



**HAVILAND  
PRODUCTS  
ARE BUILT  
IN THE USA  
BY  
EMPLOYEE  
OWNERS.**

**Everybody  
and  
Every body  
of  
water  
is unique.**

Talk to your pool professional  
or contact:  
[marketing@havalandusa.com](mailto:marketing@havalandusa.com)  
to get the most out of your  
pool this season



**DON'T ASK WHAT YOUR CHLORINE  
CAN DO FOR YOU**

**ASK WHAT YOU CAN DO FOR  
YOUR CHLORINE!**



Pool sanitizers are in higher demand  
than ever before.

Don't worry. We can all do our part to ensure  
everyone has a clean and safe pool.

**3 WAYS TO USE  
30% LESS SANITIZER**



# BALANCE

**Sanitizers work better in balanced water.**

**Borates keep water balanced,** keep filters clear, and some borates are approved by the EPA to prevent algae. Adding borates to your pool routine will help to keep your water balanced and allow you to **maintain a lower chlorine residual.**

**BORATES  
MAKE IT  
BETTER**



<https://www.havilandpool.com/pages/borates-make-it-better>  
*Scan QR code or follow link to learn more*



# CLEAN

**Circulation and Filtration clear the way for sanitizers.**

We call this **Cleanation.**

The physical cleaning of surfaces along with proper circulation and filtration are way more important than you think.

By maintaining the hygiene of your pool water, surfaces (and swimmers), you'll see an amazing reduction in chlorine demand.

**Your water is only as clean as your filter.  
Keep it clean and supercharged!**



# REMOVE

**For clean water, remove the yuck you can't see.**



Enzymes break down the bonds of oils and sweat to keep sanitizers free to do their job.

**Phosphates are bad for pool water.  
Keep them in check.**

You can't remove what you can't filter.  
A good clarifier is worth its weight in gold.



**A change in pH of 1.0 will change the sanitizing efficiency of chlorine by 40%!**

**IMPORTANT STEPS:**

pH:	7.2 – 7.6
Total Alkalinity:	80 – 120 ppm
Calcium Hardness:	200 – 400 ppm
Borates:	30 – 50 ppm

**IMPORTANT STEPS:**

- Surface Skimming – Daily
- Empty Skimmer Basket – Daily
- Brushing & Vacuuming – Weekly
- Filter Clean – Monthly

**Run filter at least 12 hours a day.**  
Variable Speed Pumps (VSP) are designed to use less electricity.

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