



AFO

This is the time of the year when we review the schedule for AFO classes and add/subtract courses based on your needs. Please contact Laura Morse at ext 117 if you want to sponsor a class in your area. Special discounts apply.

BLEACH PRICES RISE SIGNIFICANTLY

CES currently supplies Continuous-Process Sodium Hypochlorite (liquid bleach) requirements to hundreds of large-scale pool operations. Some of you have participated in this program for over 15 years. Over the years, we have used combined purchasing power and stable market conditions to maintain low prices, and are proud that in 15 years, we have never raised prices for chlorine even once, despite manufacturing cost increases.

We are sorry to announce that those days are over. Florida bleach manufacturers recently sent letter to all distributors explaining world market conditions that are driving sodium hypochlorite pricing up significantly and permanently. This is not a temporary phenomenon, but a long-term market correction that will impact every bleach manufacturer, distributor, supplier, and customer in the US. Just like gasoline will never probably return to \$1.25 a gallon, we will probably never enjoy the tremendous bleach pricing we have enjoyed ever again.

Besides shortage issues due to the increased demand in China, decreased domestic production, and the costs of compliance with increased environmental regulations: we are dealing with severe opportunity-cost issues, as Chlorine is used to make PVC, nylon, and other products that are significantly more profitable to suppliers than sodium hypochlorite.

For the coming season, wholesale (large deliveries into 1,000 gallon tanks) should be in the \$.89-\$.95 a gallon, delivered. At this pricing, which is guaranteed through 2005, there will be NO shortages, and no other supply issues. There are manufacturers and suppliers however, that are planning to lure customers by announcing only a \$.10 price increase, only to follow it up with an additional increases in mid-February

and March. These suppliers (who rely on spot buying) have recently had, and will continue to have difficulty to meet their delivery obligations due to shortages of "bargain" raw materials.

On bulk tank installations such as yours, we still want to continue using Sentry Continuous Process Perlite-Filtered Bleach, as it maintains its strength considerably longer than standard bleach (thus your controller will use less bleach), uses up to 50% less Co2 for pH balancing, and helps prevent alkalinity increases that require you to conduct costly corrective dosing with straight muriatic acid. Like it has for over 15 years, this bleach will save you thousands of dollars a year in chemical costs.

We are sorry for any inconvenience that this may cause, but it is obviously well out of our control. Please call Alvaro Mendoza X105 for any questions or comments.

YEAR END HOURS 2004

Thanks again to all our customers for a wonderful 2004. In preparation for the New Year, CES will be closed starting December 24, 2004 through December 31, 2004. We will open for regular business starting Monday, January 3rd 2005.

Please make sure to place chemical orders prior to December 23rd. CES will not be shipping while our offices are closed. Emergency Technical support will be available before regular service resumes on January 3rd.

SPECIAL HEATER REBATE

Here's a special Holiday offer from CES & Lochinvar. From November 15, 2004 through March 15, 2005 you can save lots of money in two ways by upgrading your old inefficient pool/spa heater to a new High Efficiency Lochinvar EnergyRite2.

The First way to save is to simply contact your CES representative and we will put together a heater sizing chart and a proposal. The proposal will include our great pricing on the popular EnergyRite2 model plus an additional Lochinvar rebate of \$100 for ER151 through ER251 or \$125 for ER301 through ER401. For a limited time, CES WILL MATCH the Lochinvar rebate for a total rebate of \$200 for ER151 through ER251 or \$250 for ER301 through ER401.

The Second way to save is through Lochinvar's impressive 88% thermal efficiency. Which means fast heat up and lots of fuel savings!! The Lochinvar's revolutionary design includes a system that continually monitors the gas line pressures and continually injects the perfect amount of combustion air to provide guaranteed efficiency and true savings. Often compared to "fuel injection systems" in highly efficient modern-day cars, this combustion system is reliable, long-lasting, and saves you tons of money each and every day...year after year.

As you may know, gas prices are being forced upwards and the installation of a high-efficiency heater often pays for itself each and every year of operation.

The Lochinvar ERN is highly serviceable. It has a fully adjustable digital thermostat, a "smart-valve" that gives you a visual diagnosis of any potential gas delivery problem, and a statewide network of CES/Lochinvar factory-trained service personnel to help keep your system in peak condition for years to come.

What's the catch? There is none. The Lochinvar system is comparably priced with less efficient and thus more expensive heating packages. The rebate program makes any conversion a true "no-brainer".

The rebate program requires that the heater being replaced be a competitive brand and not a Lochinvar model. But then again, if you already had a Lochinvar heater in place, you more than likely wouldn't be replacing it anyway.

CES works hard to make it easy by giving good prices, good service, processing the rebate paperwork for you, and helping maintain the on-site 24 month warranty. Please call your CES for more information on this program.

CLOUDY POOL?

Are you experiencing a cloudy pool...even though your chemical parameters, circulation rate, filter cleaning program, and everything else seems to be in good shape. We need you for free field-testing of a quick and easy solution to temporary cloudy water. Please call your CES tech support representative for more information.