

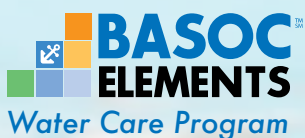


# Essential Elements

*swimming pool chemicals*

# Dealer Chemical Resource Guide

The Building Blocks of Water Care!





Adjust Chlorine	Common Names	10,000 Gallon Adjustment Guide				Approximate ppm Yield in 20,000 Gallon Pool	
		1 ppm	5 ppm	10 ppm	pH		
Calcium Hypochlorite (48%)	Cal Hypo	2.8 oz	10 oz	1.3 lb	8.5 - 11	1 lbs	2.9
Calcium Hypochlorite (53%)	Cal Hypo	2.5 oz			8.5 - 11	1 lbs	3.2
Calcium Hypochlorite (65%)	Cal Hypo	2.1 oz			8.5 - 11	1 lbs	3.9
Calcium Hypochlorite (67%)	Cal Hypo	2.0 oz	10 oz	1.3 lb	8.5 - 11	1 lbs	4.0
Calcium Hypochlorite (73%)	Cal Hypo	1.8 oz			8.5 - 11	1 lbs	4.4
Sodium Hypochlorite (12%)	Liquid Shock or Bleach	10.7 fl.oz.	1.7 qts	3.3 qts	9.0 - 14	1 gallon	6.0
Sodium Hypochlorite (12%)	Liquid Shock or Bleach	10.7 fl.oz.	1.7 qts	3.3 qts	9.0 - 14	5 gallons	29.9
Dichlor (62%)	Granular	2.1 oz	10.75 oz	1.3 lbs	6.5 - 6.8	1 lbs	3.8
Dichlor (56%)	Granular	2.4 oz	12 oz	1.4 lbs	6.5 - 6.8	1 lbs	3.3
Trichlor	Tablets and Sticks	1.5 oz	7.5 oz	14 oz	2.8 - 3.5	1 lbs	5.4
Lithium Hypochlorite	Lithium Shock	3.8 oz	1.2 lbs	2.4 lbs	10.8	1 lbs	2.1

Increase Total Alkalinity	Common Names	10,000 Gallon Adjustment Guide				Approximate ppm Yield in 20,000 Gallon Pool	
		10 ppm	30 ppm	50 ppm	pH		
Sodium Bicarbonate	Bicarb, Alkalinity Increaser	1.4 lbs	4.2 lbs	7.0 lbs	8.3	25 lbs	89.3
Sodium Carbonate	pH up, Soda Ash	14 oz	2.6 lbs	4.4 lbs	13	25 lbs	142.9
Sodium Sesquicarbonate	pH up, Alkalinity Increaser	1.25 lbs	3.75 lbs	6.25 lbs	10.1	25 lbs	100.0
Sodium Hydrogen Carbonate		10.67 oz	2.01 lbs	3.35 lbs		25 lbs	93.8

Decrease Total Alkalinity	Common Names	10,000 Gallon Adjustment Guide			
		10 ppm	30 ppm	50 ppm	pH
Hydrochloric Acid	Muratic Acid	26 fl.oz.	2.4 qts	1 gal	0.1
Sodium Bisulfate	pH Decreaser	2.1 lbs	6.4 lbs	10.5 lbs	1.4

Increase Calcium Hardness	Common Names	10,000 Gallon Adjustment Guide				Approximate ppm Yield in 20,000 Gallon Pool	
		10 ppm	30 ppm	50 ppm	pH		
Calcium Chloride (100%)	Calcium Increaser	0.9 lbs	2.8 lbs	4.6 lbs	8.0 - 11.0	25 lbs	125.0
Calcium Chloride (77%)	Calcium Increaser	1.2 lbs	3.6 lbs	6.0 lbs	8.0 - 11.0	25 lbs	104.2

Increase Stabilizer	Common Names	10,000 Gallon Adjustment Guide				Approximate ppm Yield in 20,000 Gallon Pool	
		10 ppm	30 ppm	50 ppm	pH		
Cyanuric Acid	Stabilizer, Conditioner, Primo Power	13 oz	2.5 lbs	4.1 lbs	3	1 lbs	5.9

Neutralize Chlorine	Common Names	10,000 Gallon Adjustment Guide			
		1 ppm	5 ppm	10 ppm	pH
Sodium Thiosulfate	Chlorine Neutralizer	2.6 oz	13 oz	26 oz	6.5 - 9.5
Sodium Sulfite	Chlorine Neutralizer	2.4 oz	12 oz	1.5 lbs	9

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# Essential Elements

*swimming pool chemicals*

## Imperial Pools Chemicals

After years of volatility in the chemical supply chain, we determined the best course of action was to develop our own chemical program. Leveraging our extensive chemical knowledge, and partnering with one of the largest chemical packagers in the industry, we introduced the Essential Elements and Elements brands of swimming pool chemicals. We also obtained EPA registrations allowing us to develop and control our own concentrations and formulations. Imperial Pools uses the BASOC™ Elements program to enhance the sale of our distributed chemical brands.

### What is BASOC?™

- An acronym that establishes 6 independent blocks to highlight each important aspect of water chemistry: **B**alance, **A**adjust, **S**anitize, **O**xidize and **C**ontrol
- An educational and retail methodology to water care
- A resource to understand how chemicals fit into a water care routine

### What it offers you:

- Retail branding and promotions
- Point of Purchase Merchandising, complete with color-specific visual aids
- A retail floorplan that allows for safe and easy consumer shopping
- Increased profitability

The BASOC™ program makes you and your staff chemical experts, positioning you as the leading chemical professional in your market. The BASOC™ program will drive chemical sales, increase profits and build you the most loyal customer base.

Essential Elements Swimming Pool Chemicals feature all the products needed to provide pool owners with safe, clear blue, sparkling water. They will be the envy of their neighborhood! As an added bonus, we have developed the “Preve-Time” weekly maintenance program that will keep their pools looking and feeling great with very little effort and time!

**We sincerely hope that you find this resource guide an indispensable reference to help you and your staff be among the most sought-after pool chemistry dealers in your market.**



## TM

### Testing Materials

*The starting point for great water quality is great testing habits!*

- Check water twice per week for available sanitizer level and proper pH readings.
- Bring a water sample to your professional dealer for full analysis once per month.
- Take a preliminary sample 24 hours after opening the pool for the season and take a final sample 48 hours before closing the pool for the season.
- As always, 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** allows water 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 has a softer feel, chlorine consumption is reduced, water balance is 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
- 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.

# B

# BALANCE

## Total Alkalinity Increaser

### AVAILABLE SIZE(S)

260003	EE ALKALINITY	1lb Pouch - 24/Case
260005	EE ALKALINITY	5lb Pouch - 8/Case
260007	EE ALKALINITY	10lb Pouch - 4/Case
260061	EE ALKALINITY	25lb Bag

### PRODUCT OVERVIEW

Essential Elements Total Alkalinity Increaser is used to increase the carbonate alkalinity. Total alkalinity is the measurement of the total carbonates, bicarbonates, and hydroxides in solution. When testing for alkalinity, we are measuring the total titratable alkaline substances. For the purposes of balancing pool water, we are only interested in the carbonate alkalinity. To calculate the carbonate alkalinity, subtract 1/3 of the tested cyanuric acid from the tested total alkalinity to yield the carbonate alkalinity. Carbonate alkalinity is a buffer for pH, preventing wild fluctuations. When carbonate alkalinity is too low, the pH can bounce wildly and is difficult to maintain. When carbonate alkalinity is too high, the pH will continue to drift upward, making it difficult to lower the pH. Carbonate alkalinity should be tested weekly and maintained in a range between 80 and 120ppm.

### PRODUCT HIGHLIGHTS

- Easy dissolving formulation
- Higher carbonate alkalinity yield than other forms of alkalinity increaser
- pH 8.3

### ACTIVE INGREDIENT(S)

- Sodium Hydrogen Carbonate

### APPLICATION & DOSAGE

It is recommended to split required dose into 10 pound increments of Essential Elements Total Alkalinity Increaser. Splitting large doses into smaller increments can help prevent temporary water cloudiness, which may arise from the addition of Essential Elements Total Alkalinity increaser.

In a plastic pail of pool water, pre-dissolve each smaller addition of Essential Elements Total Alkalinity Increaser. Once the product is dissolved in the water, and with the filter system operating, simply pour the dissolved product onto the surface of the water. Wait 2 hours before adding the next smaller addition in the same way.

**DO NOT ADD CHLORINE FOR 4 HOURS AFTER ADDING ESSENTIAL ELEMENTS TOTAL ALKALINITY INCREASER! FAILURE TO DO SO CAN CREATE DIFFICULT TO REMOVE STAINS AND SCALE!**

SALT WATER COMPATIBLE!



# B

# BALANCE

## Calcium Hardness Increaser

### AVAILABLE SIZE(S)

260011	EE CALCIUM	4lb Pouch - 8/Case
260015	EE CALCIUM	8lb Pouch - 4/Case
260063	EE CALCIUM	25lb Bag

### PRODUCT OVERVIEW

Essential Elements Calcium Hardness Increaser is used to increase the calcium hardness of the water. Collectively, we refer to the sum of calcium and magnesium salts in solution as total hardness. For the purposes of balancing the water, we are only interested in the calcium hardness of the water. Water with low calcium hardness is aggressive and will look to obtain more calcium by dissolving it from pool surfaces and equipment. Water that is high in calcium hardness will generally be cloudy and can precipitate out to form rough scaly surfaces, clog filters and plumbing, and lead to inefficient heating. Calcium hardness can only be decreased by partially draining pool water and refilling it with water with a lower calcium content. Calcium hardness should be tested monthly and maintained between 200 and 400ppm.

### PRODUCT HIGHLIGHTS

- High yield calcium increaser
- pH between 8.0 – 11.0

### ACTIVE INGREDIENT(S)

- Calcium Chloride

### APPLICATION & DOSAGE

It is recommended to split required doses into 5 pound increments of Essential Elements Calcium Hardness Increaser. Splitting large doses into smaller 5 pound increments can help prevent temporary water cloudiness, which may arise from the addition of Essential Elements Calcium Hardness Increaser.

In a plastic pail of pool water, pre-dissolve each smaller addition of Essential Elements Calcium Hardness Increaser. Once the product is dissolved in the water, and with the filter system operating, simply pour the dissolved product onto the surface of the water. Wait 2 hours before adding the next smaller addition in the same way.

SALT WATER COMPATIBLE!



# B

# BALANCE

## Stabilizer Conditioner

### AVAILABLE SIZE(S)

260017	EE STABILIZER	1lb Pouch - 24/Case
260019	EE STABILIZER	4lb Pouch - 8/Case
260023	EE STABILIZER	7lb Pouch - 4/Case

### PRODUCT OVERVIEW

Essential Elements Stabilizer Conditioner will increase the Cyanuric acid level in the pool. Cyanuric acid acts as a sunscreen for chlorine. When Cyanuric acid is low, natural sunlight will rapidly breakdown the free chlorine in the swimming pool. This will make it difficult and expensive to maintain a stable chlorine reading, and will allow algae, bacteria and other water borne pathogens to get a foothold in the pool. Without cyanuric acid, 1ppm of unstabilized chlorine is lost within 15 minutes of addition to a swimming pool in direct sunlight. Cyanuric acid protects chlorine in your pool from being broken down quickly by UV light, allowing it to stay in the water 4 to 6 times longer. This will in turn save money by reducing the amount of chlorine that needs to be added to the pool on a regular basis. High cyanuric acid can only be decreased by partially draining pool water and refilling it with water with no cyanuric acid content. Cyanuric acid should be tested weekly and maintained in a range between 30 to 50ppm.

### PRODUCT HIGHLIGHTS

- Increases Cyanuric Acid level
- Common names include stabilizer and conditioner
- pH 3.0

### ACTIVE INGREDIENT(S)

- Cyanuric Acid

### APPLICATION & DOSAGE

Unlike other chemicals, Essential Elements Stabilizer Conditioner is best administered by introducing it into the skimmer with the filter system operating. Premix Essential Elements Stabilizer Conditioner in a pail of pool water and then slowly add the slurry directly into the skimmer so as not to plug the skimmer and the plumbing lines! **DO NOT BACKWASH FOR 48 HOURS UNLESS DEEMED NECESSARY BY EXCESSIVE FILTER PRESSURE.**

### SPECIAL NOTE FOR ACCURACY OF TESTING CYANURIC ACID:

If a clarifier or flocculant have been added to the pool within the last 5 days, the resulting chemical reaction can create a false low in the tested cyanuric acid level. The chemical reaction cannot be prevented or nullified. Do not rely on the Cyanuric acid test until a minimum of 5 days have passed since the addition of the clarifier or flocculant.

SALT WATER COMPATIBLE!





# A

# ADJUST

## pH Plus

### AVAILABLE SIZE(S)

260027	EE PH PLUS	1lb - 24/Case
260029	EE PH PLUS	5lb Pouch - 8/Case
260031	EE PH PLUS	10lb Pouch - 4/Case
260060	EE PH PLUS	30lb Bag

### PRODUCT OVERVIEW

Essential Elements pH Plus is used to increase the pH of the pool. Low pH (acidic) can cause irreversible damage to pool surfaces such as wrinkling of the liner or etching of plaster finishes. Left untreated, acidic water will also damage pool equipment, consume excessive amounts of chlorine, and cause bather discomfort including burning eyes and irritated, itchy skin. pH should be maintained between 7.4 and 7.6. Ideally, pH should be tested for daily.

### PRODUCT HIGHLIGHTS

- Common names include pH increaser and soda ash
- pH 13

### ACTIVE INGREDIENT(S)

- Sodium Carbonate

### APPLICATION & DOSAGE

It is recommended to split required doses into 5 pound increments of Essential Elements pH Plus. Splitting large doses into smaller increments can help prevent temporary water cloudiness, which may arise from the addition of Essential Elements pH Plus.

In a plastic pail of pool water, pre-dissolve each smaller addition of Essential Elements pH Plus. Once the product is dissolved in the water, and with the filter system operating, simply pour the dissolved product onto the surface of the water. Wait 2 hours before adding the next smaller addition in the same way.

**DO NOT ADD CHLORINE FOR 4 HOURS AFTER ADDING ESSENTIAL ELEMENTS PH PLUS!  
FAILURE TO DO SO CAN CREATE HARD TO REMOVE STAINS AND SCALE!**

### SPECIAL NOTE FOR ORDER OF ADDITION OF CHEMICALS:

Make pH adjustments AFTER Alkalinity and Hardness levels have been adjusted and water has circulated for a minimum of 2 hours. However, if the tested pH level is below 6.5, pH adjustment must precede any other adjustments required to ensure that the pool will respond to treatment.

SALT WATER COMPATIBLE!



# A

# ADJUST

## pH Minus

### AVAILABLE SIZE(S)

260035	EE PH MINUS	1lb Pouch - 24/Case
260039	EE PH MINUS	6lb Pouch - 8/Case

### PRODUCT OVERVIEW

Essential Elements pH Minus is used to decrease the pH of the pool. High pH (Basic) will promote scaling on pool surfaces and equipment, foaming, and create an environment where chlorine becomes ineffective at killing algae, bacteria and other water borne pathogens. pH should be maintained between 7.4 and 7.6. Ideally, pH should be tested for daily.

### PRODUCT HIGHLIGHTS

- pH 1.4

### ACTIVE INGREDIENT(S)

- Sodium Bisulfate

### APPLICATION & DOSAGE

In a plastic pail of pool water, pre-dissolve Essential Elements pH Minus. Once the product is dissolved in the water, and with the filter system operating, simply pour the dissolved product onto the surface of the water.

### SPECIAL NOTE FOR ORDER OF ADDITION OF CHEMICALS:

Make pH adjustments AFTER Alkalinity and Hardness levels have been adjusted and water has circulated for minimum of 2 hours. However, if the tested pH level is above 8.2, pH adjustment must precede any other adjustments required to ensure that the pool will respond to treatment.

SALT WATER COMPATIBLE!



# S

# SANITIZE

## Preve Complete 4-in-1 Tabs

### AVAILABLE SIZE(S)

260101	EE PREVE COMPLETE 4-IN-1 TAB	5lb - 8/Case
260102	EE PREVE COMPLETE 4-IN-1 TAB	10lb - 4/Case
260103	EE PREVE COMPLETE 4-IN-1 TAB	25lb Pail

### PRODUCT OVERVIEW

Preve Complete 4-in-1 Tabs are 3" tablets that contain a proprietary blend of the purest ingredients that will keep the pool crystal clear and can reduce the amount of pool chemicals needed to keep the pool sparkling. These tablets provide a slow and steady release of chlorine to deter algae growth, promote clearer water, and prevent staining and scaling! Over time, the use of this product will create softer feeling water. Individually wrapped for convenience and ease of use (and packaged with child resistant lids!) Preve Complete 4-in-1 Tabs are best used in Trichlor automatic chlorinators.

### PRODUCT HIGHLIGHTS

- pH 2.9
- Slow dissolving, stabilized form of chlorine
- Each pound will add roughly 7ppm of Cyanuric acid
- Product of choice for automatic erosion chlorinators
- Blend of trichlor, copper, and stain control agents and water enhancer
- Individually wrapped

### ACTIVE INGREDIENT(S)

- Trichloro-s-triazinetrione
- Trade secret

### APPLICATION & DOSAGE

If water is cloudy or green, superchlorinate pool with appropriate shock product until pool is clear.

Add 16 ounces of this product (two tablets) per 10,000 gallons of pool water to feeder or floater. Allow water to circulate at least 4 hours and then test for the free available chlorine level. Adjust the feeder or floater following manufacturer's instructions to establish a free available chlorine level between 2-4ppm.

When free available chlorine level is adjusted to 2-4ppm, add an algaecide appropriate to your needs.



# S

# SANITIZE

## Preve Tabs

### AVAILABLE SIZE(S)

260044	EE PREVE 3IN WRAPPED TABS	5lb Pail - 8/Case
260048	EE PREVE 3IN WRAPPED TABS	10lb Pail - 4/Case
260052	EE PREVE 3IN WRAPPED TABS	25lb Pail
260056	EE PREVE 3IN UNWRAPPED TABS	50lb Pail

### PRODUCT OVERVIEW

-Slow dissolving, 99% pure trichlor tablets designed for use in all automatic erosion chlorinators. Preve-Tabs are made from the highest grade of raw materials and contain no fillers or gummy binding agents. They are individually wrapped for convenience and ease of use and packaged with child resistant lids.

### PRODUCT HIGHLIGHTS

- pH 2.9
- Slow dissolving stabilized form of chlorine
- Each pound will add roughly 7ppm of Cyanuric acid
- Product of choice for erosion automatic chlorinators
- Individually wrapped

### ACTIVE INGREDIENT(S)

- 99% Active Trichloro-s-triazinetriene

### APPLICATION & DOSAGE

Adjust the chlorine-dispensing rate of the floater or in-line feeder to provide 2.0-4.0ppm of free chlorine residual as determined by a reliable test kit. The initial startup and weekly maintenance dosage is 1 to 3 tablets per 10,000 gallons. This dosage may vary due to unusual conditions such as heavy bather loads, wind, heavy rains, and high temperatures. Therefore, frequent use of a reliable test kit is recommended. Use the test kit as a guide to maintain the pH at 7.4-7.6 and total alkalinity at 80-130 ppm. Pool chlorinating tablets are intended for use in a floater or in-line feeder only. Do not add these tablets directly to the pool or mix with any other chemicals.

SALT WATER COMPATIBLE!



# O

# OXIDIZE

## Preve Shock Plus

### AVAILABLE SIZE(S)

260072	EE PREVE SHOCK PLUS	1lb - 24/Case
260071	EE PREVE SHOCK PLUS	5lb - 8/Case
260073	EE PREVE SHOCK PLUS	10lb - 4/Case
260074	EE PREVE SHOCK PLUS	25lb Pail
260075	EE PREVE SHOCK PLUS	50lb Pail

### PRODUCT OVERVIEW

Preve-Shock Plus is a powerful sanitizer and, when added in a larger application, it is a powerful oxidizer. Unlike other chlorine products, it is nearly pH neutral and, as stabilized chlorine, it will not be broken down as quickly by UV light as non-stabilized forms. Preve-Shock Plus can be used on a regular basis for routine oxidation, breakpoint chlorination, hyperchlorination for the elimination of viruses/parasites, and as an effective treatment of a pool that has had an algae bloom.

### PRODUCT HIGHLIGHTS

- pH 6.8
- Will not cloud water
- Stabilized form of chlorine
- Each pound will add roughly 6-7ppm of Cyanuric acid
- Excellent for routine preventative maintenance oxidation
- Product of choice for vinyl liner pools

### ACTIVE INGREDIENT(S)

- Sodium Dichloro-s-triazinetriene dihydrate

### APPLICATION & DOSAGE

With pump running and pool not in use, broadcast 1 pound of this product per 10,000 gallons of water directly into the deep end of the pool. To prevent possible damage to pool surface, use a pool brush to disperse any granules that may have settled at the bottom of the pool. Repeat procedure after 24 hours, if needed, to establish a chlorine residual of 2-4ppm as determined by a test kit.

SALT WATER COMPATIBLE!





# OXIDIZE

## Preve-Shock & Swim CF

### AVAILABLE SIZE(S)

260076 EE PREVE SHOCK CF 1lb Bag - 24/Case

### PRODUCT OVERVIEW

Preve-Shock & Swim CF is a powerful oxidizer for routine preventative maintenance, not to be confused with a sanitizer. Preve-Shock & Swim CF will not destroy harmful microorganisms such as bacteria and algae. It will never turn a green pool clear, but it IS a powerful oxygen-based oxidizer used to remove organic buildups and prevent the formation of new chloramines.

### PRODUCT HIGHLIGHTS

- Will not increase chlorine levels
- Dissolves easily
- No odors or irritation
- Bather can reenter the pool after 30 minutes
- Powerful oxidizer, excellent for routine preventative maintenance oxidation
- pH 2.3

### ACTIVE INGREDIENT(S)

- Pentapotassium bis(peroxymonosulphate) bis(sulphate)
- Dipotassium peroxodisulphate
- Magnesium carbonate

### APPLICATION & DOSAGE

With pump running and pool not in use, broadcast 1 pound of Preve-Shock & Swim per 10,000 gallons of water directly into the deep end of the pool. To prevent possible damage to pool surface, use a pool brush to disperse any granules that may have settled at the bottom of the pool.

SALT WATER COMPATIBLE!



# C

# CONTROL

## Preve-Cide Copper

### AVAILABLE SIZE(S)

260096 EE PREVE-CIDE CU 1qt - 12/Case

### PRODUCT OVERVIEW

Algaecides have been used to treat water since 2000 BC. Back then it was a combination of charcoal, copper, and sunlight. Four thousand years later it is still a front-line algaecide. Copper sulfate has been one of the most common algaecides used in the pool industry in the modern Era. Preve-Cide Copper is a concentrated copper algaecide made specifically for the control of all types of algae. Before adding Preve-Cide Copper it is encouraged to use an appropriate metal control to prevent preexisting metals in the water from discoloring the water or precipitating out and staining surfaces.

### PRODUCT HIGHLIGHTS

- Copper based algaecide
- Value priced copper algaecide
- Non-staining
- Concentrated (should be diluted with pool water before addition)
- Should not be used in saltwater pools

### ACTIVE INGREDIENT(S)

- Triethanolamine
- Ethanolamine
- Basic Copper Carbonate
- Citric Acid

### APPLICATION & DOSAGE

**FREE OF VISIBLE ALGAE:** Apply 2 oz. of this product per 5,000 gallons of pool water (or equivalent) under sunny conditions for most effective results.

**ALGAE GROWTH IS VISIBLE:** Apply initial dose. Vacuum pool after 24 hours to remove dead algae. (If pool is heavy with algae growth, first brush algae spots and vacuum; clean and scrub the pool walls. Apply initial dose. Vacuum remaining algae debris.)

**MAINTENANCE DOSE:** Apply 1 oz. of product per 5,000 gallons of pool water (or equivalent) every 5-7 days. Note: After heavy or prolonged rainfall, high prevailing temperatures, or heavy swimming use, add the maintenance dose more frequently.



# C

# CONTROL

## Preve-Cide Max

### AVAILABLE SIZE(S)

260100 EE PREVE-CIDE MAX 1qt -12/Case

### PRODUCT OVERVIEW

Preve-Cide Max is a powerful blend of algaecides and chelating agents designed to combat the toughest blue-green, black, and mustard algae varieties. Before adding Preve-Cide Max, it is encouraged to use an appropriate metal control to prevent preexisting metals in the water from discoloring the water or precipitating out and staining surfaces.

### PRODUCT HIGHLIGHTS

- Single treatment lasts 3 months
- Non-staining
- Concentrated (should be diluted with pool water before addition)
- Should not be used in saltwater pools

### ACTIVE INGREDIENT(S)

- Copper Sulfate Pentahydrate

### APPLICATION & DOSAGE

#### EVERY THREE MONTHS:

16 fl. oz. of this product per 10,000 gallons of pool water will prevent algae growth in all pool types.

#### SEVERE ALGAE TREATMENT:

32 fl. oz. of this product per 10,000 gallons of pool water.

#### GENERAL DIRECTIONS:

1. Maintain pool water in the pH range 7.2 to 7.8. Total alkalinity at 80ppm to 120ppm. Adjust pH to 7.2 for severe algae.
2. Ensure that filtration system is working properly.
3. Brush pool regularly.
4. Calculate the volume of product required for your pool.
5. Dilute in a bucket of pool water and add the product directly to pool's deep end, preferably in front of the water return.





# C

# CONTROL

## Preve-Cide Quat

### AVAILABLE SIZE(S)

260092 EE PREVE-CIDE QUAT 1qt -12/Case

### PRODUCT OVERVIEW

Preve-Cide Quat is a 50% quaternary algaecide designed to combat all forms of algae to help keep pool water sparkling clean and free of visible algae. Preve-Cide Quat is compatible with most pool chemicals and will not damage or stain pool surfaces. Quaternary algaecides are positively charged and attach themselves to the negatively charged membranes of algae cells. Once attached to the algae, they disintegrate the exterior membrane. Without the protection of the exterior membrane, chlorine will easily penetrate and kill the algae cell. In the event of over addition, Preve-Cide Quat can cause foaming. This foaming will subside over time, but can be mitigated by aiming return eyeballs downward so as not to break the surface of the water.

### PRODUCT HIGHLIGHTS

- Non-staining
- Compatible with most pool treatment programs including biguanide and saltwater pools
- Over addition of this product will cause foaming
- Highly concentrated version of most gallon types of algaecides
- Valued priced algaecide

### ACTIVE INGREDIENT(S)

- Quaternary ammonium compounds, benzyl C12-18 alkyldimethyl chlorides

### APPLICATION & DOSAGE

Add this product directly to the pool water along pool edges while filter and pump are in operation. To provide time for even distribution in the pool water, bathers must wait a minimum of 15 minutes after the addition of this product before entering the pool.

**FOR INITIAL TREATMENT OF CLEAN POOLS:** Add 5-8 oz. of this product for every 10,000 gallons of water (2-3 ppm active quaternary). Maintenance additions of 2-3 oz. per 10,000 gallons (0.5-1 ppm active quaternary) should be added every 7 days, or more frequently if needed. A booster dose of 2 oz. per 10,000 gallons (0.5 ppm active quaternary) should be provided after each rain.

**FOR POOLS WITH VISIBLE ALGAE:** Add 14 oz. of this product for every 10,000 gallons of water (5 ppm active quaternary). After 24 hours, remove dead algae by cleaning. If algae is still present, repeat dosage as necessary.

SALT WATER COMPATIBLE!



# C

# CONTROL

## Preve-Cide 30 Plus

### AVAILABLE SIZE(S)

260086 EE PREVE-CIDE 30 1qt - 12/Case

### PRODUCT OVERVIEW

Preve-Cide 30 Plus is 30% polymer algaecide and 70% inactive ingredient. It is versatile because unlike other algaecides it is both non-staining and non-foaming. Polymer pool algaecides consist of long chains of atoms. The ions are positively charged and work by attaching themselves to the negatively charged cell walls of a wide variety of bacteria and algae, essentially suffocating the cell. Polymeric algaecides not only last longer than quat algaecides, they can be used to both kill and prevent algae and are highly effective across a wide range of pH. They have the added benefit of having coagulating properties which will help to improve water clarity.

### PRODUCT HIGHLIGHTS

- Non-metallic, non-foaming, non-staining algaecide
- Kills and prevents black, blue-green, and mustard algae
- Acts as a clarifier to keep water sparkling clear
- Value priced polymeric algaecide

### ACTIVE INGREDIENT(S)

- Poly[oxyethylene(dimethylimino) ethylene (dimethyliminio) ethylene dichloride]

### APPLICATION & DOSAGE

#### FOR TREATMENT OF A FRESHLY CLEANED AND FILLED POOL:

Add an initial dose of 13 to 24 fluid oz. of this product per 10,000 gallons of water.

#### FOR PROPERLY TREATED POOLS THAT ARE FREE OF VISIBLE ALGAE:

Add an initial dose of 13 to 21 fluid oz. of this product per 10,000 gallons of water.

#### FOR POOLS WITH VISIBLE ALGAE GROWTH:

Add an initial dose of 24 to 32 fluid oz. of this product per 10,000 gallons of water and remove settled algae debris.

A uniform distribution of algaecide throughout the water is necessary for maximum effectiveness. Subsequent additions of 4 to 9 fluid ounces of this product should be made every 5 to 7 days after initial treatment for maintenance. If pool is not covered, it may be necessary to repeat the full treatment one or more times during the season. If at the end of swimming season pool has some visible algae growth, add 25 to 32 fluid ounces per 10,000 gallons. This product will prevent the growth of most algae during the off-season winter months when pools are not in use.

SALT WATER COMPATIBLE!



# C

# CONTROL

## Preve-Cide 60 Plus

### AVAILABLE SIZE(S)

260088 EE PREVE-CIDE 60 1qt - 12/Case

### PRODUCT OVERVIEW

Preve-Cide 60 Plus is 60% polymer algaecide and 40% inactive ingredient. It is versatile because unlike other algaecides it is both non-staining and non-foaming. Polymer pool algaecides consist of long chains of atoms. The ions are positively charged and work by attaching themselves to the negatively charged cell walls of a wide variety of bacteria and algae, essentially suffocating the cell. Polymeric algaecides not only last longer than quat algaecides, they can be used to both kill and prevent algae and are highly effective across a wide range of pH. They have the added benefit of having coagulating properties which will help to improve water clarity.

### PRODUCT HIGHLIGHTS

- Non-metallic, non-foaming, non-staining algaecide
- Kills and prevents black, blue-green and mustard algae
- Acts as a clarifier to keep water sparkling clear
- Double-concentrated polymeric algaecide

### ACTIVE INGREDIENT(S)

- Poly[oxyethylene(dimethylimino) ethylene (dimethyliminio) ethylene dichloride]

### APPLICATION & DOSAGE

**VISIBLE ALGAE GROWTH:** Add an initial dose of 16 oz. of this product per 10,000 gallons of water.

**CLEAN WATER TREATMENT:** Add an initial dose of 9 oz. of this product per 10,000 gallons of water.

**MAINTENANCE:** Add 4 oz. of this product per 10,000 gallons of pool water weekly. Pools containing heavy algae growth must be cleaned prior to using this product. 24 hours after treating visible algae growth, algae debris must be removed by standard cleaning procedures. Dilute this product with at least nine parts water before applying. Pour required amount of this product into plastic watering can and fill with water. Maintaining constant pool circulation, sprinkle solution around the edge of the pool.

SALT WATER COMPATIBLE!



# 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!



*The Elements® Chemical Brand includes a full line of Problem Solver AND Maintenance products!*

# Hello AND Good-Bye

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.



swimming pool chemicals

**AVAILABLE SIZE(S)**

EPM030 GOOD-BYE CLOUDY WATER 1qt - 12/Case

**PRODUCT OVERVIEW**

Good-Bye Cloudy Water is a flocculant used to combat turbid, cloudy water. Unlike a clarifier, a flocculant will coagulate debris in the water and then settle the resulting clumps to the bottom of the pool where they can be removed by vacuuming to waste.

**NOTE: THE FILTER SYSTEM MUST HAVE THE CAPABILITY TO VACUUM TO WASTE TO PROPERLY USE THIS PRODUCT!**

**PRODUCT HIGHLIGHTS**

- Powerful flocculant that clears turbid water in 24 hours
- Must be able to vacuum to waste to remove precipitate
- Frequent use is NOT recommended

**ACTIVE INGREDIENT(S)**

- Aluminum Chloride Hydroxide Sulfate

**APPLICATION & DOSAGE**

1. Adjust the pH to a minimum of 7.2.
2. Turn off the pool filter system.
3. Apply Elements Good-Bye Cloudy Water to the pool at the rate of 4 ounces per 5,000 gallons of water evenly over the water surface and then immediately brush all pool surfaces.
4. Wait 24 to 72 hours to allow debris to settle to pool floor.
5. Slowly manually vacuum pool to waste.

SALT WATER COMPATIBLE!



**AVAILABLE SIZE(S)**

EPM020 GOOD-BYE STAINS 1lb - 2 boxes of 12/Case

**PRODUCT OVERVIEW**

Good-Bye Stains is a citric acid-based stain remover. The product is applied directly to the water and does not require premixing. Good-Bye Stains is packaged in convenient 1-pound bags and treats 10,000 gallons of water. It is best used on fresh stains and for iron staining, including those caused by tannins from leaves and other organic matter being in contact with the pool surface over long periods of time.

**PRODUCT HIGHLIGHTS**

- 100% Citric Acid stain remover
- Effective on all pool surfaces
- All-natural way to remove stains from surfaces
- Less expensive alternative to ascorbic or oxalic acid

**ACTIVE INGREDIENT(S)**

- Citric Acid

**APPLICATION & DOSAGE**

1. Adjust pH to 7.4.
2. Reduce chlorine to below 1.0ppm.
3. Turn pool filter system off 4 hours before treating, allowing the water to become still.
4. Add 1 bag of Good-Bye Stains per 10,000 gallons of water. Sprinkle over pool surfaces directly above stained areas.
5. Keep the filter system off for one hour and then restart filter system.
6. Add 16 ounces of Elements Good-Bye Metal Heavy Duty (use Good-Bye Metal NO PHOS for pools with saltwater chlorine generators) per 10,000 gallons of water.
7. Let the pool run for 48 hours continuously.
8. Clean or backwash filter.

**NOTE: STUBBORN STAINS MAY REQUIRE MULTIPLE APPLICATIONS OR THE USE OF ELEMENTS GOOD-BYE DIFFICULT STAINS (THE PROCESS IS THE SAME AS DETAILED ABOVE).**

SALT WATER COMPATIBLE!



**AVAILABLE SIZE(S)**

EPM025 GOOD-BYE DIFFICULT STAINS 1lb - 2 boxes of 12/Case

**PRODUCT OVERVIEW**

Good-Bye Difficult stains is an ascorbic acid-based stain remover. The product is easily applied directly to the pool water. Good-Bye Difficult Stains is packaged in convenient 1-pound bags and treats 10,000 gallons of water. It is best used on stubborn stains and for stains caused by copper and manganese.

**PRODUCT HIGHLIGHTS**

- 100% Ascorbic Acid premium stain remover
- Utilizes exclusive ion-exchange stain removal process
- All-natural way to remove stains from pool surfaces
- Effective on all pool surfaces
- Compatible with all sanitizing systems

**ACTIVE INGREDIENT(S)**

- L-Ascorbic Acid

**APPLICATION & DOSAGE**

1. Adjust pH to 7.4.
2. Reduce chlorine to below 1.0ppm.
3. Turn pool filter system off 4 hours before treating, allowing the water to become still.
4. Add 1 bag of Good-Bye Stains per 10,000 gallons of water. Sprinkle over pool surfaces directly above stained areas.
5. Keep the filter system off for one hour and then restart filter system.
6. Add 16 ounces of Elements Good-Bye Metal Heavy Duty (use Good-Bye Metal NO PHOS for pools with saltwater chlorine generators) per 10,000 gallons of water.
7. Let the pool run for 48 hours continuously.
8. Clean or backwash filter.



SALT WATER COMPATIBLE!





### AVAILABLE SIZE(S)

EPM001 GOOD-BYE METAL HEAVY DUTY SEQUESTER 1qt - 12/CASE

### PRODUCT OVERVIEW

Good-Bye Metal is a heavy duty sequestering and chelating agent for metals. Chelating metals surround them with a protective layer to prevent discoloration in water and precipitation on surfaces, while sequestering them into larger particles which can be removed by cartridge and DE style filters.

NOTE: Sand filters that utilize sand media will require the use of a filtration booster. Sand filters that utilize sand alternatives such as glass and zeolite materials may not require filtration boosters to remove the sequestered metals.

### PRODUCT HIGHLIGHTS

- Chelates and sequesters metals, while helping to remove stains and scale
- Prevents metals from discoloring water and staining surfaces
- Use in conjunction with Good-Bye Stains and Good-Bye Difficult Stains
- Should not be used in saltwater pools or pools with a history of phosphate issues

### ACTIVE INGREDIENT(S)

- 1-Hydroxy Ethylidene-1, 1-Diphosphonic Acid (HEDP)
- Phosphonic Acid

### APPLICATION & DOSAGE

**FOR POOL OPENING OR REFILLING:** To prevent discoloration of the pool water due to trace amounts of iron, manganese, and other heavy metals, add 1 1/2 oz. for each 1,000 gallons of water. This addition should be made before any other chemicals are added. Recirculate the water to ensure uniform distribution before proceeding with other chemical additions.

**FOR DISCOLORED WATER:** If discoloration is due to the presence of less than 1ppm of iron or manganese, add 1 1/2 oz. for each 1,000 gallons of water. If the water contains greater than 1 ppm, add proportionately greater amounts. Test the pH of the water after addition and adjust to 7.2-7.6, as necessary. Recirculate the water to ensure uniform distribution.

**FOR SCALE BUILD-UP:** Scale build-up is due to high levels of calcium and other hardness minerals. Add 3/4 oz. for each 1,000 gallons of water and recirculate for at least 6 hours after addition. To prevent a recurrence of scale build-up, add 1-2 oz. for each 5,000 gallons of pool water each week.



**AVAILABLE SIZE(S)**

EPM005 GOOD-BYE METAL - NO PHOS 1qt - 12/Case

**PRODUCT OVERVIEW**

Good-Bye Metal Sequester (Phosphate free) is a heavy duty chelating and sequestering agent that will not interfere with the function of a saltwater chlorine generator or add phosphorous to the pool. 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. Good-Bye Metal Sequester (Phosphate free) will chelate metals, surrounding them with a protective layer to prevent them from precipitating on surfaces and discoloring the water, while sequestering them into larger particles which can be removed by cartridge and DE style filters. Sand filters that utilize sand media will require the use of a filtration booster. Sand filters that utilize sand alternatives such as glass and zeolite materials may not require filtration boosters to remove the sequestered metals.

**PRODUCT HIGHLIGHTS**

- Chelates and sequesters metals
- Phosphoric acid and phosphonate free formulation
- Prevents metals from discoloring water and staining surfaces
- Helps to remove stains and scale
- Use in conjunction with Good-Bye Stains and Good-Bye Difficult Stains as part of the stain removal process
- Product of choice for saltwater pools or pools with a history of phosphates

**ACTIVE INGREDIENT(S)**

- Trade Secret

**APPLICATION & DOSAGE**

1. Add 1 quart of this product to 10,000 gallons of pool water by pouring into the skimmer or around the perimeter of the pool while the circulation pump is on.
2. This initial application may deplete the chlorine level in your pool. Following application, test the free available chlorine and adjust accordingly.



SALT WATER COMPATIBLE!



**AVAILABLE SIZE(S)**

EPM045 GOOD-BYE MUSTARD 2lb - 12/Case

**PRODUCT OVERVIEW**

Good-Bye Mustard will increase the efficiency of the chlorine in the control of mustard algae blooms. Good-Bye Mustard must be used in conjunction with a high pH chlorine such as sodium hypochlorite or calcium hypochlorite. Use of any other will chlorine will not work properly. Unlike other yellow or mustard removers on the market today, Good-Bye Mustard is not sodium bromine based and as such will not flip a pool from chlorine to bromine.

**PRODUCT HIGHLIGHTS**

- Highly effective at removing mustard algae
- Will not increase metals
- Can be used with all pool surfaces
- NOT bromine based

**ACTIVE INGREDIENT(S)**

- Disodiumsalt of Ethylenediaminetetraacitic Acid Dihydrate Diammonium Sulfate

**APPLICATION & DOSAGE**

1. The recommended pH level is 7.8 or higher for ideal performance.
2. Add 2 lbs. of this product directly to pool per 15,000 gallons of water. Spread half of it along the perimeter of the pool, starting where the algae is the thickest. Concentrate the rest of the application directly over the problem areas. Never add more than is recommended.
3. Wait 5 minutes, and then add 2 pounds of a high Ph chlorine (such as calcium hypochlorite or sodium hypochlorite (DO NOT USE DICHLOR) directly to pool per 15,000 gallons of water.
4. Circulate the pool water with filtration continuously for 24 hours using only the main drain if possible (this will promote proper mixing of the body of water).
5. 12 hours after initial dose of high pH chlorine, add 2 pounds of a high pH chlorine (such as calcium hypochlorite or sodium hypochlorite (DO NOT USE DICHLOR) directly to pool per 15,000 gallons of water.
6. Circulate the pool water with filtration continuously for 24 hours using only the main drain if possible.
7. 24 hours after initial addition of high pH chlorine, add 2 pounds of a high Ph chlorine (such as calcium hypochlorite or sodium hypochlorite (DO NOT USE DICHLOR) directly to pool per 15,000 gallons of water.
8. Circulate the pool water with filtration continuously for 24 hours using only the main drain if possible.



SALT WATER COMPATIBLE!



**AVAILABLE SIZE(S)**

EPM015 GOOD-BYE PHOSPHATES 1qt - 12/Case

**PRODUCT OVERVIEW**

Good-Bye Phosphates is designed to remove up to 9,000ppb of phosphates from swimming pool water per application. Research shows that pools with high levels of phosphates are more likely to develop algae blooms and have poor overall water quality. Good-Bye Phosphates is formulated to work better and do more than other phosphate removers. Good-Bye Phosphates will lead to temporary cloudiness as it works to remove phosphates. This clouding is temporary and its time and extent can be reduced by using Hello Clear Water in conjunction.

**PRODUCT HIGHLIGHTS**

- Premium phosphate remover
- Can remove up to 9,000ppb of phosphates per application
- Improves Salt Water Chlorine Generator operation
- Removes a key nutrient necessary for algae

**ACTIVE INGREDIENT(S)**

- Lanthanum Chloride Anhydrous

**APPLICATION & DOSAGE****IF THERE IS A HIGH LEVEL OF PHOSPHATES OR IF ALGAE IS PRESENT:**

1. Clean or backwash filter.
2. Shake product well before application. Distribute the required dosage of product across the surface of the pool.
3. Run filter system continuously for at least 24 hours after application.
4. If filter pressure increases more than 10 PSI over normal, clean or backwash filter.
5. 48 hours after application, retest phosphate levels. If necessary, re-apply Good-Bye Phosphates.

**WEEKLY MAINTENANCE OR IF NO ALGAE IS PRESENT:**

Use 2 fl. oz. of this product per 10,000 gallons weekly to maintain phosphate levels below 125 parts per billion.

SALT WATER COMPATIBLE!



**AVAILABLE SIZE(S)**

EPM051 GOOD-BYE SCUMLINE 1qt - 12/Case

**PRODUCT OVERVIEW**

Sanitizers such as chlorine are excellent at killing bacteria, algae, and other unwanted living contaminants found in swimming pools. However, while very effective at keeping water safe, chlorine is not as effective in the removal of non-living organic materials such as cosmetics, makeups, suntan lotions and body oils. Good-Bye Scumline is specifically engineered to breakdown these non-living organic materials back into their components which reduces the demand on the sanitizer. Best of all, the enzymes found in Good-Bye Scumline are people and pet safe, easy to use, non-toxic, biodegradable, and environmentally friendly!

**PRODUCT HIGHLIGHTS**

- Can reduce chlorine consumption by up to 25%
- Best used when chlorine levels are below 5ppm
- Effective at removing water line rings that form in skimmers and on steps
- Increases filter efficiency
- Do not contain metals
- Promotes superior sparkling water clarity

**ACTIVE INGREDIENT(S)**

- Proprietary blend of mixed enzymes

**APPLICATION & DOSAGE**

1. With pool filter system running, apply the initial dose of 20 ounces of Good-Bye Scumline per 10,000 gallons of water directly to the pool.
2. Every week after, apply 6 ounces of Good-Bye Scumline per 10,000 gallons of water.

**SPECIAL NOTE:** To remove water line ring, make sure that you raise the pool water high enough to cover the water line ring. If there is a heavy presence of organic waste in the pool, some foaming may occur within the first 24-28 hours after application. This will clear as the treatment progresses.

SALT WATER COMPATIBLE!



**AVAILABLE SIZE(S)**

EPM052 GOOD-BYE SALT CELL SCALE 1qt - 12/Case

**PRODUCT OVERVIEW**

For optimum saltwater chlorine generator operation and longer life, the salt cell should be removed and visually inspected every 3 months of operation, or every 500 hours, and cleaned if required. Cell cleaning frequency depends on how well water balance has been maintained and hours of operation on the cell. Scale is the single most common and serious challenge in the use of a saltwater chlorine generators, partly because it typically forms first on the salt cell plates where it can remain undetected until the problem advances. Once scale forms, it lessens the effectiveness and life span of the cell, which can lead to premature cell replacement. Good-Bye Salt Cell Scale is specially formulated to remove the buildup of scale in the cell and improve cell efficiency and increase cell life.

**PRODUCT HIGHLIGHTS**

- Removes saltwater chlorine generator scale
- Restores cell efficiency
- Maximizes chlorine production
- Improves cell life

**ACTIVE INGREDIENT(S)**

- Hydrochloric Acid

**APPLICATION & DOSAGE**

Follow manufacturer's directions for cleaning your salt chlorinator. Some manufacturers require the removal of the cell and others require the solution to be poured into the cell housing. Either way, this product has been formulated to clean all brands of salt cells without the need to premix various additives.

SALT WATER COMPATIBLE!



**AVAILABLE SIZE(S)**

EPM035 HELLO CLEAN FILTER 1qt - 12/Case

**PRODUCT OVERVIEW**

Hello Clean Filter will improve filter life and efficiency. It is specially formulated to cleanse suntan oil, greases, body oils, and scale and mineral deposits from pool filters. Regular use of Hello Clean Filter will assure proper filtration. It can be used on sand, cartridge, and Diatomaceous Earth (DE) filters.

**PRODUCT HIGHLIGHTS**

- Premium filter media cleaner will remove contaminants from filter media
- Will improve filter life and efficiency

**ACTIVE INGREDIENT(S)**

- Sodium Metasilicate Nonahydrate
- Ethylenediaminetetra Acetic Acid Tetrasodium Salt
- Diphosphoric Acid Tetrapotassium Salt

**APPLICATION & DOSAGE**

**SAND FILTERS:** Turn off inlets and outlets for all chemical feeders. Close main drain and place filter in backwash position. Slowly add one quart of this product through strainer while backwashing. Filter Cleaner can also be added through the sand fill port. Run filter until product begins to come out of the backwash water or until the product is seen through a filter viewing cell. Soak filter for 30 to 60 minutes. After soaking, backwash filter until water comes out clean and foam clears. Reverse procedure and start normal filter operation. For sand filters containing more than 300 lbs. of sand, add 2 qts. of this product.

**CARTRIDGE FILTERS:** Stop filter operation. Bleed off excess pressure through the filter safety valve. Open filter unit, remove cartridge from filter, and rinse excess dirt with a water hose from top to bottom. Place cartridge into a bucket and add 1 qt. of this product and 5 gallons of water. Make sure filter unit is completely covered by the cleaner. Soak 30 to 60 minutes. After soaking, rinse with hose at maximum pressure to remove excess filter cleaner or until foam residue is completely washed off. Re-install cartridge and resume normal filter operation.

**DIATOMACEOUS EARTH FILTERS:** Stop filter operation. Bleed off excess pressure through safety valve. Remove filter elements (grids) from filter and rinse off excess dirt with a hose from top to bottom. Place grids in a bucket and add 1 qt. of this product and 5 gallons of water. Make sure grids are fully immersed in cleaner. Soak 30 to 60 minutes. After soaking, rinse out excess filter cleaner with hose at maximum pressure. Re-install grid and add new filter media. Resume normal filter operation.

SALT WATER COMPATIBLE!



**AVAILABLE SIZE(S)**

EPM040 HELLO CLEAN WATERLINE 1qt - 12/Case

**PRODUCT OVERVIEW**

Hello Clean Water Line is specially formulated to be tough on grime, oils, grease, cosmetics, suntan lotions and scale commonly found on pool surfaces. It is formulated to be safe on all pool surfaces including fiberglass, acrylic, and tile. Unlike other household cleaning chemicals and agents, Hello Clean Water Line is endorsed by vinyl manufacturers to not harm the vinyl liner!

**PRODUCT HIGHLIGHTS**

- Effective fiberglass, acrylic, tile, and vinyl cleaner
- Will not harm vinyl liners
- Endorsed by the Vinyl Works™ as the preferred vinyl liner cleaner
- Will not harm fiberglass, tile, acrylic or vinyl surfaces unlike other household cleaners

**ACTIVE INGREDIENT(S)**

- Phosphoric Acid
- Hydrochloric Acid
- Amines Tallow Alkyl Ethoxylated

**APPLICATION & DOSAGE**

Spray Hello Clean Water Line directly onto the surface to be cleaned. Lightly wipe with a brush, sponge or cloth and rinse thoroughly.

**DO NOT USE A MAGIC ERASER PAD OR OTHER ABRASIVE CLEANER AS THIS WILL REMOVE THE PATTERN ON A VINYL LINER! DO NOT USE ON GLASS! DO NOT ALLOW TO COMPLETELY DRY ON SURFACE BEFORE RINSING!**

SALT WATER COMPATIBLE!





**AVAILABLE SIZE(S)**

EPM010 HELLO CLEAR WATER 1qt - 12/Case

**PRODUCT OVERVIEW**

Hello Clear Water is a powerful clarifier designed to coagulate tiny particles suspended in the water together so that the filter can remove them... turning dull water sparkling clear! Unlike other clarifiers, Hello Clear Water is designed to work across a wide range of pH without a loss of function.

**PRODUCT HIGHLIGHTS**

- Effective in a wide range of pH
- Quickly clears dull water
- Also contains ingredients which will help smaller debris settle for easier vacuuming
- Highly concentrated, uses less per application than other products

**ACTIVE INGREDIENT(S)**

- Polydiallyldimethylammonium Chloride

**APPLICATION & DOSAGE**

1. Clean or backwash filter before applying Hello Clear Water.
2. Dilute initial dosage of 2 ounces per 5,000 gallons in 5 gallons of pool water. Pour the resulting mixture around the edge of the pool. If the water is especially dirty you can double or triple the dosage as necessary.
3. For best results, run the pool filter system continuously for the next 24 hours.

SALT WATER COMPATIBLE!



**AVAILABLE SIZE(S)**

EPM050 HELLO WARM WATER 1qt - 12/Case

**PRODUCT OVERVIEW**

Hello Warm Water is a highly advanced liquid solar blanket that takes the place of bulky and cumbersome solar blankets. Unlike other products on the market, Hello Warm Water only needs to be added once every two weeks for maximum effect!

**PRODUCT HIGHLIGHTS**

- Advanced formulation only requires additions once every 2 weeks
- Invisible barrier that conserves water and heat
- Reduces evaporation by up to 85%
- Reduces heat loss by up to 70%
- Recognized by the FDA as GRAS
- Clear, colorless, and odorless

**ACTIVE INGREDIENT(S)**

- Propylene Glycol

**APPLICATION & DOSAGE**

1. Shake bottle before use.
2. With the filtration system on, pour 4 ounces per 15,000 gallons of pool water in front of the jets at the deep end of the pool or into the skimmer. Run the filtration system daily.
3. Repeat this dosage every 2 weeks, for maximum effect.

SALT WATER COMPATIBLE!



**AVAILABLE SIZE(S)**

EPM053	HELLO SOFT WATER	25lb
EPM054	HELLO SOFT WATER	4 - 12lb

**PRODUCT OVERVIEW**

Hello Soft Water is a proprietary blend of naturally occurring minerals that is more pH neutral than other borate products available in the market today. As such, it will not require the use of acids to counteract the pH drift that results from the addition of other borate products. Borates prevent scale and corrosion to pool surfaces and equipment, keep pH from drifting upward, reduce the chlorine consumption by 30-50%, impede algae from growing, and make the water softer, silky, and more comfortable. Borates are a multipurpose super tool that only need to be added to the pool once a year to maintain their positive effects.

**PRODUCT HIGHLIGHTS**

- Fast dissolving borate-based water enhancer
- Provides scale and corrosion protection
- Not consumed like other pool products (only removed via splashout & backwashing)
- Can reduce chlorine consumption by 30-50%
- Increases overall water quality and eases maintenance
- Impedes the growth of algae
- Compatible with all types of sanitizers
- Makes the water silkier and softer

**ACTIVE INGREDIENT(S)**

- Trade Secret

**APPLICATION & DOSAGE**

1. Apply 2 pounds of Hello Soft Water per 1,000 gallons of water. For best results, add the product in two applications, 8 hours apart.
2. Allow pool to operate normally for 24 hours. Then, using a reliable test kit, test pool water to ensure Borate level is at the desired 30-50 ppm range. For maintenance treatment, add 7 pounds of Hello Soft Water for every 10,000 gallons of water to raise level by 10 ppm.

SALT WATER COMPATIBLE!



# CHEMICAL SAFETY DATA SHEETS ARE AVAILABLE ON OUR B2B SITE!

A Safety Data Sheet is designed to provide both workers and emergency personnel with the proper procedures for handling or managing different substances. This is a MUST for retail workers! SDS include information such as physical data (melting point, boiling point, flash point), toxicity, health effects, first aid, reactivity, storage, disposal, protective equipment, and spill/leak procedures.\*

[www.imperialpools.com/sds](http://www.imperialpools.com/sds)

SCAN HERE TO DOWNLOAD OUR APP!



**COMPLY WITH OSHA HAZARD COMMUNICATION STANDARDS (HCS)!**



\*Source: Pool & Hot Tub Alliance



# Essential Elements

swimming pool chemicals

As an exclusive Essential Elements Swimming Pool Chemical Dealer, you will have the following Marketing and merchandising materials available to you and your customers:

- ✓ Essential Elements Chemical Reference Guide
- ✓ Plan-O-Grams for Merchandising
- ✓ Dealer Training Manuals
- ✓ Consumer Pool Care Guide
- ✓ Preve-Time Promotions
- ✓ Elements PM “Recipe Cards”
- ✓ A Dedicated Essential Elements/BASOC Elements Website
- ✓ Mad Money (Cash Back on Purchases)





## 8' Retail Display Guide

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



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

**Increase your store space  
and organization!**

**WATCH YOUR SALES GROW!**

# Merchandise Product for More Sales!

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

## SPECIAL IMPERIAL POOLS GROUP DISCOUNT

### Standard, one-sided wall display:

72" H x 22" W base, 4 shelves, and  
hardboard back.

### Shelf Sizes:

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

### Width Options:

1 - 16' wall, made with 4 - 4' sections

1 - 12' wall, made with 3 - 4' sections

1 - 8' wall, made with 2 - 4' sections

Also available as a double-sided gondola  
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- Durable materials and construction.  
HOLDS WEIGHT!
- Adjustable, heavy-duty shelving.
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accentuates product and store wall colors.  
(More colors available)
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## 4oz Water Sample Bottle

Item #145250

- Plastic
- Leak-proof
- Reusable



# Simplify Retail



BASOC Talkers

## BASOC Marketing Kit (#25642EE)

Shelving Display Accessory Includes:

- 5 BASOC Signs
- BASOC Talkers
- BASOC Shelving Strips



Shelving Strips, BASOC Colors

Ask your local IMPERIAL BRANCH about I-Solutions Retail Shelving & Fixtures and convenient Shelving Display Planograms for EASY store display set ups!

## Watch Your Sales Rise!

### Problem Solver "Recipe Cards"

**Elements**  
swimming pool products

Pool Condition: BROWN, GREEN, PURPLE WATER  
(Metals in pool water)

Featured Product: GOODBYE METALS  
(And Phos-Free Version)

Overview: Pools that exhibit brown, clear green, purple water is the result of metals in the pool water. Pools chemicals, source water, pool equipment and other sources contribute to metal content in swimming pools. If left untreated metals will eventually precipitate out in the form of colored stains and discoloration.

**PM** Problem Solvers and Maintenance

**PROBLEM SOLVERS**

To rid the pool of the metals follow these steps:

- 1) Test pool water and adjust to: pH of 7.4  
Alkalinity of 125 to 150 PPM  
Chlorine to below 1.0 PPM
- 2) Apply GOODBYE METAL:
  - Run pool continuously for 24 hours before treatment
  - Add 16 oz. of Goodbye Metal per 10,000 gallons of water
  - Apply directly to water by walking around pool perimeter
  - Let the pool run continuously for 72 hours
- 3) Use weekly at the rate of 3 oz. per 10,000 gallons to prevent water discoloration from recurring.

For severe discoloration, the treatment may be repeated.

### Seasonal Chemical Supply Calculator

CUSTOMIZED WATER CARE GUIDE WITH SEASON SUPPLY CALCULATIONS

BASOC CHEMICAL RETAILER

**BASOC ELEMENTS**

STEP 1: Customized Weekly Program

STEP 2: Customized Weekly Program

STEP 3: Customized Weekly Program

SEASON SUPPLY\*





**MURAL, 72"W x 60"H**



Add a stunning visual to your retail store space!  
A colorful, creative, and fun way to liven bare walls.  
Put in direct view of your customers to help build brand recognition.

The more eyes on your  
**BASOC's Better Swimming Through Chemistry Mural**  
the more likely you will generate more chemical sales!

*High quality.*

*Vinyl ,self-adhesive backing.*

*High image resolution.*

*Easy installation.*

- **Item # MURAL. High Resolution. Actual Size 72"W x 60"H.**

Contact your local Imperial Pools Branch and  
ask how to get your  
FREE BASOC ELEMENTS MURAL today!



View all BASOC marketing materials at:

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

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

# General Pool Maintenance Tips

Remember to **F.L.O.A.T.** and you will have a clear blue and safe swimming pool that is the envy of your neighborhood!

**F**iltration! You must operate your pool pump and filter for a minimum of 8 to 12 hours daily. The total volume of water in your pool should pass through your filter a minimum of twice a day to help remove debris and other contaminants! Make sure your return jets are pointed in such a way as to make a flow on the water's surface to help the skimmer remove surface debris. Make sure you empty your skimmer basket(s) and pump basket(s) on a regular basis to maintain proper water flow. Failing to do so can impede filter operation and ruin your pump! Whenever your filter pressure increases by 8 to 10 PSI, it's time to clean your filter (we can provide you with detailed instructions on how to do so based on your filter type).

**L**ittle bit of work! You need to brush, vacuum and skim all pool surfaces once per week. You also need to physically remove biofilms that form on pool surfaces as they are breeding grounds for organisms. If not, they will consume your chlorine and prevent it from keeping the water clear blue and safe!

**O**xidize your pool on either a weekly or bi-weekly basis! Oxidizing the pool will chemically clean the water and help prevent algae, bacteria, and other inorganic contaminants from getting a foothold in your pool. You can use either a chlorine or non-chlorine product to oxidize your pool at the rate of 1 pound or 1 gallon per 10,000 gallons of water. If your pool gets a lot of use, you should oxidize your pool on a weekly basis. You will save yourself in the long run from having to add even larger volumes of oxidizers when the pool turns cloudy or green. If you do not use your pool much, you might be able to oxidize on an every other week schedule.

**A**lgaecide! While algaecides will aid your sanitizer in quickly killing algae following a bloom, algaecides also play a vital role in preventing algae! Individual algae cells are not visible to the human eye and only become visible after the cell has replicated many times forming large colonies. Some types of algae can replicate in as little as 3 to 6 hours, which is why a clear pool can change to green overnight! Dosage and frequency will be determined by the type of algaecide you are using. Please check with your pool professional to ensure that the algaecide you are using is compatible with your pool sanitizer and equipment. Most algaecides should be used on a weekly basis.

**T**est your water twice per week! Testing at home is simple and will help you maintain proper water balance. Don't forget to bring a water sample to your professional pool retailer at least once per month, or whenever something seems wrong. Letting your pool go out of balance, regardless of water clarity, will result in damage to pool surfaces and equipment. Never assume that just because the pool is clear that it is balanced!



# Simple Things You Can Do to Reduce Chlorine Consumption

**No new equipment or installation required!**

## CHEMICAL BALANCE AND TESTING

1. Pools only need between 1 and 3 ppm of free chlorine to maintain clear blue, safe water. Adding more doesn't do anything more than waste it!
2. Maintain Cyanuric Acid level at a minimum of 30ppm but not above 50ppm.
3. Maintain your pH between 7.2 and 7.6. The pH controls the effectiveness of free chlorine – too low and you will burn off chlorine more rapidly – too high and your chlorine becomes inefficient.
4. Test your free chlorine and pH at home a minimum of twice per week and bring a sample to your local BASOC authorized dealer once per month to maintain all other levels.

## CHEMICAL AMENDMENTS

1. Use an algaecide on a weekly basis. Pools using algaecides weekly exhibit better water quality and less chlorine consumption.
2. Use enzymes (such as *Good-Bye Scum Lines*)! They are designed to break down body oils, sunscreen and other non-organic contaminants that consume chlorine.
3. Borate based water enhancers (such as *Hello Soft Water*) can cut chlorine consumption by up to 50%! They also make it easier to maintain proper balance and increase bather comfort.

4. Use a phosphate remover (such as *Good-Bye Phosphates*). They will remove the elements that help algae to grow.
5. Use a liquid solar blanket (such as *Hello Warm Water*) which allows the chlorine to work properly while reducing evaporation.

## GENERAL MAINTENANCE

1. Keep the pool running! This will increase the number of times the water goes through the filtration system and will filter out more unwanted contaminants.
2. Keep your filter elements (cartridge, DE grid, sand filter) clean and clear with *Hello Clean Filter*. This will help them filter out waste more efficiently.
3. Once per week, brush all pool surfaces and vacuum. This will reduce the amount of biofilm formation, which is a breeding ground for bacteria and algae.
4. Skim the pool surface every day to reduce the amount of debris that will be oxidized.

## PERSONAL HYGIENE

1. Shower before using your pool! The average adult can introduce between 10 and 100 MILLION bacteria to the pool. Granted not all those bacteria are "bad" but chlorine doesn't distinguish between good and bad bacteria.



**WARNING:** The chemicals suggested within this flier are safe to use as directed. Do not use chemicals in a manner that does not follow the written directions for use found on the label. Failure to follow the directions for use could result in an adverse chemical reaction.



# Essential Elements

swimming pool chemicals

## CONTACT YOUR LOCAL IMPERIAL POOLS BRANCH TODAY FOR MORE INFORMATION!

Latham, NY - Corp. Headquarters  
800-444-9977 | 518-786-1200  
Fax: 518-786-1176  
33 Wade Rd., Latham, NY 12110

Latham, NY - Distribution  
Customer Service Direct  
855-757-POOL (7665)  
33 Wade Rd., Latham, NY 12110

Cheshire, CT  
877-696-1200 | 203-699-1200  
Fax: 203-699-1500  
345 McCausland Ct.,  
Cheshire, CT 06410

Indianapolis, IN  
866-271-1999 | 317-542-1807  
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5290 Performance Way  
Whitestown, IN 46075

Amesbury, MA  
800-831-8612 | 978-388-5245  
Fax: 978-388-7415  
49 South Hunt Rd.,  
Amesbury, MA 01913

Taunton, MA  
800-285-2990 | 508-339-3830  
Fax: 508-339-3833  
90 John Hancock Rd., Taunton, MA 02780

Fairfield, NJ  
800-967-7665 | 973-575-6818  
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9 Stewart Place, Fairfield, NJ 07004

Simpsonville, SC  
866-205-2707 | 864-234-5775  
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800-766-1305 | 803-786-1305  
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