



Retailer Manual

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Ionized mineral water in your pool or spa – the ClearBlue Advantage

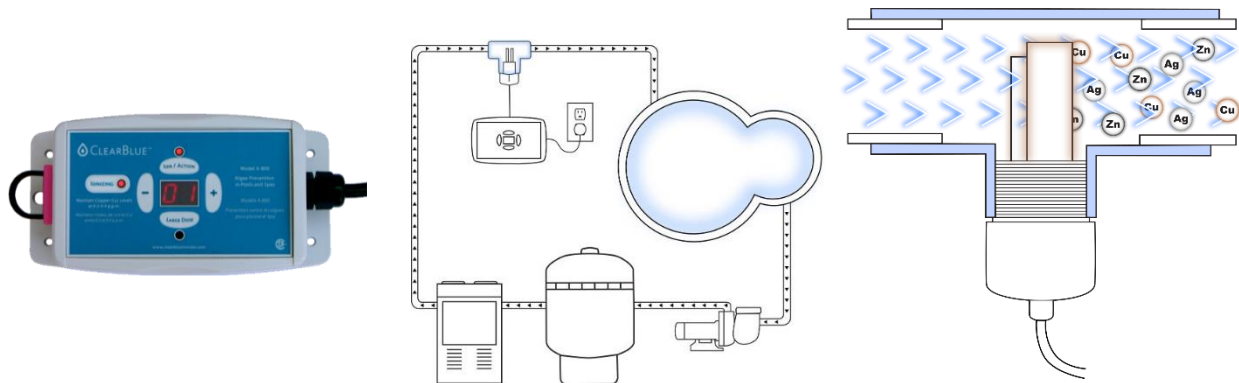
ClearBlue releases microscopic mineral ions into your pool or spa which control bacteria and algae. This allows you to safely reduce the chlorine concentration.

ClearBlue mineral ions are completely harmless, so you don't get the smell or the drying, itching, and fading effects of traditional chlorine pools.

ClearBlue minerals give the water a soft feel like salt, without the corrosion. The ions don't affect pH which can be hard to manage with salt pools. Whereas a salt chlorinator cell needs to be cleaned once a year with harmful muriatic acid, the ClearBlue mineral cells can be replaced in seconds with no risks or hassles.

The ClearBlue Ionizer costs less than a salt chlorinator and ClearBlue mineral pools are less expensive to maintain than traditional chlorine or salt pools.

How it Works

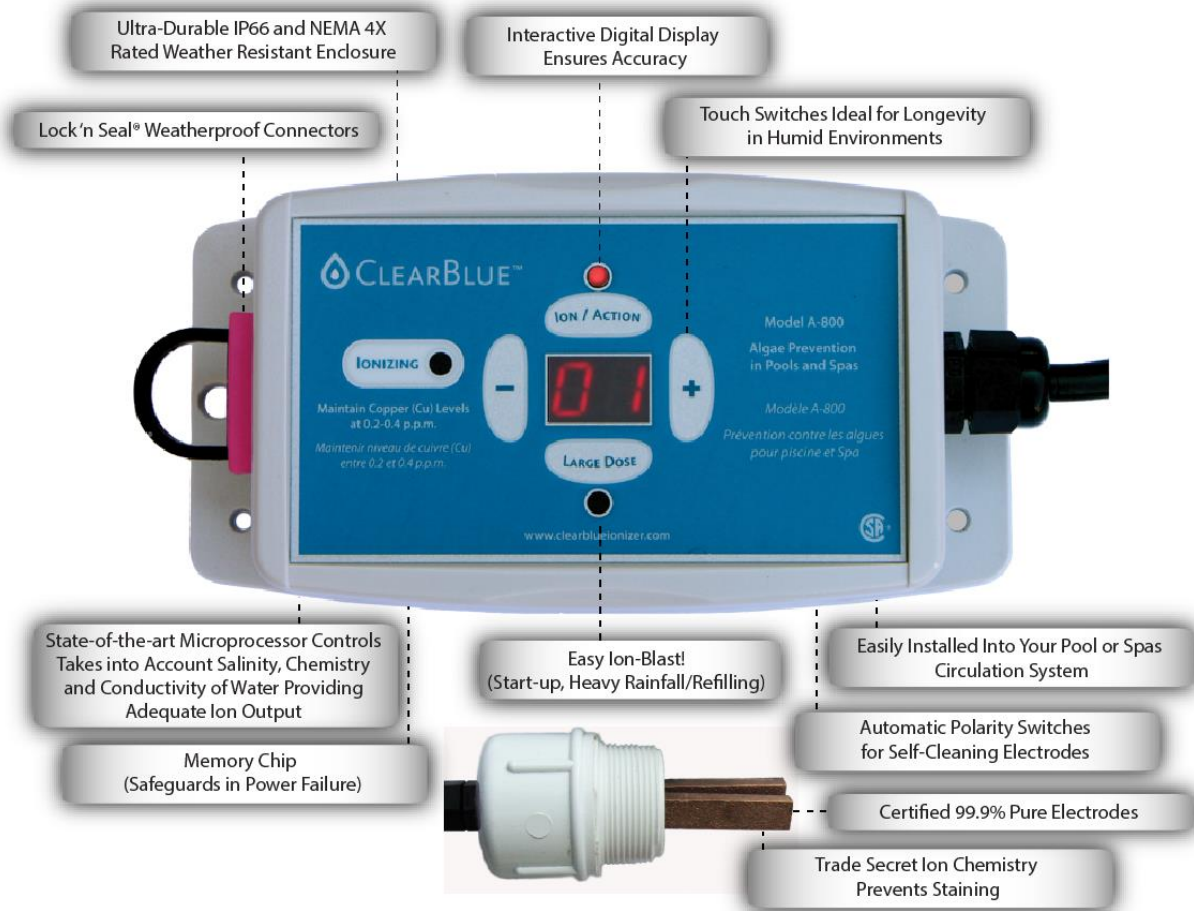


ClearBlue adds microscopic mineral ions to the water consisting of silver, copper and zinc. It does this by conducting a weak electrical charge inside the mineral cell across a set of electrodes that are added to the plumbing with a tee. As the electrical charge conducts through the water from one electrode to the other, the ions are released into the water.

Copper ions are extremely effective at controlling algae. Silver ions fight bacteria and viruses. Zinc is good for the skin and helps control algae. A secondary benefit of zinc is that it keeps the ions in solution and prevents them from collecting on pool and spa surfaces.

Over time, the mineral cells wear down as the material is released into the pool. They need to be replaced every one to three seasons, depending on the size of the pool. In a spa, they will last several years.

Features and Benefits



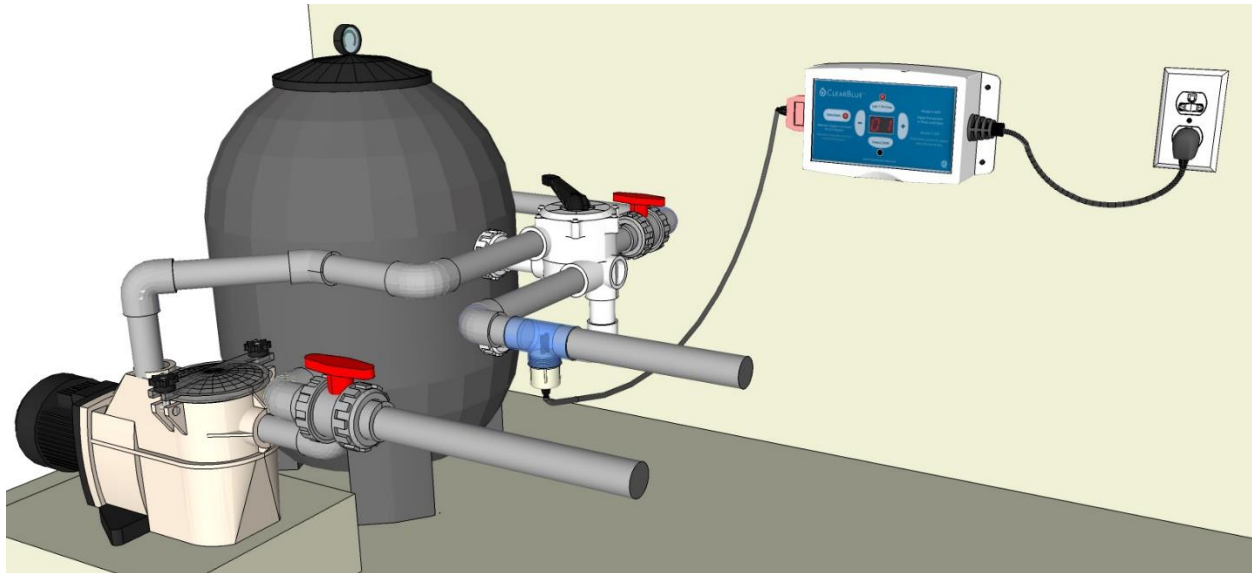
Digital control gives you consistency and precision, so you can be confident that our settings are correct for all water types and the ion release is precisely aligned with the settings in all waters. This means less headaches getting it set up right for your customers.

Installation

The ClearBlue tee is glued into the plumbing at the end of the return line. The tee should be installed horizontally as shown and the electrode bars must be oriented such that the water flows between them. This is so the bars wear evenly.

If you cannot install the tee horizontally, this is okay. However, it is critical that the tee is always full of water to ensure that the cell can release the minerals.

It is important to plan the installation of the tee and controller so that the cables reach. The power cable on the controller is 6 ft and the mineral cell cable is 4 ft. The power cable can be extended with an extension cord if needed because the maximum power draw is 2A. There is also a 10 ft extension cable available for the mineral cell if needed.



Advantages of ClearBlue for Pool & Spa Retailers

Mineral pools are the 'next big thing'. They are simply better than salt or chlorine pools.

New and Better

- Newest way to sanitize the pool
- More complete than UV and Ozone
- Something different that helps you sell more pools

Easy to Sell

- Good margins with MAP protection
- Online traffic from our website dealer page
- Good online marketing and five-star reviews to help with buying decision
- ClearBlue 'Mineral Pools' sells well against 'Salt Water Pools'
- Safe for Doughboy and all steel-based pools
- Customers keep coming back for mineral cells and chemicals

Customers Love It

- Easy to use
- Water stays crystal clear all summer long
- Less chlorine than salt or chlorine pools - no chlorine smell
- Soft water, especially if used with borates
- Excellent track record with testimonials
- Customers tell their friends and neighbors – spreads by word of mouth

No Risk

- Excellent technical support for your sales and service people

- Excellent warranty handled directly with ClearBlue via toll free number
- Precise mineral output and zinc ensures no staining
- More automated than mineral cartridges – set it and forget it – no flow requirements
- Safer than mineral cartridges because you can test the ion level
- Less complaining about pH issues than salt
- No risk of corrosion to equipment or damage to decks, landscapes, etc.
- No risk of fire or explosion
- No toxic materials – 100% safe
- CSA, PMRA, EPA registered
- 10+ years on the market
- Forward thinking company with young ambitious owners
- 6 month money back guarantee on unsold inventory – guarantees 100% return on your investment in 6 months or your money back

Advantages of ClearBlue for Homeowners

ClearBlue mineral pools have advantages over traditional chlorine and salt pools across four areas:

- 1) Health and Safety
- 2) Convenience
- 3) Economics
- 4) Property and Environment

Health and Safety

- Lower chlorine and cyanuric acid (CYA)
 - Chlorine level of 0.5ppm which is in the 0.2 to 1ppm range allowed in drinking water
 - No chlorine smell
 - No drying or fading effects on skin or hair
 - No burning eyes
 - Lower CYA stabilizer because less chlorine required
- Silver and copper have been used for centuries for eating utensils, cleansing and curing infections
- Zinc is good for the skin and used as a treatment for skin ailments
- No toxic materials (as opposed to mineral cartridges which have toxic contents that are harmful or fatal if swallowed)
- No dangerous components
- Less deadly muriatic acid needed for pH balancing or maintenance
- No flammable gasses or explosions under any circumstances
- Ions are stable in water and will keep protecting, even if chlorine has dissipated through burn off, neglect, scaled salt cell or rising pH

Convenience

- “Set it and forget it” digital controller
- No super-oxidization required (as opposed mineral cartridges which need to be activated)
- No effect on pH and less pH balancing chemicals
- No fading of liners or bathing suits
- No balancing free chlorine and cyanuric acid
- Works with any brand or style of chlorine or bromine
- No lugging huge bags of salt
- No algae blooms if mineral levels are maintained - never need to add algaecide
- Don’t need to clean components with deadly muriatic acid
- Easy to know when the mineral cells are ready to be replaced – no guessing or waste (unlike mineral cartridges which is ‘every 6 months’) – look through clear tee or check the *Ionizing* light on the controller.

Economics

- Save money on chlorine and other chemicals
- Less expensive initial start-up than salt systems
- Mineral cells are less expensive than salt cells
- Very low electrical costs
- No flow rate requirement or minimum pump usage requirement
- Prolongs the life of salt cells if added to salt pools
- No damage to equipment or landscape

Property and Environment

- Minerals are less harmful to the environment than chlorides from salt pools
- Less chlorine means less handling of toxic chemicals
- No need for muriatic acid to clean cells as with salt systems
- Doesn’t corrode decks or equipment
- Safe to drain on your lawn - doesn’t kill plants, poison soil or damage landscaping like salt
- Safe to drain pools in municipal drains in some jurisdictions
- Much less waste than mineral cartridges

Bonus

- 10% of ClearBlue profits are donated to initiatives that preserve and restore the world’s oceans and beaches

When to Introduce ClearBlue

The best time to introduce ClearBlue is when you are delivering a new pool or spa. The overall cost seems lower compared with the cost of a new pool or spa.

Another good time to introduce ClearBlue is when customers come in looking to replace the cell for their salt chlorinator. The ClearBlue system is roughly the same price as a salt cell and will save the customer money in the long term. A salt pool can be converted to a ClearBlue mineral pool at any time by simply adding the ClearBlue system and maintaining 0.5ppm of chlorine with chlorine tablets.

The “Pat King Pitch”

Pat King from Leisure Industries in Oakville, Ontario was one of the first retailers to find success with the ClearBlue Ionizer. He sought an alternative to salt systems in the mid noughties after problems with corrosion and an instance where the salt chlorinator caught fire.

Since discovering ClearBlue, Pat and Leisure Industries have had tremendous success with the system and they have been recommending it to their customers for almost 10 years.

The “Pat King Pitch” starts by looking back at the history of pool and spa sanitizers. He starts in the 60s with liquid chlorine and works his way through granular chlorine, bromine, chlorine tablets, salt systems, ozonators, and finishes with ionization as the newest and best method for pool and spa sanitation.

The full “Pat King Pitch” can be found on YouTube: <https://www.youtube.com/watch?v=0T-aRQtQXFg>

Chemicals

ClearBlue does not oxidize organic material, so it must be paired with a chemical oxidizer. Most retailers recommend a stabilized trichlor tablet and a weekly shock treatment for optimal water quality and clarity.

Retailers and customers in Canada have had success with the Super Z Pucks and S.W.A.T. products from *Sani-Marc*. *BioGuard* Power Pucks and Smart Shock are good alternatives if you carry their line.

In the US, retailers and customers have had success with the *Poolife* line of chlorine and shock.

If you do not carry *Sani-Marc*, *BioGuard* or *Poolife* products, any stabilized chlorine tablets and shock treatments from your preferred chemical vendor will work.

You should never need to use an algaecide on a ClearBlue mineral pool because the minerals are very effective at controlling algae.

Service, Maintenance and Support

Installation

The ClearBlue Ionizer system can be installed on a pool by a trained professional in about 30 minutes. It can take 60-90 minutes on some spas where the plumbing is hard to access.

Please see the ClearBlue Operating Manual for detailed instructions on installation and configuration.

Opening and Closing

Opening and closing a ClearBlue pool is generally the same as with a traditional chlorine or salt pool. Some retailers recommend adding an algaecide to the pool when opening. With ClearBlue, the mineral ions stay active in the water for most of the winter and continue to control algae. Adding algaecide to a ClearBlue pool is typically not required, but it can be used if necessary.

Use a Sequestering Agent at Your Discretion

A sequestering agent such as a stain and scale remover will conflict with the ClearBlue system. These chemicals remove the mineral ions from the water, along with the iron, calcium and other contaminants.

For pools or spas that are filled with well water, we recommend using a pre-filter that attaches to the hose used to fill the pool. These filters will remove contaminants at the source, so a chemical is not required to remove them once they are in the pool or spa.

Example pre-filters can be found here:

<http://www.hydropuretechnologies.com/shop/metaltrap-filters-available-3-sizes/>

If a sequestering agent is used, it will not damage the ClearBlue system. However, it should not be turned on for about a month while the sequestering chemicals filter out of the pool because the mineral cell will be wasted during this time.

Support

Some of the typical customer questions and responses are as follows.

How long do the mineral calls last?

Mineral cells will last one to three seasons in a pool, depending on the size and usage. The first cell typically wears quicker because the ions need to build up in the water. The ions are stable in the water, even over the winter, so subsequent cells will last longer.

Note: It is advisable to sell an extra mineral cell with the A-850 model for pools above 25,000 gallons / 95,000 liters and inform the customer that the first one will go quicker.

Cells will last 2-3 years in a spa or hot tub.

How do I know the ions are working?

The system includes an ion test kit. Ion levels should be tested regularly by following the instructions with the kit to ensure that the level is maintained between 0.2ppm and 0.4ppm. When the ions are in this range, you know they are working and the chlorine concentration can be reduced to 0.5ppm

How much chlorine should I use?

Once the ion level has reached 0.2ppm, you can reduce the chlorine concentration down to 0.5ppm. The rule of thumb is to add one 3" stabilized chlorine tablet to the pool once a week on a large pool and once every two weeks on a small pool. The customer should test the chlorine level regularly to ensure it is around 0.5ppm.

My ion level is not reaching 0.2ppm – what should I do?

There are four typical reasons for this:

- 1) They have not set the Ion Action and Large Dose settings correctly
- 2) They have not waited long enough (typically 7 to 14 days)
- 3) They have their ClearBlue controller on a timer and it is not powered up all the time (it should be on 24/7)
- 4) They are reading their ion level incorrectly or using the test kit incorrectly

Additional troubleshooting for ion levels can be found on our website:

<https://www.clearblueionizer.com/topic/i-cant-get-the-copper-ion-level-to-increase-to-0-2ppm/>

There is a leak around the mineral cell. What should I do?

If there is leaking around the mineral cell, it usually means that there was not enough Teflon tape wrapped around the threads. Turn the water flow off and unscrew the cell. Completely wrap all the threads with Teflon tape and screw it back in. This will fix most leaks.

If the Teflon tape is not working, you can also use a soft silicone sealant. Note that this will make the cell harder to remove when you need to replace it.

There could also be a leak in the joint between the tee and the rest of the plumbing. Inspect the joints and re-glue the tee if necessary.

Is there a warranty on the ClearBlue system?

There is a five-year warranty on the electronic ClearBlue controller. Customers can contact us directly with warranty issues related to the controller. We prefer to handle the warranty work directly because we can repair most problems. However, if you prefer to swap a defective unit for a new unit, or your customer insists, this is fine.

We will repair or replace a defective controller within 15 business days and we pay the shipping costs.

There is no warranty on the mineral cells because they are designed to wear down over time as the minerals are released. However, if there is a visible defect in the cell assembly, or if there is uneven wear on the electrodes due to a fault in the controller, we will replace it.

Additional questions and answers can be found on our website under FAQ and Help:

Frequently Asked Questions (FAQ): <https://www.clearblueionizer.com/en/faq/>

Help: <https://www.clearblueionizer.com/en/help/>

Comparing ClearBlue with Other Pool Systems

ClearBlue Mineral Pools vs. Salt Water Pools

Salt chlorinators caught on because people liked the idea of ‘salt water’ which sounds like a healthy alternative to chlorine. While it is common knowledge in the industry that salt pools are just another way to deliver chlorine, the public at large is not aware of this.

A great way to open the conversation about ClearBlue, especially if a customer asks for salt, is to inform them that salt is chlorine. Salt (sodium chloride) is the most abundant form of chlorine on earth.

You can explain how the salt chlorinator converts salt in the water to liquid chlorine – while constantly raising the pH in the process.

According to the EPA and Health Canada, mineral pools are the only type of pool where you can safely reduce the chlorine concentration.

Maintenance

Rising pH is a maintenance issue because you must constantly monitor it and add chemicals to control it. While this burden can be tedious, another concern is that the effectiveness of chlorine decreases dramatically as pH increases. Per the California Polytechnic State University’s National Pool Industry Research Center, “at a pH of 7.2, chlorine is 65 percent effective; at 7.8, 32 percent effective; and at 8.0, 20 percent”.

This means that if you are not constantly testing and correcting pH, the chlorine in the water is not killing the bacteria and viruses in the water which can lead to infections and illness. The study goes on to say that “once-a-week testing and adjustment is not enough to maintain proper pH levels.”

Usually pH is balanced with muriatic (hydrochloric) acid or other hazardous chemical. These hazards will need to be kept somewhere in your home which is dangerous to your family.

The other maintenance drawback of salt is the need to clean salt cells. This is typically required once a year to ensure that scale buildup is removed so the cell can continue to generate chlorine. Hazardous muriatic acid is usually required for this task as well.

ClearBlue mineral pools are very low maintenance.

The ClearBlue controller adds a precise amount of mineral ions to the pool per a digital setting that corresponds with the volume of the pool. Once you have verified the ion level is correct with the ion test kit, you never have to touch this setting again.

The general rule is to add one chlorine tablet to the pool once a week on a large pool (up to 40,000 gallons / 150,000 liters) and once every two weeks on a smaller pool (up to 25,000 gallons / 95,000 liters).

ClearBlue has no effect on pH. While it is still recommended to test the pH regularly to maintain it in the 7.2 to 7.6 range, you will not need to add chemicals to adjust pH as often.

Cost

ClearBlue costs less up front than most salt chlorinators. ClearBlue mineral cells need to be replaced every one to three seasons at a cost of \$120 - \$140 for the customer. This is a lower cost overall than replacing salt cells every three to five years.

Salt chlorinators can add a significant cost to pool and spa ownership if it is combined with other equipment that is not designed for salt water. Salt will rust any equipment that has a steel base and some manufacturers will void their warranty if their equipment is used on a salt pool or spa.

Leaks on salt pools can also cause the pool frame to rust which is very expensive to fix.

Salt water splashed from the pool can be corrosive to stone, tile, ladders, diving boards and patio furniture.

Water drained from a salt pool is poisonous to plants and soil so it can damage your lawn, flowers and landscaping which adds expense.

ClearBlue mineral ions are completely safe for all equipment, accessories and landscaping, so you will never have these additional cost considerations.

Health

Mineral pools are healthier than salt water pools. This is primarily because mineral pools have less chlorine than salt pools. Chlorine levels in a salt water pool is typically maintained at 1-3ppm whereas chlorine in a mineral pool can be reduced to 0.5ppm. This represents at least a 50% reduction in chlorine and as much as 90%.

With salt pools, it is critical that the pH be maintained between 7.2 and 7.6 so that the chlorine in the water is working effectively. Salt chlorinators have a tendency to increase the pH of the water and if it gets too high, the chlorine will not work. This can leave your pool in an unprotected state that can lead to infection and illness.

ClearBlue mineral pools also contain silver which is a natural agent for controlling bacteria and viruses. Silver is used in bandages to prevent infection and is known to be good for the skin. Zinc is also used as a treatment for skin ailments such as eczema and psoriasis.

ClearBlue Mineral Pools vs. UV/Ozone

ClearBlue can be used with UV and Ozone. However, you can also maintain a pool with one or the other, along with a reduced amount of chlorine. Here are some points comparing ClearBlue to UV/Ozone:

- 1) The primary battle in a backyard swimming pool is keeping algae away – nothing is more effective at controlling algae than mineral ionization
- 2) ClearBlue works all the time – even if the pump isn't running. Again, this makes it more effective at controlling algae, even if pump isn't running and chlorine burns off
- 3) ClearBlue costs less up front and has lower maintenance cost than most UV/Ozone systems
- 4) For the bacteria in a backyard swimming pool, the chlorine in the water is more than enough to handle it – you need 0.5ppm for either minerals or UV/Ozone
- 5) 'Mineral Pool' sounds better than 'UV Pool' or 'Ozone Pool'

UV/Ozone are very effective in public swimming pools where you have a lot of different people using the pool, and the filtration system is always running.

But – for a backyard swimming pool, the thing your fighting most is algae and minerals are a completely natural and extremely effective way to do this.

ClearBlue has a better story for the end customer ("Mineral Pool"), provides a better water quality with less maintenance, and is better value than UV/Ozone.

ClearBlue Mineral Pools vs. Traditional Chlorine Pools

The biggest difference between a ClearBlue mineral pool and a traditional chlorine pool is that chlorine pools require a higher chlorine concentration. For a residential chlorine pool, the chlorine level must be maintained at 1ppm to 5ppm. With ClearBlue, you can reduce this down to 0.5ppm. This higher concentration in a chlorine pool can give the water a 'chlorine smell' and can cause dry skin, burning eyes and faded bathing suits.

ClearBlue pools do not need algaecide and usually do not need pH balancing.

Since ClearBlue pools require less chemicals, they are lower cost to operate over time. There is also less maintenance required because you spend less time balancing chemicals. The mineral cells need to be changed every one to three seasons, but this is a five-minute task.

ClearBlue Mineral Pools vs. Mineral Erosion

ClearBlue and mineral cartridge systems both add minerals to the water to reduce the amount of chemicals required. In both cases, the reduction in chlorine can be stated as 50%. In precise terms, you can reduce the chlorine to 0.5ppm in a mineral pool, whether the minerals are produced from ionization or mineral erosion. Whereas mineral cartridges sometimes suggest using their branded chlorine packs, ClearBlue is compatible with any chlorine or bromine product. This allows you to run your own chemical program while offering the ClearBlue system as a value-add with the initial pool installation.

With ClearBlue, the margin for the system sale is greater up front than the mineral erosion systems. The initial MSRP price for the systems range from \$695 for the A-400 Spa Model to \$1,095 for the A-850 40,000 gallon pool model.

ClearBlue mineral cells will last approximately 1 to 3 seasons, whereas mineral cartridges must be replaced every 6 months. The cells are visible in the tee, so you can see how much material is left and know when to change them. There is also an 'Ionizing' light on the controller that confirms that the system is adding minerals to the water. The ClearBlue mineral cells can be added to your chemical program to increase the recurring revenue from each customer. The replacement cells retail for \$120 - \$140.

ClearBlue adds pure silver, copper and zinc in a proprietary formulation that maximizes the algacide and bactericide effects while preventing staining. The mineral erosion systems use a chemical compound that adds more than just the pure minerals to the water.

The ClearBlue package includes a LaMotte Copper Test Kit. This allows the home owner to test for the minerals in the water and be confident that they are in there and working. The mineral cartridge systems do not have any way to test for minerals. The copper test kits add to your chemical program and recurring sales.

ClearBlue protects retailers with strict Minimum Advertised Pricing (MAP) so customers can not buy the system for less than the MAP price online. This guarantees that your selling price will be the same or lower than any online source.

About ClearBlue

ClearBlue Ionizer started as a division of Argenia Systems Inc. in 2004. We have been offering our ionization system to pool and spa retailers all over the world since then.

In 2017, due to increased demand, ClearBlue Ionizer Inc. spun out of Argenia as an independent company.

We are passionate about mineral pools and ionization and we are happy to answer any questions or concerns you have.

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