
EPM051E		1 Quart Each	IMP2270X834	\$33.95
EPM051	48018070	12 x 1 Quart	IMP24865X27	\$29.95

GOOD BYE STAIN

Good-Bye Stains is a citric acid based stain remover. The product is easily applied directly to the pool water per the instructions on the container. Good-Bye Stains is packaged in a convenient 1 LB bag and treats the industry standard 10,000 gallons of water. This product is suitable for fresh stains and for iron staining including those caused by leaves and other organic matter being in contact with the pool surface over longer periods of time.



Imperial No.	Part No.	Description	Code Number	List Price
EPM020E	48016980	1 lb. Bag Each	IMP710X5000	\$13.95
EPM020	48016980	24 X 1 lb. Bag	IMP15445X27	\$12.95

GOOD BYE DIFFICULT STAIN

Good-Bye Difficult Stains is an ascorbic acid based stain remover. The product is easily applied directly to the pool water per the instructions on the container. Good-Bye Difficult Stains is packaged in a convenient 1 LB bag and treats the industry standard 10,000 gallons of water. This product is suitable for stubborn stains and for stains caused by copper and manganese.



Imperial No.	Part No.	Description	Code Number	List Price
EPM025E	48016990	1 lb. Bag Each	IMP2065X121	\$30.95
EPM025	48016990	24 X 1 lb. Bag	IMP44875X59	\$27.95

GOOD BYE METAL

Good-Bye Metal is a heavy duty sequestering and chelating agent for metals in pool water. Chelating metals surrounds them with a protective layer to prevent discoloration and staining, while sequestering them into larger particles which will be removed by the pools filtration system.



Imperial No.	Part No.	Description	Code Number	List Price
EPM001E	48017010	1 Quart Each	IMP815X8589	\$19.95
EPM001	48017010	12 X 1 Quart	IMP8975X729	\$18.95

GOOD BYE METAL NO PHOS

Good-Bye Metal - No Phos is a heavy duty chelating and sequestering agent that will not interfere with the phosphate testing process and will not falsely register as phosphate in swimming pool water. This product should be used in any pool that has a history of phosphate problems or as the product of choice when phosphates are actively tested for on a regular basis.



Imperial No.	Part No.	Description	Code Number	List Price
EPM005E	48017020	1 Quart Each	IMP2010X179	\$29.95
EPM005	48017020	12 X 1 Quart	IMP22140X85	\$27.95

GOOD BYE MUSTARD

Good-Bye Mustard is a water enhancer that increases chlorine efficiency in the destruction and future control of mustard algae outbreaks. The product is direction specific and the label instructions should be followed at all times. This product is generally the only accepted product for use in salt generation pools and will not impact chlorine production or levels after its use.



Imperial No.	Part No.	Description	Code Number	List Price
EPM045E	48017080	2 lb. Bottle Each	IMP1450X554	\$28.95
EPM045	48017080	12 X 2 lb. Bottle	IMP15930X82	\$26.95



PROBLEM SOLVERS & MAINTENANCE

GOOD BYE PHOSPHATES

Good-Bye Phosphates is a product designed to remove up to 9000 PPB of phosphates from swimming pool water at a time. Phosphate research shows that pools with high levels are prone to algae outbreaks, weak chlorination and overall poor water quality. Using this product weekly or with the addition of fresh water works as a preventative.



Imperial No.	Part No.	Description	Code Number	List Price
EPM015E	48017060	1 Quart Each	IMP2240X454	\$32.95
EPM015	48017060	12 X 1 Quart	IMP24545X72	\$29.95

HELLO CLEAN FILTER

Hello Clean Filter is a cleaner designed to remove oils and contaminants from all filter types. Application instructions for each filter type appears on the back of the bottle. This product should be used at least once per season to maintain peak filter performance and prevent odors.



Imperial No.	Part No.	Description	Code Number	List Price
EPM035E	48017030	1 Quart Each	IMP820X6608	\$15.95
EPM035	48017030	12 X 1 Quart	IMP8995X494	\$14.95

HELLO CLEAN WATERLINE

Hello Clean Waterline is a specially designed pool water surface cleaner that will not harm or discolor pool finishes including vinyl liners. Using this approved product for cleaning water lines and other surfaces will prevent the permanent damage usually associated with use of household cleaners.



Imperial No.	Part No.	Description	Code Number	List Price
EPM040E	48017050	1 Quart Each	IMP935X2815	\$13.95
EPM040	48017050	12 X 1 Quart	IMP10245X94	\$12.95

GOOD BYE CLOUDY WATER

Good-Bye Cloudy Water is a dense pool water flocculent designed to settle particles that cause cloudy water to the pool bottom where they can be vacuumed to waste and thus permanently removed from the pool. Product instructions should be followed closely for best results and to prevent further filtration issues.



Imperial No.	Part No.	Description	Code Number	List Price
EPM030E	48017040	1 Quart Each	IMP950X7468	\$18.95
EPM030	48017040	12 X 1 Quart	IMP10405X28	\$16.95

HELLO WARM WATER

Hello Warm Water is an easy to use liquid that greatly reduces heat loss from swimming pools. Up to 95% of the heat lost in a swimming pool is through the surface. Weekly use of this product will reduce the amount of heat lost through evaporation and thermal radiation.



Imperial No.	Part No.	Description	Code Number	List Price
EPM050E	48017070	1 Quart Each	IMP1575X708	\$22.95
EPM050	48017070	12 X 1 Quart	IMP17215X48	\$21.95

GOOD BYE SALT CELL SCALE

Goodbye Salt Cell Scale is designed to clean salt chlorine generators easily and safely. Use this product quarterly to revitalize cells by removing calcium and other wastes that build up on the plates that produce chlorine. Regular salt cell cleaning improves efficiency by 50-75%.



Imperial No.	Part No.	Description	Code Number	List Price
EPM052E		1 Quart Each	IMP470X8349	\$7.95
EPM052	48018080	12 x 1 Quart	IMP5145X396	\$7.95

ESSENTIAL ELEMENTS SALT PRODUCTS

B Balance the Water

BALANCE THE WATER

ALKALINITY INCREASER

A safe, Easy to use granular product that raises total alkalinity in swimming pools and acts as a buffer to prevent "pH bounce", staining and corrosion. Proper levels of alkalinity also makes water feel better to swimmers.



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260007	48017650	4 x 10 lb. Pouch	IMP4110X287	\$14.95
260061	48017330	25 lb. Cube	IMP2100X271	\$25.95

CALCIUM HARDNESS INCREASER

Calcium increaser raises the total hardness of pool water to protect all pool surfaces and equipment. Proper levels of calcium help prevent liner damage, etching of concrete, and degradation of fiberglass.



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STABILIZER CONDITIONER

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PH MINUS

An easy to dissolve granular product that lowers the pH of pool water with minimal effect on Total Alkalinity Levels. Proper levels of pH are required to keep pool chemistry easily manageable.



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260035	48017710	24 X 1 lb. Pouch	IMP6340X763	\$3.95
260039	48017720	8 x 6 lb. Resealable Pouch	IMP7175X117	\$12.95

S Sanitize

SANITIZE

POOL SALT



Imperial No.	Part No.	Description	Code Number	List Price
SALT40	BSC40	Salt - 40 lb. Bag - Pool Salt Branded. Blended specifically for salt chlorine generators. Retail friendly packaging.	IMP820X5035	\$0.00
SALT40P		Salt - 40 lb. Bag - pallet QTY 63	IMP45935X78	\$0.00

ESSENTIAL ELEMENTS SALT PRODUCTS

O

Oxidize

OXIDIZE

PREVE-SHOCK PLUS

A strong shocking product that contains sodium dichlor. Quick dissolving product that contains buffers and clarifiers for sparkling results. When used weekly with Preve-Complete-Tabs 4 in 1 and Preve-Cide 60 Plus, the water quality and soft water feel will be amplified. The product is pH neutral and is the shock of choice for vinyl liner pools.



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260071	48018120	8 x 5 lb. Bag	IMP17140X49	\$29.95
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260074	48018140	25 lb. Pail	IMP8485X297	\$116.95
260075	48018150	50 lb. Pail	IMP15470X43	\$207.95

PREVE-SHOCK & SWIM

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Imperial No.	Part No.	Description	Code Number	List Price
260076	48017800	24 x 1 lb. Bag	IMP12655X14	\$6.95

Q-SHOCK II - QUICK DISSOLVE

Convenient easy to use product that can be directly added to most pools. If any settling of the product is noticed, brush immediately. Product is 73% Calcium Hypochlorite and may temporarily cloud the water as it goes into solution and removes undesirable contaminants. Never mix any other products with this product.



Imperial No.	Part No.	Description	Code Number	List Price
257051	40550A	1 lb Bag (pouch) - 24 PACK	IMP9530X772	\$4.95
257052	40552A	25 lb Plastic Pail	IMP8255X573	\$91.95

68% CALCIUM HYPOCHLORITE SHOCK

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



Imperial No.	Part No.	Description	Code Number	List Price
145128	40467A	CalHypo 68% 24x1 lb bags/CS	IMP6270X576	\$2.95
145130	40472A	CalHypo 68% 25 lb. Pail	IMP6065X924	\$66.95
145132	71432A	CalHypo 68% 100 lb. Pail	IMP18875X37	\$209.95

C

Control Algae and Minerals

CONTROL

PREVE-CIDE 60 PLUS

Concentrated Algaecide that is non-foaming and non-metallic. Weekly use will inhibit the growth of algae in swimming pool water. Use this product when treating for green, mustard, and black algae and regularly to prevent the algae from recurring. This product is the product of choice for pools that use salt water chlorine generators.



Imperial No.	Part No.	Description	Code Number	List Price
260088	48017810	12 x 1 Quart	IMP16540X30	\$20.95

PREVE-CIDE 30

Algaecide that is non-foaming and non-metallic. Weekly use will inhibit the growth of algae in swimming pool water. Ideal for small inground and aboveground pools that require lower weekly maintenance doses.



Imperial No.	Part No.	Description	Code Number	List Price
260086	48018170	12 X 1 Quart	IMP8865X537	\$11.95

PREVE-CIDE QUAT

Economical algaecide that is non-metallic. Weekly use will inhibit the growth of algae in swimming pool water. Use this product when treating for green, mustard, and black algae. This algaecide is preferred when water chemistry is unknown. Product may foam as it works.



Imperial No.	Part No.	Description	Code Number	List Price
260092	48017820	12 x 1 Quart	IMP10480X64	\$12.95

ESSENTIAL ELEMENTS SALT PRODUCTS



PROBLEM SOLVERS & MAINTENANCE

HELLO SOFT WATER

Hello Soft Water is a borate based swimming pool water additive that creates soft and silky feeling water. Using this product annually will lock in overall pool balance thus minimizing the need for making chemical adjustments. Raise Borate Levels to 40-50 PPM and maintain it for maximum effect.



Imperial No.	Part No.	Description	Code Number	List Price
EPM053	48018050	25 lb. Pail	IMP5980X186	\$89.95

HELLO CLEAR WATER

Hello Clear Water is a natural clarifier for swimming pools. In addition to its fast acting clarifying benefits, it also contains ingredients which help settle smaller debris to allow for easier vacuuming and removal of pool waste.



Imperial No.	Part No.	Description	Code Number	List Price
EPM010E	48017000	1 Quart Each	IMP900X8497	\$21.95
EPM010	48017000	12 X 1 Quart	IMP9785X924	\$19.95

GOOD BYE SCUMLINE

Goodbye Scumline is an enzyme based product that breaks down oils and greases that get into swimming pools through use and environmental conditions. Weekly use will reduce oil build ups at the pool water line, improves filter efficiency and promotes water clarity.



Imperial No.	Part No.	Description	Code Number	List Price
EPM051E		1 Quart Each	IMP2270X834	\$33.95
EPM051	48018070	12 x 1 Quart	IMP24865X27	\$29.95

GOOD BYE STAIN

Good-Bye Stains is a citric acid based stain remover. The product is easily applied directly to the pool water per the instructions on the container. Good-Bye Stains is packaged in a convenient 1 LB bag and treats the industry standard 10,000 gallons of water. This product is suitable for fresh stains and for iron staining including those caused by leaves and other organic matter being in contact with the pool surface over longer periods of time.



Imperial No.	Part No.	Description	Code Number	List Price
EPM020E	48016980	1 lb. Bag Each	IMP710X5000	\$13.95
EPM020	48016980	24 X 1 lb. Bag	IMP15445X27	\$12.95

GOOD BYE DIFFICULT STAIN

Good-Bye Difficult Stains is an ascorbic acid based stain remover. The product is easily applied directly to the pool water per the instructions on the container. Good-Bye Difficult Stains is packaged in a convenient 1 LB bag and treats the industry standard 10,000 gallons of water. This product is suitable for stubborn stains and for stains caused by copper and manganese.



Imperial No.	Part No.	Description	Code Number	List Price
EPM025E	48016990	1 lb. Bag Each	IMP2065X121	\$30.95
EPM025	48016990	24 X 1 lb. Bag	IMP44875X59	\$27.95

GOOD BYE METAL

Good-Bye Metal is a heavy duty sequestering and chelating agent for metals in pool water. Chelating metals surrounds them with a protective layer to prevent discoloration and staining, while sequestering them into larger particles which will be removed by the pools filtration system.



Imperial No.	Part No.	Description	Code Number	List Price
EPM001E	48017010	1 Quart Each	IMP815X8589	\$19.95
EPM001	48017010	12 X 1 Quart	IMP8975X729	\$18.95

GOOD BYE METAL NO PHOS

Good-Bye Metal - No Phos is a heavy duty chelating and sequestering agent that will not interfere with the phosphate testing process and will not falsely register as phosphate in swimming pool water. This product should be used in any pool that has a history of phosphate problems or as the product of choice when phosphates are actively tested for on a regular basis.



Imperial No.	Part No.	Description	Code Number	List Price
EPM005E	48017020	1 Quart Each	IMP2010X179	\$29.95
EPM005	48017020	12 X 1 Quart	IMP22140X85	\$27.95

GOOD BYE MUSTARD

Good-Bye Mustard is a water enhancer that increases chlorine efficiency in the destruction and future control of mustard algae outbreaks. The product is direction specific and the label instructions should be followed at all times. This product is generally the only accepted product for use in salt generation pools and will not impact chlorine production or levels after its use.



Imperial No.	Part No.	Description	Code Number	List Price
EPM045E	48017080	2 lb. Bottle Each	IMP1450X554	\$28.95
EPM045	48017080	12 X 2 lb. Bottle	IMP15930X82	\$26.95

ESSENTIAL ELEMENTS SALT PRODUCTS



PROBLEM SOLVERS & MAINTENANCE

GOOD BYE PHOSPHATES

Good-Bye Phosphates is a product designed to remove up to 9000 PPB of phosphates from swimming pool water at a time. Phosphate research shows that pools with high levels are prone to algae outbreaks, weak chlorination and overall poor water quality. Using this product weekly or with the addition of fresh water works as a preventative.



Imperial No.	Part No.	Description	Code Number	List Price
EPM015E	48017060	1 Quart Each	IMP2240X454	\$32.95
EPM015	48017060	12 X 1 Quart	IMP24545X72	\$29.95

HELLO CLEAN FILTER

Hello Clean Filter is a cleaner designed to remove oils and contaminants from all filter types. Application instructions for each filter type appears on the back of the bottle. This product should be used at least once per season to maintain peak filter performance and prevent odors.



Imperial No.	Part No.	Description	Code Number	List Price
EPM035E	48017030	1 Quart Each	IMP820X6608	\$15.95
EPM035	48017030	12 X 1 Quart	IMP8995X494	\$14.95

HELLO CLEAN WATERLINE

Hello Clean Waterline is a specially designed pool water surface cleaner that will not harm or discolor pool finishes including vinyl liners. Using this approved product for cleaning water lines and other surfaces will prevent the permanent damage usually associated with use of household cleaners.



Imperial No.	Part No.	Description	Code Number	List Price
EPM040E	48017050	1 Quart Each	IMP935X2815	\$13.95
EPM040	48017050	12 X 1 Quart	IMP10245X94	\$12.95

GOOD BYE CLOUDY WATER

Good-Bye Cloudy Water is a dense pool water flocculent designed to settle particles that cause cloudy water to the pool bottom where they can be vacuumed to waste and thus permanently removed from the pool. Product instructions should be followed closely for best results and to prevent further filtration issues.



Imperial No.	Part No.	Description	Code Number	List Price
EPM030E	48017040	1 Quart Each	IMP950X7468	\$18.95
EPM030	48017040	12 X 1 Quart	IMP10405X28	\$16.95

HELLO WARM WATER

Hello Warm Water is an easy to use liquid that greatly reduces heat loss from swimming pools. Up to 95% of the heat lost in a swimming pool is through the surface. Weekly use of this product will reduce the amount of heat lost through evaporation and thermal radiation.



Imperial No.	Part No.	Description	Code Number	List Price
EPM050E	48017070	1 Quart Each	IMP1575X708	\$22.95
EPM050	48017070	12 X 1 Quart	IMP17215X48	\$21.95

GOOD BYE SALT CELL SCALE

Goodbye Salt Cell Scale is designed to clean salt chlorine generators easily and safely. Use this product quarterly to revitalize cells by removing calcium and other wastes that build up on the plates that produce chlorine. Regular salt cell cleaning improves efficiency by 50-75%.



Imperial No.	Part No.	Description	Code Number	List Price
EPM052E		1 Quart Each	IMP470X8349	\$7.95
EPM052	48018080	12 x 1 Quart	IMP5145X396	\$7.95

Hot Tub Care Has Never Been Easier

**3 easy steps,
once a week**

- 1.** Add one Mineraluxe Cube
- 2.** Add one pouch of Mineraluxe Oxygen Plus
- 3.** Test and adjust pH and sanitizer



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ADVANCED HOT TUB WATER CARE

 **Imperial**
POOLS
DISTRIBUTION

Mineraluxe Water Care System - Tip Sheet

Mineraluxe Water Care System – Luxurious Experience plus Simplicity

Close More Deals - Get in Front of the Two Biggest Deal Killers

1. Taking Care of a Hot Tub is Complicated – Not with Mineraluxe!

- It takes just 2-3 minutes a week to look after the tub. Drop one **Cube** in the skimmer, sprinkle one pouch of **Oxygen Plus** into the tub, test and adjust the pH and sanitizer. That's it.

2. Hot tubs can be a lot of problems – Not with Mineraluxe!

- The advanced mineral fusion technology built into **Mineraluxe** prevents the problems typical hot tub water care systems run into, making for a problem-free tubing experience.

It's logical for prospective buyers to want to know what it will take to maintain a hot tub.

Sales Tip: Make your Mineraluxe Water Care System a competitive advantage!

- **Easy!**
 - Just a couple of minutes per week.
 - You don't have to be a chemist to manage a hot tub.
- **Comfortable.**
 - Excellent for people with sensitive skin
 - **Unique Micro Bubble Massage Experience**
 - Water takes on a velvety feel
- **Healthier.**
 - Low dose system... Not Chemical Soup like traditional systems
 - Fewer product additions. All in one product eliminates up to 5 traditional products.
- **High performance.**
 - Robust Stain and Scale Inhibitors - prevents scaling in heater - reducing electrical costs
 - Squeaky Clean surfaces and less water balancing – less maintenance
 - So effective that no "PURGE" is required before drain and refill... Less work, less cost.
- **Cost and Time Effective - Less Work, More Enjoyment.**
 - Mineraluxe only takes 2 to 3 minutes a week - enjoy your hot tub don't become a slave to it. Less maintenance, less cleaning.
 - Mineraluxe reduces SIGNIFICANTLY the amount of products required to maintain a hot tub.
 - Reduce your energy costs to the minimum. Mineraluxe stops your heater from scaling SAVING significant costs.
 - Minimize the amount of sanitizer required to maintain healthy water.



Mineraluxe Deluxe Starter Kit:

A selection of Mineraluxe Hot Tub products to get new hot tub owners started off on the right foot!

Each kit includes:

Mineraluxe Oxygen Plus (16 bags x1.5 oz)

Mineraluxe Cubes (11.5 oz)

Mineraluxe pH Plus (1.5 lb)

Mineraluxe Alkalinity Plus (1.6 lb)

Mineraluxe pH Minus (2 lb)

Mineraluxe Calcium Hardness Increaser (1.1 lb)

Mineraluxe Test Strips (50 each)

Water Sample Bottle



mineraluxe[™]
ADVANCED HOT TUB WATER CARE

 **Imperial**
POOLS
DISTRIBUTION

MINERALUXE SPA PRODUCTS

B Balance the Water

BALANCE THE WATER



ALKALINITY PLUS

A granular, alkaline mineral compound used to raise total alkalinity in hot tub water. When TA is balanced, corrosion of surfaces is reduced and pH is buffered effectively and less likely to shift.

Imperial No.	Part No.	Description	Code Number	List Price
257111	UML09743	16 x 1.6 lb	IMP7800X844	\$7.45



CALCIUM PLUS

Imperial No.	Part No.	Description	Code Number	List Price
257113	UML09744	16 x 1.1 lb	IMP6190X672	\$5.95

A Adjust the PH level

ADJUST THE PH LEVEL



PH PLUS

A granular, alkaline mineral that raises pH quickly and efficiently to prevent corrosion, allow sanitizers to work efficiently and maintain water comfort.

Imperial No.	Part No.	Description	Code Number	List Price
257110	UML09741	16 x 1.5 lb	IMP7250X368	\$6.95



PH MINUS

A granular acid formulation that safely lowers pH to prevent scale formation, cloudy water, allow sanitizers to work efficiently and maintain water comfort.

Imperial No.	Part No.	Description	Code Number	List Price
257112	UML09746	16 x 12 lb	IMP7515X319	\$6.95

MINERALUXE SPA PRODUCTS

S
Sanitize

SANITIZE

CHLORINATING TABS



Mineraluxe Chlorinating Tablets are 1" chlorinating tablets of 100% Trichloro-s-triazinetrione for controlling algae and bacteria in hot tub water. For use in chlorinators or in floaters.

Imperial No.	Part No.	Description	Code Number	List Price
257107	UML09726	12 x 1.06 lb	IMP13585X27	\$16.95

1 MONTH CHLORINATING TABLET SYSTEM



One Month Chlorinating Mineraluxe System. Includes 7.05 oz Chlorinating Tablets, 5x1.5 oz pouches of Oxygen Plus, 5 Mineraluxe Cubes.

Imperial No.	Part No.	Description	Code Number	List Price
257102	UML09703	1 x 1 Kit	IMP5470X933	\$79.95

3 MONTH CHLORINATING TABLET SYSTEM



Three Month Chlorinating Mineraluxe System. Includes 1.06 lb Chlorinating Tablets, 16x1.5 oz pouches of Oxygen Plus, 13 Mineraluxe Cubes.

Imperial No.	Part No.	Description	Code Number	List Price
257103	UML09703	1 x 1 Kit	IMP13740X68	\$199.95

BROMINATING GRANULES



Mineraluxe Brominating Granules contains a blend of bromide salts and a chlorine activator for the production of active bromine in hot tub water for controlling harmful micro organisms. Ideal for regular hand feed applications, periodic shock treatments and to boost bromine levels when low.

Imperial No.	Part No.	Description	Code Number	List Price
257115	UML09733	12 x 1.3 lb	IMP17750X38	\$20.95

BROMINATING TABS



Mineraluxe Brominating Tablets are 1" bromine tablets (Bromo-Chloro-Dimethylhydantoin) for controlling harmful micro-organisms in hot tub water. For use in Brominators or in floaters.

Imperial No.	Part No.	Description	Code Number	List Price
257106	UML09725	12 x 1.06 lb	IMP18790X48	\$19.95

1 MONTH BROMINATING TABLET SYSTEM



One Month Brominating Tablets Mineraluxe System. Includes 7.05 oz Brominating Tablets, 5x1.5 oz pouches of Oxygen Plus, 5 Mineraluxe Cubes.

Imperial No.	Part No.	Description	Code Number	List Price
257100	UML09701	1 x 1 Kit	IMP5700X389	\$79.95

3 MONTH BROMINATING TABLET SYSTEM



Three Month Brominating Tablets Mineraluxe System. Includes 1.06 lb Brominating Tablets, 16x1.5 oz pouches of Oxygen Plus, 13 Mineraluxe Cubes.

Imperial No.	Part No.	Description	Code Number	List Price
257101	UML09702	1 x 1 Kit	IMP14425X84	\$199.95

HOT TUB STARTER KIT



A selection of Mineraluxe Hot Tub products to get new hot tub owners started off on the right foot! Each kit includes: Mineraluxe Oxygen Plus (16 bags x 1.5 oz), Mineraluxe Cubes (11.5 oz), Mineraluxe pH Plus (1.5 lb), Mineraluxe Alkalinity Plus (1.6 lb), Mineraluxe pH Minus (2 lb), Mineraluxe Calcium Hardness Increaser (1.1 lb), Mineraluxe Test Strips (50 each) and a water sample bottle.

Imperial No.	Part No.	Description	Code Number	List Price
257114	UML9788	1 x 1 Kit	IMP16550X93	\$189.95

MINERALUXE SPA PRODUCTS

O
Oxidize

OXIDIZE

OXYGEN PLUS

Mineraluxe Oxygen Plus provides a deep cleanse for your customer's hot tub. This once a week application will oxidize your customer's water and bring it back to an ultra clean and clear state. Conveniently packaged in pre-measured 1.5 oz sachets for ease and convenience.



Imperial No.	Part No.	Description	Code Number	List Price
257105	UML09722	8 x 16 x 1.5 oz	IMP45130X97	\$79.95

C
Control Algae and Minerals

CONTROL

MINERALUXE CUBES

The Mineraluxe Cube is the star of the Mineraluxe system. It's an advanced weekly mineral treatment, featuring a blend of natural minerals fused with advanced cleanse and repel technology. It will leave your customer's hot tub squeaky clean and will dramatically reduce the scaling of heaters, jets, surfaces and equipment.



Imperial No.	Part No.	Description	Code Number	List Price
257104	UML09711	8 x 11.5 oz	IMP57140X93	\$99.95

PM
Problem Solvers and Maintenance

PROBLEM SOLVERS & MAINTENANCE

CLEANSE & DRAIN

Mineraluxe Cleanse & Drain is designed to effectively clean hot tub plumbing by eliminating build-up of organic waste contamination! These contaminants collect and build-up in the circulation system and filter. By purging the hot tub of this organic build-up, the symptoms of contamination will be reduced or eliminated.



Imperial No.	Part No.	Description	Code Number	List Price
257109	UML09737	16 x 24 oz	IMP20175X50	\$17.95

FILTER REVIVE

Mineraluxe Filter Revive's extra strength, rapid action formula allows you to clean a filter in significantly less time! Removes greases and oils and breaks down scale and other contaminants that commonly accumulate on filter media. Whitens cartridges for that clean look!



Imperial No.	Part No.	Description	Code Number	List Price
257108	UML09736	16 x 21 oz	IMP17060X21	\$20.95

Dealer Program



Become an Essential Elements Certified Dealer!

CONTACT INFORMATION

COMPANY NAME

CONTACT NAME

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- Essential Elements Clearview Natural Chemistry
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Please submit this form to Steve Case: scase@imperialpools.com



8' Retail Display Guide

A "road map" for displaying Essential Elements pool chemicals.



Essential Elements signs and strips are Imperial Item #25642EE.

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