

For Immediate Release: (This was published in the Westport News, May 2013)

Saltwater Pools – Alternative to Traditional Chlorination is Making a Splash

(Norwalk, CT, May XX, 2013)- Before pool season begins, convert your pool to the salt system which is more environmentally friendly with fewer irritants.

Maybe you haven't heard about saltwater systems for maintaining your pool, but the popularity of this innovation is growing quickly. Don't worry - this method, which has been around for 20 years, won't turn your pool into an ocean-like swimming hole. Salt levels remain way below levels found at sea and are practically undetectable. However, the saltwater system offers a number of advantages versus traditional chlorination.

How Does the Saltwater System Work?

The system uses two titanium plates with a slight charge that allow regular salt to break down and produce the same chemical (hypochloris) that disinfects pool water just like regular chlorine. However, with saltwater systems, this process is continuous. The result is a steady flow of chlorine being converted to neutralize impurities in your pool water.

The Top Five Advantages of Saltwater Systems

- 1. Minimizes Irritants** – Some swimmers experience side effects from chlorinated pools. The salt system reduces irritation, to minimize skin dryness and those dreaded red, itchy eyes. It also won't strip color or natural oils from your hair. Additionally, the salt creates a "softer feel" to the water. Plus, the system is easier on fabrics, so your swimsuits will last longer.
- 2. Reduces Odor** – Using the salt system vastly reduces the chlorine smell which is a welcomed change. The system is highly recommended for indoor pools where the concentration of chlorine odor can be significant.
- 3. Less Maintenance** – The saltwater pool requires a lot less maintenance. Since it continuously converts salt into chlorine, the need to closely monitor chlorine levels and the pH balance is reduced.
- 4. Lower Cost** – While the system is more expensive to install, it requires fewer chemicals. Over a short period of time, the cost balances out. The salt system costs about half as much to run and maintain as regular chlorination.
- 5. Eco-Friendly** – With fewer chemicals, salt-water systems are more environmentally friendly. You will no longer have to handle or store chemicals on your property, making it safer for children and pets as well.

Converting Your Pool

Obviously, home owners can choose the salt system when installing a new pool. But, according to Eric Duff, President of Aqua-Pro Pools in Norwalk, CT, "We have been consistently getting calls to convert pools to the saltwater system. Our clients want the enjoyable benefits that make salt systems more popular every day."

Installation is fast and easy and can be completed by a professional in a few hours. The conversion is activated immediately so your inconvenience is minimal. Spring is a great time of year to install a salt system, before the swimming season gets under way. To learn more about how you can convert your pool to the saltwater system, contact Eric at or visit www.Aqua-ProPools.com

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