



THE SECRET FOR A SUCCESSFUL POOL

PRESS PACK
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Filtering systems and other equipment
for swimming pools

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Foreword

Twenty years ago the swimming pool industry still catered to an elitist clientele, but since then the market has opened up and is still continuing to expand. This is due to technological progress and the fact that – in the current economic context – consumers want to be able to enjoy comforts at home.

Nowadays consumers are able to use their swimming pools all year round. The new generation of pool equipment means maintenance is greatly reduced, generating savings and hassle-free enjoyment of pools for longer periods of time. This means consumers need reliable and effective solutions to enhance their leisure time and reduce maintenance costs – whilst at the same time living up to the latest environmental standards.

Hayward's reputation is based on its technical expertise, especially the quality of its products and their low energy consumption. It has thus established itself as the **undisputed leading manufacturer for swimming pool equipment worldwide**.

Hayward cares about developing lasting, robust products. It is committed to sharing its technical knowledge so that users can make the right choices about equipment and maintenance. That is why Hayward has a policy of communicating with the public using informative and educational resources such as its comprehensive in-depth website (<http://www.hayward-pool.co.uk/>), videos, newsletters, guides on how to choose the right equipment, an energy savings calculator, a dealer locator, a solutions guide, and so on.

By sharing its precious secrets Hayward places its widespread knowledge of technical constraints and the sorts of equipment available at everyone's disposal, helping them to choose the right material (be it a pump, a heater or filtering system, or whatever) and so maintain their pool easily.

THE HAYWARD GROUP

Hayward was founded 80 years ago and is the **leading manufacturer of residential pool equipment worldwide** (excluding actual pool structures). Thanks to its coherent range of innovative products Hayward has established itself as the only manufacturer to offer a comprehensive high-performance range including pumps, filters, white goods, lights, automated cleaners, water treatment solutions, and heat pumps.

Where our vision comes from

The company was set up in the USA in 1925 by a steel industrialist named Irving Hayward. In 1964 the Hayward company was acquired by Oscar Davis, who gave it a new direction and a new lease of life. He came up with the ingenious and at the time highly innovative idea of making pool equipment from plastic components. This launched a revolution. Hayward radically redefined the industry standards and became a model of innovation, with such acclaimed and successful products as the Pool Vac Ultra[®], the Super Pump[®], and the Pro[™] series of filters. In the 1990s Hayward developed a new concept – the Total System – which is now a textbook example. It consists in offering pool owners a complete range of equipment designed to work together, with a synergy that increases their efficiency. This synergy is unique and perfectly encapsulates Oscar Davis's initial vision.

Nowadays Hayward remains a family business with members in managerial positions. The family spirit is alive and flourishing thanks to the men and women working for Hayward, who are all committed to retaining its competitive edge. This level of employee loyalty and commitment to success is also found in the field, where Hayward wins confidence and trust as part of its long-term strategy to continue steadily expanding in both its traditional and emerging markets.

Development worldwide

Hayward has developed an international development strategy based on proximity, to support its clients worldwide and provide them with impeccable service. This 'Glocal' approach – for global and local – is rooted in taking customers' local requirements into account whilst offering the support of a worldwide group. Hayward is to be found where its customers are, and has invested in markets such as India and China, where it has set up units to offer pre-sales advice, conduct sales, and provide product support, whilst maintaining a consistent image worldwide as a high-quality manufacturer.

HAYWARD Pool Europe

Hayward Pool Europe was set up in 1974 and is a subsidiary of the Hayward Pool Product Group. Since 1999 it has been based in Saint-Vulbas, France, on a site housing the headquarters and the assembly and logistics platform for the entire European zone (covering nearly 45 countries).

HAYWARD PRODUCTS

Hayward is the only manufacturer to offer such a comprehensive range of high-performance technical and accessory equipment. Swimming pools are bound to be a success thanks to the quality and reliability of its products.

Filtering systems

- ✓ Pumps (single- and variable-speed)
- ✓ Filters (sand, diatomaceous earth, and cartridge filters)
- ✓ White goods – main drain and skimmers

Other equipment

- ✓ Automated cleaners
- ✓ Water treatment (salt chlorinators)
- ✓ Control equipment
- ✓ Heat pumps
- ✓ Lights (both incandescent and LEDs)
- ✓ Hydro-massage jets

In order to deliver the best possible performance Hayward has developed the 'Smart System' concept. This consists in offering clients a complete range of equipment designed to function perfectly together. Each component sets out to be the best in its category by delivering above market standard performance, reliability, and longevity. This combination of coherent elements generates a synergy leading to reduced consumption of water, electricity, and chemical products, whilst at the same time delivering better results.



The future

Hayward is continuing to develop ever more efficient and innovative solutions on the strength of its successful products. This will allow it to retain its benchmark position in the field of pool technical equipment, and to continue to progress towards the pool of future – one which is self-reliant and can be managed remotely.

FILTERING SYSTEMS

PUMPS

The pump is an essential component as it is what drives the water through the filtering and treatment systems. Hayward offers various ranges of pumps adapted to different size pools. All are available as a variable-speed model to adapt the speed to specific needs and thus deliver significant energy savings. Instead of filtering the water for 12 or 14 hours, variable-speed pumps can operate at a lower speed to filter a slower flow of water over a 24-hour period. The water is better filtered because it passes through the sand filter at a lower speed. And since the pump is not operating at full power it uses less electricity and makes considerably less noise, enhancing user comfort.

The range of pumps designed for large volumes

- ✓ **TriStar** is the ideal pump for large pools (of over 70m³) or pools requiring a high flow-rate – such as overflow or mirror pools – or when accessories such as spa or cascade equipment are included. It is the most powerful pump in the Hayward® range. It has an extra-wide strainer basket for longer cleaning intervals, with a transparent cover making it easy to see when it needs emptying.
- ✓ **TriStar® VSTD**: Specifically designed for large pools, the TriStar® VST pump has exceptional technical functionalities making it the best choice for people looking for excellence and performance. It has four digital inputs (dry contact) to allow the pump to be controlled by an external device.

The range of pumps designed for medium volumes

- ✓ **Super Pump**: the classic high-performance pump and ideal for most family pools. It handles all standard pool shapes and is available in a wide range of power outputs and configurations. The Super Pump is acclaimed worldwide as one of the most silent and reliable pumps ever manufactured. It is also easy to maintain thanks to the wing nuts on its cover, giving quick access to the basket. Its famous square strainer basket has often been copied, but the Super Pump remains unrivalled even today.
- ✓ **Super Pump VSTD**: variable-speed pump

The range of pumps designed for small volumes

- ✓ **Max Flo**: recommended for small and mid-size pools and above-ground pools. The Max Flo pump from Hayward® is a market benchmark that has been enjoyed by thousands of users.
 - ✓ **Max Flo XL**: like its older siblings in the Max Flo range, it is another benchmark pump delivering remarkable performance. It offers such new advantages as improved self-priming time for suction lift up to 8 foot above water level, an easy-to-access filter basket with a quarter-turn cover, and a transparent strainer cover to see when it needs cleaning.
 - ✓ **Max Flo XL VSTD**: variable-speed pump.

FILTERS

Pro-Series Side and Pro-Series Top sand filters

The Hayward Pro-Series offers the very latest in pool filtering technology, for crystal-clear water with minimum maintenance.

These high-capacity filters are made out of blow-moulded high-density polyethylene to withstand the effects of chemical products and corrosion. They are easy to use thanks to the 7-position control valve and deliver optimal performance.

They are ideal for all filtering requirements (of water only) for in-ground pools, spas, and any other applications requiring clean, crystal-clear water.

STAR CLEAR cartridge filters

Hayward cartridge filters have the dual advantage of being compact in size whilst offering fine filtration levels of 15 to 20 microns. They are also eco-friendly as little water is needed when washing out the cartridge.

They have high filtering capacity and are made from Permaglass XL™ to withstand the effects of chemical products and corrosion.

Star Clear cartridge filters offer excellent value for money.

They are ideal for all filtering requirements (of water only) for in-ground pools, spas, and any other applications requiring clean, crystal-clear water.

- ✓ Excellent filtration of 15 to 20 microns
- ✓ No need to connect to main drain
- ✓ Eco-friendly

STAR CLEAR PLUS cartridge filters

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- ✓ Eco-friendly

SwimClear high capacity element filter

These filters are made in two separate sections to give easy access to the cartridge without having to disconnect any pipes. They can be installed in any plant room given their small size (in relation to their high filtering capacity).

They are the ideal filter for indoor pools since they require no backwashing.

- ✓ Cost-effective and eco-friendly – no multi-way valves and no backwashing water needed

The SwimClear single-element cartridge filter is packed full of state-of-the-art technology to optimise filtration, with a new design as a bonus. Optimised hydraulics ensure that debris is better distributed around the cartridge to improve filtration.

Pro-Grid D.E. filter

Hayward Pro-Grid diatom filters deliver unbeatable water filtering as well as excellent cleaning capacity whatever the size of pool.

They offer the very best in terms of strength and longevity as their bowl is made from injection-moulded Permaglass XL™ (glass-fibre reinforced plastic).

Pro-Grid diatom filters are the result of cutting-edge technology and are extremely easy to use as their sealing clamp is made from just one component. They are ideal for all filtering requirements (of water only) for in-ground pools, spas, and any other applications requiring clean, crystal-clear water.

- ✓ Unbeatable filtering quality
- ✓ Excellent cleaning capacity
- ✓ Extremely easy to use

WHITE GOODS

Skimmers

The Hayward **Premium skimmer** has been designed to meet all possible requirements. Whatever the sort of pool you have there is a Premium skimmer for it.

It has a classic design and is made from injection-moulded ABS, treated against UV rays for extra durability.

- ✓ High suction thanks to the wide-mouth skimmer
- ✓ The skimmer's body is made from one part with only one welding between the skimmer and the mouth
- ✓ Adaptable thanks to its 2" socket
- ✓ Silent flap operation thanks to the damper on the top of the skimmer mouth

With its modern appearance the **Design skimmer** combines good looks with efficiency. It offers better side suction and outflow thanks to its curved shape.

All Hayward skimmers are treated against UV rays to ensure that they continue to look good over time.

- ✓ Efficient thanks to the dynamic profile offering better direct flow
- ✓ The skimmer's body is made from one part with only one welding between the skimmer and the mouth
- ✓ Easy to maintain and improved lateral suction
- ✓ Silent flap operation thanks to the damper on the top of the skimmer mouth

The **Auto-skim** series is made from superior quality ABS and has been present on the world market for many years now, offering tried and tested quality.

- ✓ Efficient thanks to the classic design with a wide mouth for better suction
- ✓ Adaptable – can be connected to both 2" and 63mm pipes
- ✓ Screw-on cover for maximum safety

Main drains

Hayward's main drains are designed to combine effectiveness with safety. The main drain is placed at the deepest part of the pool and recuperates the cold water at the bottom to mix it with the surface water, to spread the heat and water treatment products evenly throughout the pool. They are also used to empty the pool. They are fitted with anti-vortex screens and can be installed in any type of pool.

OTHER EQUIPMENT

WATER TREATMENT

The latest generation of salt chlorinators
Salt treatment has never been so convenient and simple.

Hayward **AquaRite™ Pro** is the latest generation of salt chlorinators to produce perfectly treated water – whatever the circumstances. Their Turbo Cell® converts the low concentration of salt into chlorine, which then spreads evenly throughout the pool, for pure, crystal-clear water. When used in conjunction with the Sense and Dispense module, AquaRite Pro allows pool owners to always have perfect pH and clear, soft, sparkling water – all at a low cost. There are two probes in the module, one to measure the water's pH and the other to detect the level of chlorine, so the water is treated only when needed. There is no need to worry about any settings as AquaRite™ Pro takes care of everything.

AquaRite Pro Low Salt is specifically designed to use very little salt, making it particularly suitable for pools that are susceptible to corrosion (stainless steel pools, pools with metallic white parts, etc.).

Salt & Swim™ 3C is a comprehensive new water treatment system based on salt electrolysis. It can be installed with a single click on both new and pre-existing indoor and outdoor pools. This system can be used for pools of up to 110m³ and is genuinely easy to install and use. It provides continuous treatment without any need to handle chemical products, and also needs only little, inexpensive maintenance.

Chemical product dispensers

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

- ✓ Injection-moulded reservoir for greater strength and reliability
 - ✓ Maximum safety as the dispenser can normally be placed in a plant room out of the reach of children
 - ✓ Control valve to adjust the level of chlorine or bromine for clear water
 - ✓ Bottom-upwards mixing to ensure the product is properly distributed throughout the water
- Drain plug for easier winterizing.

AUTOMATED CLEANERS

Hayward offers a range of robotic and suction cleaners adapted to different sorts of pool, for efficient, economical cleaning.

Robotic cleaners

AquaVac 500

An entirely new machine heralding the future of pool cleaners. You will be amazed by its refined design – and by just how efficient it is. It is highly autonomous and calculates the shape and size of your pool to clean right up into the corners.

- ✓ Programmable cleaning frequency
- ✓ Anti-tangle cord swivel
- ✓ Highly autonomous thanks to a double drive and traction system

TigerShark

The TigerShark is more efficient, saving you even more time. The rollers loosen the dirt from the pool floor, walls, and steps, and then its powerful water pump vacuums up the debris.

The TigerShark is fitted with an ASCI[®] (Adaptive Seek Control Logic) processor enabling it to calculate and remember the size and shape of your pool and clean every last square inch.

A power-saving programme (on TigerShark QC only) designed using Quick Clean technology delivers time and energy savings.

Its simplified traction system with non-corrosive bearings means the TigerShark is robust, for greater reliability.

It is easy-to-use and completely automatic, with no bag or external hose needed. It switches off automatically on completing its programme.

eVac Pro and SharkVac XL Pilot

These super-high-performance automated machines clean the floor, walls, and water line.

They can be programmed either for a standard or else for a short 90-minute cycle.

- ✓ Efficient thanks to their economy programme (using Quick Clean technology) to rapidly clean the pool and deliver time and energy savings.
- ✓ Versatile:
 - Suitable for any type of floor (flat floor, gentle slope, diamond point, and composite slope)
 - Suitable for any type of surface (liner, polyester, painted concrete, reinforced PVC, etc.).
 - Choice of either a short or a standard programme.
- ✓ Easy to maintain as the filter panel is easy to remove, clean, and put back in place.

eVac and SharkVac

Equipped with the proven technology used in the AquaVac range, the eVac and SharkVac deliver efficient cleaning at an affordable price. Their surprising design conceals a clever concept as their sleek shell houses a system of filtering panels (an exclusive AquaVac patent) for a spotlessly clean pool.

- ✓ Easy to maintain as the upper shell pivots to provide access to the inner machinery
- ✓ Clean the pool in less than 2 hours thanks to their QuickClean technology, delivering time and energy savings.

Suction cleaners

AquaNaut

With their large throats and robust tyres, these high-performance automated cleaners deliver a thorough clean whatever the size, type, or shape of pool. There are two models, a 2-wheel and a 4-wheel cleaner.

Pool Vac Ultra® Pro & Navigator® Pro

Hayward has developed the latest generation of Pool Vac Ultra® Pro and Navigator® Pro on the strength of extensive experience in the field of automated vacuum pool cleaners, drawing on its expertise to offer outstandingly efficient cleaners with a modern design. Pool Vac Ultra® Pro and Navigator® Pro work quietly and smoothly thanks to their hydrodynamic design and impeller propulsion system. Their side wings are designed to improve intake of all sorts of debris (pollen, sand, twigs, leaves, etc.). And in addition to this their exclusive steering system means the entire pool is covered right up into the corners.

Both of these cleaners can be used in all types of pool (concrete, tiled, or liner) thanks to the accessory kits that come included. A pool can be cleaned in two or three hours on average.

- ✓ Quick and easy to install with no tools required since they connect directly to the suction inlet or skimmer socket
- ✓ Easy-to-use with no debris bags to be emptied
- ✓ Practical and efficient with a dynamic design, these cleaners are quite simply the perfect solution for spotless cleaning

DV5000® and DV4000®

Its diaphragm technology allows these hydraulic cleaners to draw in all types of debris, however complex the shape of the pool. Simply connect them to the existing filtering system and they automatically clean the pool floor.

These attractively designed and cost-effective cleaners are installed in a matter of minutes without the need for any tools, and deliver numerous advantages including silent operation.

- ✓ Easy to install in just 10 minutes with no tools required
- ✓ Only one moving part for greater reliability
- ✓ No booster required because they run off any existing filtration system with a pump of 0.75HP or more, thereby delivering energy savings

Scuba – Whaly – Magic Clean

These fun cleaners have been specially designed for above-ground and flat-bottomed pools. They come with SmartDrive® programming for quick and efficient cleaning, covering each square inch of your pool and swallowing everything up, from the tiniest piece of dust to the largest debris.

They also improve water circulation and work like a mobile main drain, churning the water as they move around. That way the pool stays cleaner for longer, and the water remains pure without using too many chemical products.

- ✓ Easy to install in just 10 minutes with no tools required
- ✓ Silent operation

- ✓ No booster required because they run off any existing filtration system with a pump of 0.75HP or more, thereby delivering energy savings

HEAT PUMPS

SumHeat

There are 7 models (both single-and three-phase) in the SumHeat range and they can be installed for pools of up to 160m³. All of the models come equipped with a heating priority function that controls the filter pump to ensure the pool is always at the right temperature.

- ✓ Optimum comfort of usage thanks to their electronic temperature control for greater accuracy and the fact that they make very little noise (due to the SumHeat Silence System).
- ✓ No need to adjust output for they can be installed directly on the water return line without the need for any by-pass*.

*However a by-pass setting is recommended for outputs of over 23m³/h.

EnergyLine Pro

Thanks to the EnergyLine Pro range of heat pumps you can extend the swimming season whilst making savings at the same time. There are nine different models to meet the requirements of all sorts of pool up to 120m³, and their PVC/titanium exchanger means they are compatible with all treatment methods (chlorination or salt regeneration). They come fitted with an electronic touchpad control panel.

- ✓ A double-pass exchanger system to optimise heat transfer and give a COP of 4 or over.
- ✓ Very little noise thanks to the ultra-quiet compressor

The 'All Seasons' EnergyLine Pro is designed to operate at temperatures as low as -12°C, and offers the best heating solution for pools whatever the climate or time of year. The Energyline Pro range is NF and Eurovent certified.

Easy Temp

This new heat pump is specifically designed for small and mid-sized pools. It can be used with all water treatment methods, delivering unbeatable value for money.

The Easy Temp's technical performance will keep your pool warm for a reasonable price, meaning you can enjoy it for longer. The heat pump is reversible and can be used either to heat or cool the water, and comes equipped with an electronic defrost system to operate at outside temperatures as low as -2°C.

- ✓ Relaxation guaranteed. Its ultra-quiet compressor makes very little noise, eliminating any noise pollution so as not to disturb the swimmers
- ✓ Durable and compatible with all water treatment systems, including salt chlorination as the heat exchanger is made from PVC and titanium and so resists extensive exposure to chlorine and salt.

- ✓ Easy to install, use, and maintain thanks to the electronic control panel for simple, high-performance operation.

LIGHTING

LED lights

Hayward offers the widest possible choice of LED lighting to illuminate your pool whilst reducing your energy bill, via its **ColorLogic II** range of coloured projectors and its **CrystaLogic** range of white projectors, together with its **mini-LEDs**.

The new mini-LEDs can be fitted in any shape or type of pool (liner, concrete, or shell) to light specific areas such as steps, cascades, and water features. These mini-LEDs can be perfectly synchronised with other Hayward projectors for harmonious lighting of each part or corner of the pool.

With 7 different colour sequencing programmes (fast rainbow, slow rainbow, slow transition, techno parade (rapid 233 BPM), blue variations, random sequence, and random colours) and 11 different colours (electric white, dark blue, ocean blue, cyan, violet, magenta, pink, red, orange, emerald green, and aqua green) you can choose between classic white lighting or else unique, festive atmospheres and obtain colour effects that significantly embellish your outdoor space.

- ✓ Easy to use – ColorLogic II and Cristal can replace a PAR 56 light bulb in a conventional 300W projector.
- ✓ Economical – because of the technology they use LEDs use a lot less electricity than a conventional projector (about 6 times less).
- ✓ Long service life – thanks to their anodised aluminium body and glass lens they have exceptional longevity (lasting for about 30,000 hours) and are able to withstand the effects of time and corrosion caused by water treatment products.

300W lighting

Incandescent lights provide powerful lighting and incomparable aesthetics. They are anchored by hooks, meaning there are no visible screws and they are easy to maintain.

- ✓ Easy to install thanks to the stainless steel clips or screws
- ✓ Robust and reliable, with the niche made from ABS with internal grooves
- ✓ No heat distortion as the body of the light is reinforced with glass fibre

HYDRO-MASSAGE

The Hayward **Turbo Jet** is a simple, fun accessory that will transform any pool into a place of relaxation and massage.

Its twin venturi system means the Turbo Jet considerably increases water output, thereby creating an air/water massage jet.

It is also very easy to fit in an above-ground pool, taking less than a minute to attach to the water return.

- ✓ Powerful thanks to its twin venturi system doubling the water output
- ✓ Hydro-massage with an air/water mixture

Equipment control

AquaRite +

Hayward is launching an innovative device to control swimming pool equipment (including filtering cycles and water temperature) and manage water treatment (pH levels and chlorine generation).

- ✓ Monitors and manages filtering equipment
- ✓ Continuously treats and regulates water using salt chlorination
- ✓ Remotely controls the installation

HAYWARD'S EXPERTISE AND SUSTAINABLE DEVELOPMENT

Hayward is committed to meeting the environmental need to reduce the consumption of water, electricity, and chemical products. That is why it has worked for many years on how its products can deliver savings. The Naturally Hayward concept was launched back in 2006, and it is a priority of ours to develop products meeting very strict criteria for the consumption of water, electricity, and chemical products.

Manufacturing is also a part of this process – the longer a product lasts, the more its ecological impact is spread over time. Long service life also limits the amount of waste sent for recycling. Thus all Hayward products are designed to consume less, last longer, and be easily recycled.

Each product plays its part in producing an eco-friendly pool:

Reduced water consumption

Using high-capacity filter cartridges means longer maintenance intervals, and significantly reduces water consumption as far less is used for cleaning than with a conventional backwashing system.

Reduced energy consumption

Using Hayward products delivers major savings in all key areas:

- Heat pumps use 1kW of electricity to generate at least 4kW of heat. Hayward heat pumps guarantee a gradual rise in temperature and optimum heat conservation, reducing energy consumption to the absolute minimum.
- High-performance filter pumps and filter elements generate less head loss
- LEDs consume 1/6 of the energy of a normal light

Reduced use of treatment products

The salt chlorinator, when used in conjunction with the Sense and Dispense module, uses very precise doses and only treats the water when necessary. Effectiveness does not come from the amount of product used, but from regular, accurate dispensing. Hayward offers two different technologies, with chlorinators and brominators to continuously diffuse products and a comprehensive water analysis and treatment system using salt chlorination.

Lastly, Hayward provides pool distributors and installers with professional training, teaching them how to repair equipment rather than throw it away. Hayward provides a comprehensive repair pack including all spare parts to encourage them to carry out any equipment repairs, thus reducing waste and protecting the environment.

A STRATEGY BASED ON LISTENING AND ASSISTANCE

Hayward has always been deeply committed to sharing its expertise and providing quality presales support to its trade network and end customers.

New website

Hayward has entirely redesigned its website so as to provide its trade network and end customers with all the information they need. It acts as an information and advice platform, as well as making it easy to find answers to all sorts of questions – be it about building a pool, or about how to improve and maintain equipment:

- ✓ What are the right questions to ask prior to construction?
- ✓ How to go about choosing a filter
- ✓ How to go about choosing a pump
- ✓ Why is the choice of white goods important?
- ✓ What water treatment technologies are there?
- ✓ How to go about choosing the right automated cleaner for your needs?
- ✓ What is the advantage of installing a heat pump?

What with its FAQ section and pool design tool, a newsletter about environmental issues and savings, and a Facebook page to interact with the public, Hayward's online advice and tools help make life easier for pool owners.

A guide for the general public

Hayward has put together a guide for the general public providing objective information about pool equipment. It answers all the questions consumers ask about pools. How does a swimming pool work? What technologies and solutions are available, and what are the advantages and disadvantages of each? How to go about reducing water and electricity consumption and reducing the amount of maintenance chemicals used, etc.

This guide tells people what they need to know about technical constraints and the equipment and technology available for a pool to function successfully. This means they can choose the material they need (their pump, heating system, filtering system, and so on) and

maintain their pool more easily. That way they get the most out of their pool with perfect peace of mind.

Educational videos

Hayward has made a series of highly informative educational videos about precise technical issues:

- How does a swimming pool work?
- Heat pumps
- Variable-speed pumps
- Salt chlorination

These videos are available on the Hayward website and give all the information you need to know to design or maintain a pool, and thus get the most out of it.

Other videos will be added letting everyone in on the secrets behind a successful pool.

The Totally Hayward® trade network programme

In order to ensure that swimming pool distributors benefit from Hayward's expertise and advice, the company has developed a policy of distributing its products via a network of partner retailers in conjunction with a loyalty scheme offering significant advantages. Under the Totally Hayward® programme Hayward provides distributors with a whole range of point-of-sale marketing tools (communication kits, merchandising tools, POS videos, incentive programmes etc.), runs training sessions, and provides them with the full support of its Totally Hayward dedicated sales, marketing, and technical teams.

Nowadays some 3000 pool distributors belong to the Totally Hayward club, and together they have helped millions of pool owners worldwide.

HAYWARD - A FEW KEY DATES

- 1925 Hayward set up by Irving M. Hayward to produce metal flow-control components.
- 1964 Oscar Davis bought Hayward – plastic started being used in pools
- 1969 Quoted on the NASDAQ
- 1974 Move into the European market with a company based in Belgium
- 1975 The first fully plastic swimming pool pump designed
- 1976 Distribution centre opened on the western seaboard in Cerritos, CA
- 1982 Factory built in Pomona, CA
- 1985 Canada Hayward Pool Products Inc set up to expand the company's international presence
- 1987 Acquisition of the Allegheny International factory in King Mountains, NC
- 1989 Acquisition of an assembly factory in Jumet, Belgium, and extension added to its factory in King Mountains, NC
- 1990 Construction of a new assembly and distribution factory in Oakville, Ontario, Canada, and a production factory in Fairfield, CA.
- 1995 Acquisition and extension of a factory in Clemmons, NC
- 1996 Acquisition of IMG/Meridian, an American international distributor of swimming pool products. Acquisition of the exclusive rights to distribute Super Vision International fibre optic lighting products worldwide
- 2003 Acquisition of Eus, a heat pump manufacturer
- 2004 Acquisition of Goldline Controls
- 2006 Acquisition of Aqua-Vac, a manufacturer of electric automated cleaners
- 2007 Construction of a factory in Wuxi, China
- 2009 Acquisition of Summit Pool Heaters
Acquisition of CAT Controllers
- 2011 Acquisition of ClevaQuip
- 2013 Acquisition of Poolvergnuegen

KEY INFORMATION ABOUT HAYWARD POOL EUROPE

Legal status	French société anonyme
Address	1070 Allée des Chênes CS 20054 SAINT VULBAS 01154 LAGNIEU Cedex France
Telephone	+33 (0)4 74 46 24 70
Fax	+33 (0)4 74 46 24 87
Website	www.hayward.fr
Founded	1974
Managing Director	Géry Hayart
Payroll	60 employees

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Commentaire [1]: Souhaitez-vous
remplacer par : [http://www.hayward-
pool.co.uk/](http://www.hayward-pool.co.uk/) ?