

The most **trusted** name in  
**solar** pool heating



LIVE GREEN. SWIM WARM.

Company Overview & Dealer Opportunities





**Thank you for your interest in Aquatherm Industries.** For 25 years, we have defined ourselves as a “customer-intimate” organization; focusing on delivering what our customers are asking for, not short-sighted market trends. We firmly believe that heating a swimming pool with a fossil fuel heater is a luxury that we can no longer afford.

**Why should you do business with us?** It’s been said, “people don’t buy what you do, they buy why you do it.” Every day, we wake up with a sense of why we come to work: to provide value to our customers; to inspire those seeking inspiration; to encourage and develop an entrepreneurial spirit; to be part of something bigger; and to make a contribution to the communities in which we live.

As an ISO 9001:2008 Registered Company, Aquatherm is committed to continual improvement in everything we do. The work we’re doing right now is better than the work we did a year ago, and the work we’ll be doing in the future will be even better than the work we’re doing today.

**Are we better than our competition?** If you believe what we believe - that a manufacturer should provide value to you, help you grow your business to the level you want it to be, and give you the opportunity to be part of something bigger – then we’re better. If you don’t believe what we believe, then we’re not better. Our customers don’t buy what we do, they buy why we do it.

Aquatherm does not pursue one-time transactions, but cultivates long-term relationships between ourselves and our customers. Together, we specialize in satisfying unique needs which, often by virtue of our close relationships and shared intimate knowledge, we are able to satisfy.

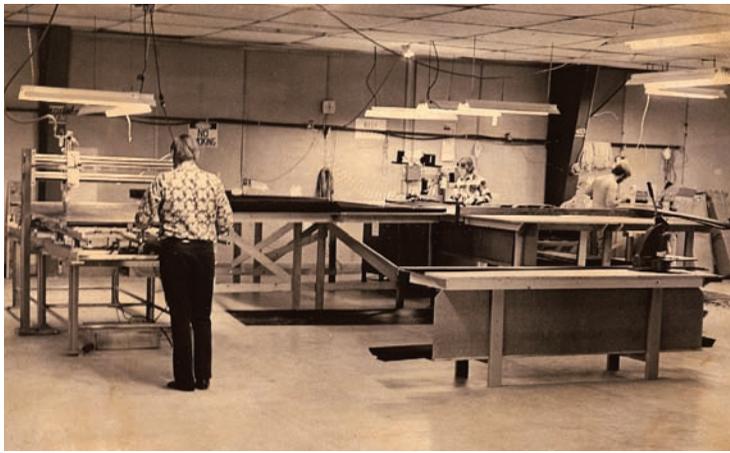
Our goal is to find customers who believe what we believe, and work together so that we can all succeed. We’re looking for people to stand shoulder-to-shoulder with us in pursuit of the same goal.

Aquatherm is the largest U.S. manufacturer of solar pool heating systems, and the preeminent leader in polymer technologies for solar heating applications. Our core competency is the marketing, sales, and manufacturing of low-temperature solar thermal collectors for use on residential and commercial swimming pools.

If you believe what we believe, then allow me to personally welcome you into The Aquatherm Network.

Dave Sizelove, President  
Aquatherm Industries, Inc.





**Above:** From humble beginnings - collector production line, circa 1977  
**Left:** Today - our 50,000 square foot facility in Lakewood, NJ

# The Aquatherm Story

*“Our goal was never to be the biggest... just the best at what we do.”*

*- Dave Sizelove  
 Co-Founder, President & CEO*

**40** years ago, a small group of entrepreneurs had a thought; that someday, heating a pool with a conventional fossil-fuel heater would become a luxury we can no longer afford. But as most pool owners will tell you, an unheated pool is an unused pool.

The group immediately began work on what would become the **Solar Industries Solar Pool Heating System**, a long-lasting, cost effective polymer solar heater for swimming pools.

With its unique design, the SI Collector received the first patent ever awarded for a “sun-tracking tube-and-web polypropylene solar collector.” Modern Plastics Magazine heralded the design and manufacturing process as a “new concept in the use of polymer for such an application.”



**Today, Aquatherm Industries** is an ISO 9001:2008 Registered Company, and has grown to become the most trusted name in the solar pool heating industry. All material is processed and assembled under one roof at our **50,000 square-foot facility** in Lakewood, NJ. This “pellets to pallets,” vertically-integrated approach gives us total quality control, and assures collectors and components of the highest performance and quality.



## The Proof is in the Pellets!

Aquatherm only uses pre-compounded resin in its collectors. This ensures even distribution of protective anti-oxidants like carbon-black, which maintains performance year after year and prevents collectors from fading over time.



**Our success** has been built around the strength of our international network of Dealers and Distributors. Our solar heating systems can be found on over 1,000,000 pools around the world, helping pool owners to maximize their season - as well as their investment - in a swimming pool.

*Aquatherm is a proud member of these industry associations:*





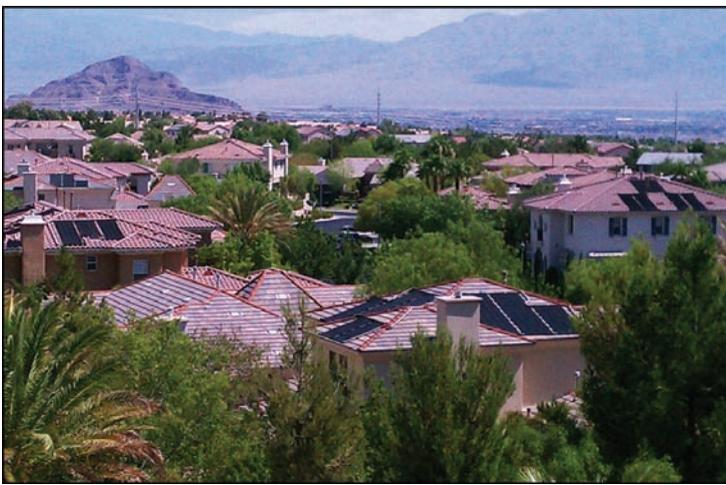
**aquatherm**  
INDUSTRIES, INC. ©

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# The Market

*“Solar pool heating is the most cost-effective use of solar energy.”*

*- U.S. Department of Energy*

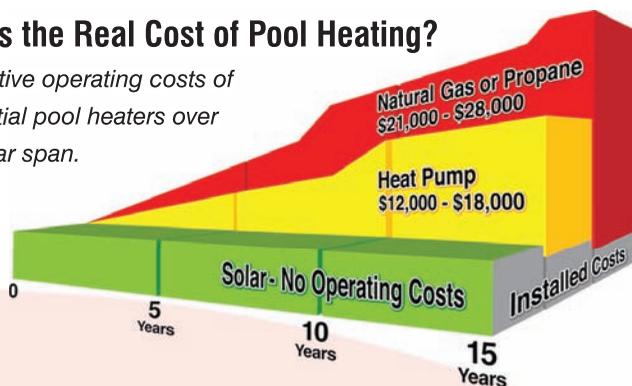


**Above:** Aquatherm Solar Pool Heaters in a Las Vegas suburb  
**Left:** Ecosun System at Eglin Air Force Base in Valparaiso, FL  
**Inset:** Solar Industries System at Moody AFB in Valdosta, GA

**Around the world, there are over 15,000,000 residential and commercial swimming pools** - over half of which are located in the United States. Residential pool owners are looking to maximize their investment by swimming earlier in the spring and later into the fall. However, gas and electric heaters are costly to operate and repair, contribute to pollution, and consume our limited supply of natural resources.

## What's the Real Cost of Pool Heating?

*Cumulative operating costs of residential pool heaters over a 15-year span.*



Solar is the most cost-effective form of pool heating, with no additional operating costs, low maintenance, and an endless supply of free heat from the sun. Solar can act as a standalone heater or in conjunction with an existing heater as a **hybrid heating system**.

Every year, nearly 140,000 solar pool heating systems are sold to pool owners who want safe, efficient solar pool heating. That's a **\$500 million annual market** you can be a part of!

**Commercial swimming pools** like those at hotels, resorts, apartment complexes, HOAs, health clubs, camps and schools are perfect candidates for solar pool heating, since owners and operators have no choice but to keep their pools at a comfortable temperature. According to industry statistics, **two-thirds of the commercial pools worldwide have either seasonal or year-round heating loads.**

Most of these pools are heated with fossil fuels such as natural gas, propane, or heat pumps. This increases the U.S. dependence on imported fuels and pollutes the air. Furthermore, fossil fuel prices fluctuate significantly and are expected to rise over the next decade.



Solar pool heating systems can provide a clean, domestic and affordable way to reduce the monthly energy bill for heating commercial swimming pools.

Aquatherm was the first U.S. manufacturer of solar pool heating systems to be listed by the National Sanitation Foundation (NSF).



The NSF Standard 50 requires a product to meet a set of strict **safety, durability, and toxicity criteria**, and is mandatory for commercial and recreational pool products in most of the United States.



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**Above:** Proud owners of an Aquatherm solar-heated pool near Atlanta, GA

**Left:** Solar extends the season of a negative edge pool in Roseburg, OR

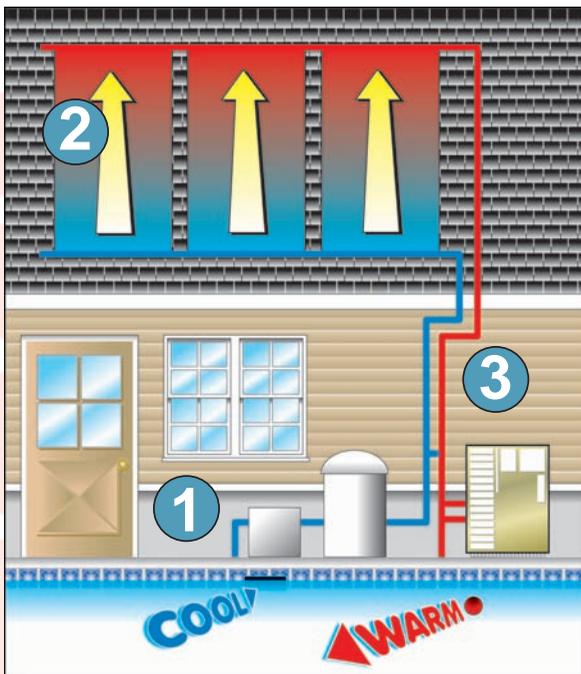
# Simple, Dependable and Affordable

*“No more gas bills,  
and lot’s more swimming!”*

*- Mr. M.E. (Las Vegas, NV)*

**A properly-sized solar heating system** will raise an unheated pool’s temperature 10-15 degrees Fahrenheit, extending (and often doubling) the length of the season.

- 1** The user selects their desired high-limit temperature on the system’s automatic control.
- 2** Using the pool’s existing pump, water is diverted to the collectors where it is heated by the sun.
- 3** The warm water returns through existing plumbing, and the cycle continues till the pool owner’s desired temperature is reached.



*Diagram showing basic system plumbing*

**Installation is simple**, and takes an average-sized crew about one day to complete. Collectors are generally installed on the roof, but can be placed anywhere that receives constant sunlight. Systems are mounted using heavy-duty stainless steel mounting hardware and our polypropylene-coated stainless steel strap.

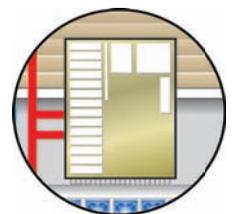
Though average installed system costs are comparable to that of a conventional gas heater, we can guarantee your customer will never get a utility bill from the sun!

## **NSF-listed for Safety and Durability**

Aquatherm is the only U.S. manufacturer of solar pool heating systems to meet the strict safety, durability, and toxicity standards of the National Sanitation Foundation (NSF). All system components have passed rigorous testing by the NSF to ensure “collectors and fittings will not rupture, burst, leak, or sustain permanent deformation at various working pressures and temperatures.” Furthermore, materials testing is based on US EPA drinking water standards.

## **Hybrid Solar Pool Heating System**

Solar can also work alongside an existing conventional heater. In a hybrid pool heating system solar is the primary source of heat, with a fossil-fuel heater as a backup. This gives the pool owner complete flexibility in their pool-heating options.



# The Most Tested...

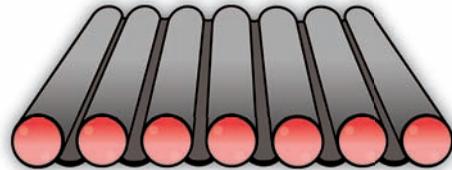


## Our Flagship Brands



The “Original Innovator” - pioneered the design of the original solar pool heating system over three decades ago.

- In continuous production since 1976
- First to feature sun-tracking tube-and-web design
- Metered direct-flow design and multi-plate construction

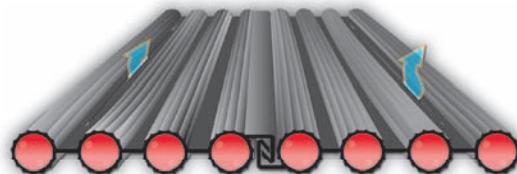


*Available in 1.5” or 2” manifold*



The world’s first Hybrid Solar Pool Heater - the performance of a full-plate collector with all the benefits of venting.

- In continuous production since 1990
- Patented ventilation slits reduce wind-load on system
- Fluted tubes for increased surface area

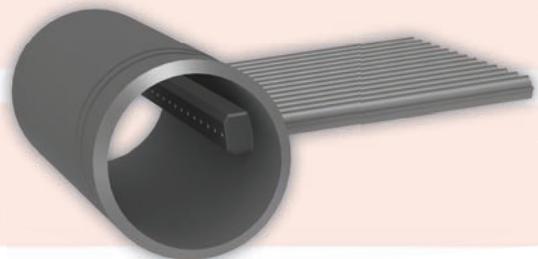


*Available in 1.5” or 2” manifold*



The ultimate way to harness the power of the sun to heat your pool. Maximum performance, maximum durability.

- Patented insert-molded header for precisely-metered flow
- Eliminates premature failure or unbalanced flow
- Unique design awarded three U.S. Patents
- Highest-rated vented collector available



*Available in 2” manifold*



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# The Most Trusted

*Committed to Solar Pool Heating...  
Dedicated to Quality*

## The Pool Professional's Choice



Recognized by the National Renewable Energy Laboratory (NREL) as “the pool professional’s preferred solar heating system,” our Sun-Swim and Ultra-Swim Collectors are manufactured using the same quality materials and processes as our flagship brands, with alternative warranty and mounting hardware options to help you fit solar into every customer’s budget.\*

## Eagle Claw® Mounting System

When installed using our Eagle Claw® Mounting System, Aquatherm Solar Pool Heaters are built to last a lifetime.

Through continuous innovation over nearly 40 years, our system components have raised the industry-standard for long-lasting, durable installations.

We’ve been told by both our Dealers and the competition that, “it’s the little things that go a long way toward a quality install,” and we agree.

## High-Volume Distribution



With over 25 million square feet installed since 2000, Sunlite and Ecolite have deservedly earned the title of “the most cost-effective solar thermal BTU on the planet.” Featuring our breakthrough patented insert molded header design, these 2-foot wide collectors are economical, light-weight, and are available for purchase in bulk, as well as individually boxed for easy shipping and handling.\*

*\* Also available for OEM / private labeling*



### Mounting Hardware

Marine-grade stainless-steel and anodized structural aluminum brackets and clamps.

### Collector Couplers

Dual-durometer EPDM and stainless steel construction; made specifically for pool heating applications.



### Hold-Down Strapping

Polypropylene-coated strap with a stainless-steel core provides hold-down strength in high wind-load areas.

### Patented Flashing Bases

Provide extra weather-proofing and improve visual aesthetics of system mounting points.

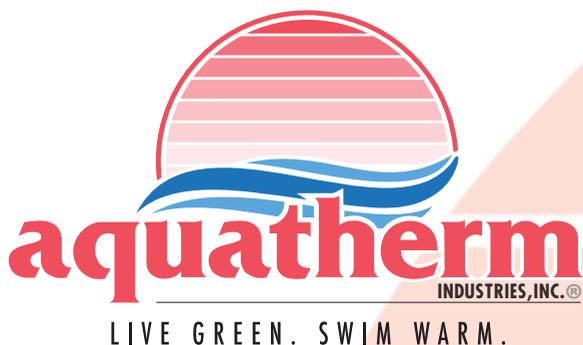
# Annual Summer Sales Retreats

*For over 20-years, Aquatherm Dealers and Distributors have looked forward to some rest and relaxation during the Annual Summer Sales Retreat. Destinations have included Jamaica, Barbados, Cayman Islands, Mexico, Costa Rica, Cabo San Lucas, and even Alaska!*



## Annual Master Dealer Kick-Off Meetings

*Each Winter, Master Dealers and Distributors from around the world come together to learn about product developments, discuss trends in sales and marketing, share success stories, and enjoy the camaraderie of The Aquatherm Network as they plan for the upcoming year.*





# Dealer Opportunities

*“If everyone is moving forward together, then success takes care of itself.”*

*- Henry Ford*

## The Aquatherm Network

Aquatherm’s Dealer Network is the strongest and most comprehensive in the industry, continually setting the standard for quality installations and customer satisfaction.

Our **Master Dealers** represent some of the most skilled solar contractors in the industry, and have distinguished themselves by reaching a superior level of sales performance, installation quality, and customer service. In exchange, Aquatherm Master Dealers are privileged to certain benefits, including:

- Exclusive Territories
- Custom Certificate & Sales Materials
- Extended product and supplemental labor warranties
- Custom collector sizes
- Participation in Leadership Rebate and Co-op Program
- Builder Demo and Trade-In Allowance Programs
- Consumer Advertising and Leads
- Industry Association Membership Rebates

If you are a pool and spa professional looking for a way to supplement your income, **Aquatherm’s Partner’s Program** can help you profit from solar pool heating. We’ll connect you with a local Aquatherm Dealer who can provide basic system components, all the way to turn-key installations. From commissions on customer referrals to full sales and installation training, our Partner’s Program is designed to help any business model grow with solar pool heating.

## Regional Distribution Centers

Aquatherm Dealers are supported on two levels: through factory support from a nationally-recognized brand name, as well as the local support of our **Regional Distribution Centers**. By working together, we are able to consistently satisfy the unique needs of our Dealer Network.

More than just a product warehouse, Aquatherm Regional Distribution Centers are tasked with helping you grow your business through hands-on sales and installation training, as well as marketing and technical support down the road. Since every single one of our Regional Distribution Centers started as an Aquatherm Dealer, themselves, they have the knowledge and experience to help you build your business to the level you want.

Are you ready to be part of something bigger? Will you stand shoulder-to-shoulder with us in pursuit of the same goal? If so, we invite you to join our Network, and start profiting from solar pool heating.

**See the back of this brochure for your Aquatherm Regional Distribution Center, or contact us directly:**

**For Domestic Sales**

Molly Friar, National Sales Manager - [mfriar@warmwater.com](mailto:mfriar@warmwater.com)

**For International Sales**

Dave Sizelove, President - [dsizelove@warmwater.com](mailto:dsizelove@warmwater.com)

# Worldwide Distribution Centers

Sales & Installation Training • Marketing & Technical Support

**Resolution Electric** (Kelowna, BC)  
Contact: John Cawley  
Phone: 250-448-6355

**Gull Industries** (San Jose, CA)  
Contact: Mike Kennedy  
Phone: 800-748-6286

**Mark Naylor Solar Specialists**  
San Diego, CA  
Contact: Mark Naylor  
Phone: 858-695-9465

**Inter Island Solar Supply**  
Honolulu, HI  
Contact: Al Cassidy  
Phone: 808-523-0711

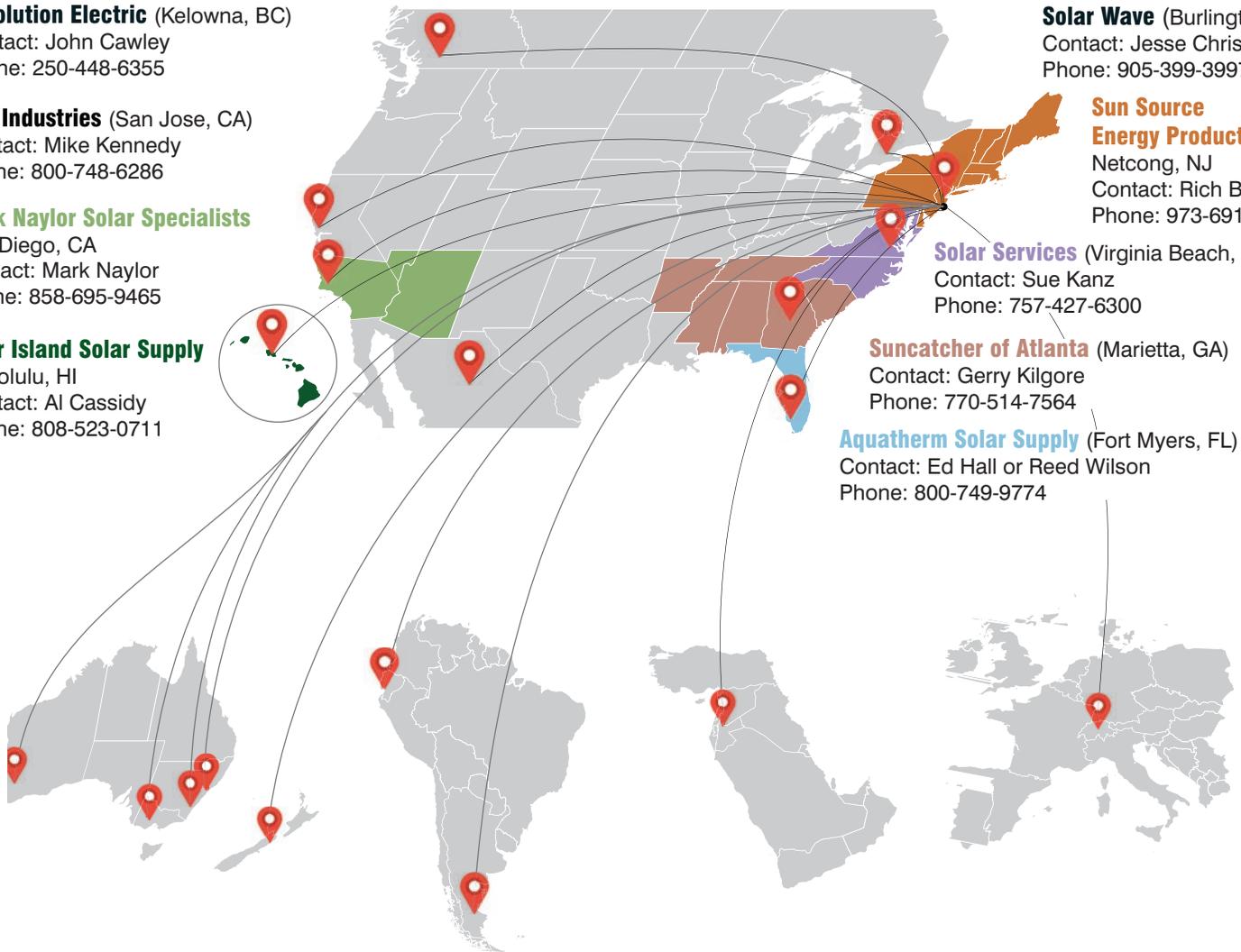
**Solar Wave** (Burlington, ON)  
Contact: Jesse Christink  
Phone: 905-399-3997

**Sun Source Energy Products**  
Netcong, NJ  
Contact: Rich Bonte  
Phone: 973-691-6911

**Solar Services** (Virginia Beach, VA)  
Contact: Sue Kanz  
Phone: 757-427-6300

**Suncatcher of Atlanta** (Marietta, GA)  
Contact: Gerry Kilgore  
Phone: 770-514-7564

**Aquatherm Solar Supply** (Fort Myers, FL)  
Contact: Ed Hall or Reed Wilson  
Phone: 800-749-9774



## Australia

### **Ecosun Australia - Seven Hills, NSW**

Contact: Mark Turnbull • Phone: +61-02-9674-1900

### **EnWest Pty Ltd - Perth**

Contact: George Tinline • Phone: +61-404-590272

### **Green Energy Needs - Victoria**

Contact: Paul Gramaconi • Phone: +61-02-106-6086

### **NCS Pool Heating Systems - West Gosford**

Contact: Rob Littlehales • Phone: +61-02-4340-4864

## Argentina

### **Solarpool**

Contact: Ing. Ricardo Sarti • Phone: +54-11-6774-3895

## Ecuador

### **SOLTEC - Quito, Ecuador**

Contact: Francisco Beckmann • Phone: +59-3225-6245

## Mexico & Central America

### **Modulo Solar - Cuernavaca, Mexico**

Contact: Daniel Garcia • Phone: +52-777-314-08-82

## The Middle East

### **Hanania RES - Amman, Jordan**

Contact: Eyad Hanania • Phone: +962-796-100106

## New Zealand

### **Energy Conscious Design**

Contact: Ian Sumner • Phone: +09-4420996

## Switzerland

### **Muentener Swimming Pool Center**

Contact: Stefanie Gottardo • Phone: +41-62-961-44-54

“The sun is always shining on an Aquatherm Solar Pool Heater.”



Manufactured  
in the USA



1940 Rutgers University Blvd. | Lakewood, NJ 08701  
732-905-9002 | info@aquathermsolar.com | AquathermSolar.com  
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