



January 2017

Greetings from PoolCo USA,

We are pleased to announce the 15th year anniversary of our distribution warehouse facility serving the Midwest. Our large selection, well stocked year-round inventory and in-field experience has positioned us to enter market areas throughout the Midwest. Our cash & carry program is providing a huge savings to our dealers. With my 43 years of experience in sales, construction, and wholesale swimming pool marketing, we are in a unique position to assist all dealers, especially new business startups. We have the years of experience in every area of their endeavor. Many sales representatives and even distribution managers have never installed a pool or may have no prior experience within our industry. However, all of our sales staff and even our warehouse workers have expertise in both service and installation of pools. You will find that we are able to help you in whatever growth stage you are in.

We hope that we will be able to make your business transactions with us more profitable, efficient and enjoyable. If there are any questions, please contact the customer service department or feel free to call me personally on my cell (**574-536-5681**) for additional information or after hour emergencies. As you look through our catalog you will find some new additions. We are restocking products formerly known as the *Jacuzzi* product line manufactured for many years by *Carvin Pool Products*. This old well recognized line of dependable pumps, filters and lights are now available and stocked including the extremely dependable *Magnum* pump and easy to service *Full Moon* light. We also have **thousands** of **190+** cartridge types **in stock**, possibly the largest Midwest inventory. We have replenished our stock on liner vacuums and the *Cyclone* three stage high performance blower with winterizing performance second to none.

Fortunately for last season, we experienced small or no price increases and for the upcoming season pricing has stabilized. Exceptions are anything related to motors, pumps and solar in which pricing historically increase above the rest. However, we will always try to keep our prices the same throughout the year including during times of economic uncertainty. When we experience in season price increases, we usually try to pass them on in the next season's pricing. However, in rare occasions we reserve the right to pass on any substantial increases that we cannot absorb. We also stock 90° fiberglass corner stairs with matching 2' in-wall ladders in **grey marble** fiberglass at **no extra charge** for this season only while our supply lasts! They are beautiful and very strong and an economical way to get color. As a reminder for the commercial builders we stock ADA commercially mandated pool lifts for the handicapped. We wish you all a successful and profitable 2017 season and we hope to hear from you soon.

Sincerely,

A handwritten signature in cursive script that reads "Gary Rogel".

Gary L. Rogel
General Manager