



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

April 6, 2022

Abigail T.D. Wacek  
Senior Regulatory Consultant  
King Technology, Inc.  
530 11<sup>th</sup> Avenue South  
Hopkins, MN 55343

Subject: Notification per PRN 98-10 – Application to Revise Labeling Claims  
Product Name: *Sani-King P-Max III Cartridge*  
EPA Registration Number: 53735-2  
Received Date: May 19, 2020  
Action Case Number/Decision Number: 00218818

Dear Ms. Wacek:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Assurance.

If you have any questions, you may contact Michael Varco at 202-566-0667 or via email at [Varco.Michael@epa.gov](mailto:Varco.Michael@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Demson Fuller".

for

Demson Fuller, Product Manager 32  
Regulatory Management Branch I  
Antimicrobials Division (7510M)  
Office of Pesticide Programs

{All text in brackets [xxx] is optional and may or may not be included on a final label.}  
{All text in braces {xxx} is administrative and will not appear on a final label.}  
{Feeder, Cyclor and System can be used interchangeably throughout label with or without the addition of a product brand name.}

{MASTER LABEL}

**{Alternate Brand Names:}**

[Aqua Smarte Bac Pac]  
[Aqua Smarte Chamber]  
[Frog Bac Pac]  
[New Water Cyclor Pac]  
[New Water]  
[Pool Frog Pac]  
[Pool Frog Bac Pac]  
[Pool Frog Chlorine Cartridge]  
[Prevail Bac Pac]  
[Prevail Pool Pack]  
[Sparco Automatic Water Treatment Chamber]  
[Sparco Bac Pac]  
[Frog Leap Torpedo Pac]  
[Aqua Smarte Plus MizerMax Pac]  
[Frog Recharge]  
[Frog Pool Boy Recharge]  
[Frog Sentry Recharge]  
[Frog Jr. Recharge]  
[Frog Jr. Pool Boy Recharge]  
[Frog Jr. Sentry Recharge]  
[Frog Splasher Recharge]  
[Frog Splasher Pool Boy Recharge]  
[Frog Splasher Sentry Recharge]  
[Pop Up Pool Sanitizer]  
[Pop Up Pool Sanitizer Plus]  
[Frog Pop-Up Pool Sanitizer Replacement Chlorine Cartridge]  
[Frog Pop Up Pool Replacement Chlorine Cartridge]  
[Frog Pop Up Pool Sanitizer]  
[Frog Pop Up Pool Sanitizer Plus]  
[Pop Up Pool Replacement Chlorine Cartridge]  
[Replacement Chlorine Cartridge]  
[Pop-Up Pool Sanitizer]  
[Pop-Up Pool Sanitizer Replacement Chlorine Cartridge]  
[Flippin' Frog]  
[Flippin' Frog Replacement Chlorine Cartridge]  
[Flippin' Frog Replacement Cartridge]  
[Flippin' Frog XL Replacement Chlorine Cartridge]  
[Flippin' Frog 2XL Replacement Chlorine Cartridge]

**NOTIFICATION**

53735-2

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

04/06/2022

# Sani-King P-Max VIII Cartridge

[For use [only] in the [Brand] System]  
[Uniformly feeds chlorine]  
[Efficiently kills bacteria]  
[Controls algae continuously for weeks]  
[Never touch the chlorinating tablets]  
[Controls the rate of chlorine delivery]  
[Prefilled for no mess and less odors]  
[Precisely meters chlorine at low levels]  
[Part of the complete [BRAND] Mineral System]  
[Destroys bacteria continuously for weeks]  
[1-inch tablets] [3-inch tablets] [3-inch pucks] [Sticks]

**KEEP OUT OF REACH OF CHILDREN**

**DANGER**

[SEE ADDITIONAL PRECAUTIONARY  
STATEMENTS ON [SIDE] [AND] [BACK] PANEL[S]]  
[SEE ENCLOSED PRODUCT LABEL FOR DIRECTIONS FOR USE]

**Active Ingredient:**

Trichloro-s-triazinetrione.....99%  
Other Ingredients:..... 1%  
Total..... 100%

Available Chlorine: 90%

Net Wt.: \_\_\_\_\_ {lbs} {oz} {grams}

EPA REG. NO: 53735-2

EPA EST. NO: xxxxx-xxx

{EPA Est. No. 82835-MI-1 (K); 58401-IL-1 (S)  
Beginning of batch code indicates Est. No.}

*{Note to Reviewer: In accordance with 40 CFR 156.68(d), all first aid statements, as prescribed, will appear on the front panel of the product label.}*

**FIRST AID: If in Eyes:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice. **If on Skin or Clothing:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice. **If Inhaled:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth, if possible. Call a poison control center or doctor for further treatment advice. **If Swallowed:** Call poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person. Have the product container or label with you when calling a poison control center or doctor or going for treatment.

**Note to Physician:** Probable mucosal damage may contraindicate the use of gastric lavage.

Manufactured by: **KING TECHNOLOGY, INC.** 530 11<sup>th</sup> Avenue S., Hopkins, MN 55343 USA

King Technology: Sani-King P-Max VIII Cartridge EPA Reg. No.: 53735-2

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## {Directions to be used for pool cartridge}

### **DIRECTIONS FOR USE:**

It is a violation of federal law to use this product in a manner inconsistent with its labeling.

### **PRODUCT DESCRIPTION:**

This [chamber] [pac] is a disinfectant that is part of an advanced system that uniformly feeds chlorine, efficiently kills bacteria and controls algae continuously for weeks under normal conditions in a stabilized pool. The conveniently disposable [chamber] [pac] lets you control the rate of chlorine delivery to meet changing conditions in your pool, by simply adjusting the control dial on the chlorine delivery system. You never have to touch the chlorinating tablets.

### **USE DIRECTIONS:**

1. Adjust pH level to 7.2-7.8.
2. Bring Free Available Chlorine (FAC) residual to 1.0-1.5 ppm using a chlorine shock. Follow Manufacturer's Label Directions.
3. Stabilize the pool with cyanuric acid stabilizer. Follow Manufacturer's Label Directions.
4. **To install [chamber] [pac]:** Take [feeder] [cyclor] cap off. Remove [chamber] [pac] [colored caps] [cut offs]. Hold [chamber] [pac] so the open end faces down. Insert into [feeder] [cyclor]. The end of the [chamber] [pac] must align with the key located inside the [feeder] [cyclor] at the bottom. **DO NOT FORCE.** Replace [feeder] [cyclor] cap and set the control dial to the appropriate setting. For a guideline, using a 13,500 gallon pool with a pump running 8 hours per day, begin with the control dial set on #3. For a 18,000 gallon pool, start at setting #4. To achieve the proper FAC, turn the control dial to the next higher setting to increase the FAC and turn it to the next lower setting to decrease the FAC. Operate the pool for 1 day. Check the FAC residual and increase/decrease one setting per day until you achieve 1.0-1.5 ppm. Do not enter the pool until the chlorine residual is 1.0-1.5 ppm.
5. Once you have determined the proper setting for your pool, you do not have to re-adjust the setting under normal conditions. If conditions change (i.e. weather, rain, pool use, bather load, etc.) the control dial can be easily adjusted to increase or decrease the chlorine feed.
6. Superchlorinate if needed. Do not add shock treatment to the skimmer. Turn control dial to [Setting 0 or] [Minimum] before super-chlorinating. Once desired FAC has been obtained, return the control dial to the normal operating setting.
7. Periodically check the [chamber] [pac] and replace with a new one when empty. Do not attempt to open or refill this [chamber] [pac]. **DO NOT REUSE.**

**{Directions to be used with [53735-11 Brand Name]}**

**DIRECTIONS FOR USE:**

It is a violation of federal law to use this product in a manner inconsistent with its labeling.

**PRODUCT DESCRIPTION:**

This [chamber] [pac] [pack] is [a disinfectant that is] part of an advanced pool care system that uses the [53735-11 Brand Name] with low levels of chlorine to destroy bacteria continuously for weeks under normal conditions in a stabilized pool. The conveniently disposable [chamber] [pac] [pack] lets you control the rate of chlorine delivery to meet changing conditions in your pool, by simply adjusting the control dial on the chlorine delivery [feeder] cycler] [system]. You never have to touch the chlorinating tablets.

**USE DIRECTIONS:**

1. Adjust pH level to 7.2-7.8.
2. Bring Free Available Chlorine (FAC) residual to 1.0 ppm using a chlorine shock. Follow Manufacturer's Label Directions.
3. Stabilize the pool with cyanuric acid stabilizer. Follow Manufacturer's Label Directions.
4. **To install [chamber] [pac] [pack]:** Take [feeder] [cycler] cap off. Remove [chamber] [pac] [pack] [colored caps] [cut offs]. Hold [chamber] [pac] [pack] so the open end faces down. Insert into [feeder] [cycler] [53735-11 Brand Name]. The end of the [chamber] [pac] [pack] must align with the key located inside the [feeder] [cycler] at the bottom. **DO NOT FORCE.** Replace [feeder] [cycler] cap and set the control dial per the size and pump run time of your pool according to the chart in the manual included with the [53735-11 Brand Name]. Monitor chlorine level daily for the first week to determine correct dial setting. Turn the control dial to the next higher setting to increase the FAC and turn it to the next lower setting to decrease the FAC. Check the FAC residual [with [brand] Test Strips] and increase/decrease one setting per day until you achieve at least 0.5 ppm. Do not enter the pool until the chlorine residual is at least 0.5 ppm.
5. Once you have determined the proper setting for your pool, you do not have to re-adjust the setting under normal conditions. If conditions change (i.e. weather, rain, pool use, bather load, etc.) the control dial can be easily adjusted to increase or decrease the chlorine feed.
6. Super-chlorinate if needed. Do not add shock treatment to the skimmer. Turn control dial to [Setting 0 or] [Minimum] before super-chlorinating. Once desired FAC has been obtained, return the control dial to the normal operating setting.
7. Periodically check the [chamber] [pac] [pack] and replace with a new one when empty. Do not attempt to open or refill this [chamber] [pac] [pack]. **DO NOT REUSE.**

**{Directions for use for floating pool cartridge to be used with [53735-11 Brand Name]}**

**Product Description:**

This cartridge is a disinfectant that is one part of the [Brand] System that uses the [53735-11 Brand Name] with 1.0 ppm of chlorine to destroy bacteria continuously for weeks under normal conditions. The conveniently disposable cartridge lets you control the rate of chlorine delivery to meet changing conditions in your pool by simply adjusting the setting. You never have to touch the chlorinating tablets. When used as directed, pool care is easy and pool water is crystal clear.

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

**Directions For Use:**

For use in small above ground pools up to 4000 gallons. Ensure all equipment is working properly according to the pool manufacturer. For best results, balance pH to between 7.2 and 7.8.

**Setting Sani-King P-Max 8 Cartridge:**

While holding the bottom of the cartridge, turn the top until the appropriate setting number is displayed. For pools 1000 gallons or less, begin on setting 1 or 2. For larger pools begin on setting 3. Initially

monitor chlorine levels daily until at least 1.0 ppm is maintained. Adjusting to a higher setting will increase chlorine output while a lower setting will decrease it. NOTE: If the setting is too high, bleaching of pool liners may occur in smaller pools.

**Using the Frog Splash System:**

Push the Sani-King P-Max 8 Cartridge into the bottom opening of the floating [Brand] System. For best results, insert the [53735-11 Brand Name] into the other opening. Set entire system in the pool water.

**{Directions to be used for spa cartridge}**

**PRODUCT DESCRIPTION:**

Use this cartridge as a disinfectant in either the In-line Spa System, the Floating Spa System or as a free-floating sanitizer. When the cartridge is used as directed, [spa] [hot tub] care is easy and [spa] [hot tub] water is crystal clear.

**DIRECTIONS FOR USE:**

It is a violation of federal law to use this product in a manner inconsistent with its labeling. Read entire label to use strictly in accordance with precautionary statements and directions.

Ensure all [spa] [hot tub] equipment is working properly. Operate the pump and filter for at least 3 hours per day. Clean filter following manufacture's directions. Adjust pH to between 7.2 – 7.8 and total alkalinity to 80-120 ppm. When using other products as outlined in directions for this product, always follow directions on those products. [Spa] [Hot Tub] temperature not to exceed 104°. Keep the [spa] [hot tub] free of leaves and debris. Drain residential [spas] [hot tubs] and hot tubs and fill with fresh water periodically. See your [spa] [hot tub] manufacturer's directions.

**Using the In-line Spa System:** Set the cartridge at #1 by holding the bottom and turning the top until the number 1 appears in the setting window. To install: open cap on In-Line System and turn cartridge holder counter-clockwise to unlock. Pull holder out. Snap cartridge into "lower" section. Make sure to line up indent on cartridge with raised line on holder. After cartridge is snapped in, replace holder by lining up arrow on holder with arrow on system lip, push down and lock in place. Replace cap. Initially monitor chlorine levels daily until a 1.0-1.5 ppm residual is achieved. Remove and adjust cartridge to maintain a chlorine level depending on [spa] [hot tub] size and use.

**Using the Floating Spa System:** Set the cartridge at #1 by holding the bottom and turning the top until the number 1 appears in the setting window. To install: push the cartridge into the bottom opening of the Floating Spa System. Set entire system in the [spa] [hot tub] water. Initially monitor chlorine levels daily until a 1.0 - 1.5 ppm is achieved. Then adjust to maintain a chlorine level depending on [spa] [hot tub] size and use.

**Using as a Free Floating Sanitizer:** Set cartridge as described for the Floating Spa System and allow to free float in [spa] [hot tub].

**FOR ALL USES:** Adjusting to a higher setting will increase the chlorine output while a lower setting will decrease it. When empty follow disposal instructions and replace with a new cartridge.

**{Directions for use for Floating Pool Cartridge to be used with [53735-11 Brand Name] }**

**Product Description:** The Sani-King P-Max VIII Cartridge is a disinfectant that is part of [a complete pool care system] [mineral sanitizing pool care] [pool care with sanitizing minerals] [sanitizing mineral pool care] [for [pop-up] [splasher] [small above ground] [easy set] [quick set] [metal frame] [oval frame]

[ultra frame] [frame] [set] pools that [uses the] [utilizes a] patented mineral [technology] [formula] of the [53735-11 Brand Name] with [low(er)] [reduced] levels of chlorine to destroy bacteria, help control algae and restore water clarity. Simply [connect,] [turn] [twist] [to] set [the dial] [and] [then] [toss into] [plop in] [tether to] the pool. Everything is prefilled and contained [[for] no mess, no guess [and] no stress [pool care]]. [The best part is it flips over when [empty] [out] [time to replace a [chlorine] cartridge.] [Hey! Less Work Hey! Less Chlorine Hey! Less Money].

### **Directions for Use:**

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

For use in [above ground] [or] [in ground] pools [up to [12'] [15'] [16'] [18'] [20] [21] in diameter] [or] [approximately [3000] [4000] [5000] [6000] [8000] [10,000] gallons] [between [1000] [2000] [5000] and [5000] [6000] [10,000] gallons]. [Not recommended for pools under [1000] [2000] [5000] gallons]. [Use one per [5000] [10,000] gallons.] [Check the package to ensure you have the right [Brand] System [or] [chlorine recharge] [cartridge] for your size pool.] Ensure all pool equipment is working properly with adequate circulation per the pool manufacturer. Balance the water's pH to between 7.2 and 7.8. Shock pool to remove contaminants (follow manufacturer's directions).

#### {Assembly Option #1}

[To assemble: Remove the outer packaging [before using [the [Brand] System [or] [chlorine recharge] [this cartridge]]. Bring the [insert color] mineral and [insert color] chlorine [halves] [hemispheres] [cartridges] [pacs] [pieces] [sections] together [with [arrows] [alignment marks] [tick marks] [icons] [water drops] [snaps] aligned along the edge of both [halves] [cartridges]]. [with the arrow on the Sani-King P-Max 8 Cartridge lined up with the [unlock symbol] [catches] on the mineral cartridge] [(see Figure A)]. [Push together and twist [the bottom cartridge x degrees] to [lock] [the lock [symbol] [position]]. [Rotate the two cartridges until you hear the [safety] [locking] tab click into place.] [Rotate the two [halves] [hemispheres] [cartridges] [pacs] [pieces] [sections] opposite of each other [(see Figure B)] until the initial setting for your pool size [appears in the setting window] [is lined up with the [arrow] [alignment mark] [tick mark] [icon] [water drop]] [(see Figure C)] [(see chart in [Brand] System manual)]. [For example, the] most common pool size [of] 15' [diameter], 4000 gallons [would start on] setting #5.]

#### [Assembly Option #1A]

[Align the bottom [chlorine] cartridge with [marks] [arrows] [symbols] [tab guides] on the top [mineral] cartridge. Push in until you hear [it [click] [snap] into place] [the tab guides engage].] [Line up the [features] [snaps] [marks] [tab guides] on the two cartridges and push together until you hear the cartridge click into place.] [Twist the dial on the [bottom] [chlorine] cartridge to the setting [number] for your pool size (see chart).] [Start with the [factory] [middle] [medium] [center] setting. If you find less chlorine is needed turn the dial to [the] [a] lower setting –if more is needed turn it to [the] [a] higher setting.] Even at the lowest setting [of 0] there will be some chlorine released into the pool.

Once set, place directly in the pool. [With the cord provided] [Tether it to the pool [side] or ladder [with [a string] [the cord] [provided] through the [loop] [hole] in the product].] Initially test [the] water [daily] for chlorine [using] [with] [Brand] Test Strips [or a recognized swimming pool test kit or a testing device]. Adjust the [system up or down by one setting per day] [setting if necessary] until the ideal free available chlorine (FAC) range of 0.5 to 1.0 ppm is maintained. [You may remove] product from pool when in use]]

#### {Assembly Option #2}

[To assemble: Remove outer packaging

- Align arrows on [insert color] mineral and [insert color] Sani-King P-Max 8 Cartridges (see Figure # [below])
- Push together and rotate to connect (see Figure # [below])
- Find setting from initial setting chart (see Figure # [below])
- Lock in setting and place in pool (see Figure # [below])

- [Attach cord and tether to pool or ladder]
- Maintain 0.5 to 1.0 ppm free chlorine level
- Initially test water with [Brand] Test Strips daily
- Adjust setting if needed one number per day
- [Product may be removed when pool is in use]
- Shock pool as needed to maintain water clarity

When the [complete [Brand] System] [[53735-11 Brand Name]] [flips] [rolls] over the chlorine [half] [cartridge] is empty and must be replaced. To remove, [rotate the two [halves] [hemispheres] [cartridges] [pacs] [pieces] [sections] until the [arrows] [alignment marks] [tick marks] [icons] [water drops] align along the edge of both [halves] [cartridges] (see Figure A) and pull apart]. [To remove the [bottom] [chlorine] cartridge, release the [safety] [locking] tab by pulling or pus the release with your finger.] [To release the [bottom] [chlorine] cartridge, squeeze the tabs and pull the empty cartridge out.]

[If the [53735-11 Brand Name] has not been used for 6 months or one pool season whichever is shorter, simply attach a new chlorine [brand] [half] [hemisphere] [replacement] [cartridge] [pac] [recharge] and set the complete system back in the water.] Do not allow Sani-King P-Max 8 Cartridge to sink to the bottom or pool bleaching may occur.

If the chlorine [brand] [half] [hemisphere] [replacement] [cartridge] [pac] [recharge] still contains a small amount of chlorine after the system has [flipped] [rolled] over, [place in pool until completely empty] [hang on the tether via the [hook] [loop] on the side of the cartridge] [until completely empty].

[Once the [53735-11 Brand Name] has been used for 6 months or one pool season whichever is shorter, the minerals are no longer active. Replace the entire [Brand] System and discard the mineral [half] [hemisphere] [cartridge] [pac] [piece] [section] in the trash.]

**{The following copy is engraved on Floating Pool Cartridge plastic container}**

Not A Toy  
 No es un juguete  
 Keep Out of Reach of Children  
 DANGER  
 EPA Reg. No.; 53735-2[-xxxxx]  
 [kingtechnology.com]Replace this [half] [cartridge] when floating up.



**{Directions for Use for Cartridge for Bulk Chlorinator to be used with [53735-11 Brand Name]}**

**Product Description:** The Sani-King P-Max VIII Cartridge is a disinfectant that is part of a complete pool care system that works inside an [Hayward®] [Rainbow®] chlorinator along with a patented mineral formula to destroy bacteria, help maintain pH and restore water clarity. Simply use with the [53735-11 Brand Name] by [attaching] [connecting] [latching] the two parts together and inserting in the center of a [Hayward®] [Rainbow®] chlorinator. Everything is prefilled and contained for no mess, no guess and no stress pool care.

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

**Directions For Use:** For use inside [Hayward®] chlorinator models CL200 and CL220] [Rainbow® chlorinator models 300 and 320] [or equivalent chlorinator] for pools up to [10,000] [15,000] [20,000] [25,000] [30,000] [35,000] [40,000] gallons. [53735-11 Brand Name] must be used with the Sani-King P-Max VIII Cartridge. Before using, balance the pH to between 7.2 and 7.8 and total alkalinity between 80-120 ppm and shock the pool with a [chlorine shock per the manufacturer's directions.] [shock pac per its label directions.] Make sure the chlorinator is completely empty of chemical. Never mix chemicals. If used previously with a chemical other than Trichlor, clean inside of chlorinator thoroughly. Then follow the directions below:

1. [Remove [tape] [foil] covering the water holes on the bottom [and side] of] [Remove plug from side of] the Sani-King P-Max 8 Cartridge.
2. Connect the [53735-11 Brand Name] to the Sani-King P-Max VIII Cartridge by bringing the two pieces together, lining up the arrows and turning the Sani-King P-Max 8 Cartridge clockwise until locked in place.
3. Turn circulation pump off, turn the [Hayward®] [Rainbow®] chlorinator dial to off and remove its cap.
4. [Lift] [Use] handle [and] [to] insert the complete system into the [Hayward®] [Rainbow®] chlorinator by lining up the short square channel on the [53735-11 Brand Name] with the dial side of the chlorinator. Lower until seated. The cap will not close properly if the product is not seated correctly. Lift up and reinsert until seated properly.
5. Replace the cap on the [Hayward®] [Rainbow®] chlorinator and turn pump back on. Set the control dial according to the chart in the manual. When using the [53735-11 Brand Name] maintain a free available chlorine (FAC) level of 0.5 ppm to 1.0 ppm. Adjust the chlorinator dial to increase or decrease chlorine output.
6. [If using Algaecide Pac. Before attaching the Sani-King P-Max VIII Cartridge (step 2) [push] [screw] [affix] algaecide [pac] [container] [bottle] [on] [in] to the [adapter that attaches to the] [[53735-11 Brand Name]] [while inside the chlorinator] [then insert into chlorinator]. Replace cap, turn dial full open and run for 90 minutes. Remove algaecide bottle and discard or recycle.]

**REENTRY into treated [spas] [hot tubs] is prohibited above levels of 3 ppm chlorine.**

**PRECAUTIONARY STATEMENTS:**

**HAZARDS TO HUMANS AND DOMESTIC ANIMALS:** DANGER: CORROSIVE: Causes irreversible eye damage and skin burns. May be fatal if absorbed through skin. May be fatal if inhaled. Do not breathe dust or spray mists. Irritating to nose and throat. Harmful if swallowed. Do not get in eyes, on skin or on clothing. Follow directions for use carefully. Wash thoroughly with soap and water after handling and before eating, drinking or using tobacco or using the toilet. Remove contaminated clothing and wash before reuse.

**PHYSICAL OR CHEMICAL HAZARDS: Corrosive:** Strong oxidizing agent. Non-refillable container. Do not attempt to refill empty [chamber] [pac] [pack] [cartridge]. Place only into water or installed equipment made for this product. Contamination with moisture, dirt, organic matter or other chemicals (including other [pool] [spa] [hot tub] chemicals) or any other foreign matter may start a chemical reaction with generation of heat, liberation of hazardous gases and possible fire and explosion. Avoid any contact with flaming or burning material such as a lighted cigarette. Do not use this product in any [chlorinating] [dispensing] device, which has been used with any inorganic or unstabilized chlorinating compounds (e.g., calcium hypochlorite). Such use may cause fire or explosion.

{(Environmental hazards statement for end-use products of less than 5 gallons (liquid) or less than 50 pounds (solid, dry weight).)}

**ENVIRONMENTAL HAZARD:** This pesticide is toxic to fish and aquatic organisms.

**STORAGE AND DISPOSAL:**

Do not contaminate food or feed with this product.

**Product Storage:** Store [delivery] [chamber] [pac] [pack] [cartridge] [hemisphere] [replacement] in original container in a cold, dry, well-ventilated area away from heat or open flame. In case of decomposition, isolate container and flood area with large amounts of water to dissolve all material before discarding this [chamber] [pac] [pack] [cartridge] [hemisphere] [replacement].

**PESTICIDE DISPOSAL:** Product or rinsates that cannot be used must be diluted with water before disposal in a sanitary sewer.

{Disposal directions for pool cartridge}

**CONTAINER HANDLING:** Non-refillable container. Do not reuse or refill this [container] [chamber] [pac] [pack] [hemisphere] [replacement] [cartridge]. Shake the [container] [chamber] [pac] [cartridge] over the pool and away from your face to ensure it is empty before offering for recycling if available or dispose of in a sanitary landfill, or by other procedures approved by state and local authorities.

{Disposal directions for spa cartridge}

**CONTAINER HANDLING:** Non-refillable container. Do not reuse or refill this [container] [chamber] [pac] [pack] [hemisphere] [replacement] [cartridge]. Shake the [container] [pac] [cartridge] over the pool and away from your face to ensure it is empty before offering for recycling if available or dispose of in a sanitary landfill, or by other procedures approved by state and local authorities.

## **Operation Manual**

**This is not a toy. For sanitizing [pop-up] [soft sided] [Intex style] pools only! [Tether to pool with enclosed cord.]**

[Welcome to pool care courtesy of [Brand]. The [Brand] [Mineral [Water] System+] [Mineral Sanitizing Pool Care System] [pool care with sanitizing minerals] [sanitizing mineral pool care] [will help] destroy[s] bacteria to keep your pool clean with less work and up to 50% less chlorine.\* It is super easy to use and will keep you enjoying a clean, clear swimming pool for weeks at a time. Here's all you do:]

[The [53735-11 Brand Name] is [part of] a complete pool care system for [pop-up] [soft sided] [Intex style] pools up to [5,000] [10,000] gallons. It [uses] [utilizes] [the] [our] patented mineral formula [in the top cartridge] [of the [53735-11 Brand Name]] with [low[er]] [reduced] levels of chlorine from the [bottom] Sani-King P-Max 8 Cartridge to destroy bacteria, help maintain pH and restore water clarity. Simply [connect,] [turn] [twist] to set [the dial] and [toss into] [tether to] [plop in] the pool. Everything is prefilled and contained [[for] no mess, no guess [and] no stress [pool care.]] [The best part is it flips over when [empty] [out] [it's time to replace [a] [the] [chlorine] cartridge.] [Hey! Less Work Hey! Less Chlorine Hey! Less Money]

Register your [53735-11 Brand Name] at [kingtechnology.com](http://kingtechnology.com)

### **[Pool] [Start-up] [Step One: Preparing the Pool]**

1. [Use test strips or a test kit to] balance your water according to the water balance guidelines. The Brand] System [controls] [maintains] the free chlorine level [only]. pH is affected by weather and the make-up of your source water. For help in balancing follow steps a through e in order. **IMPORTANT:** Always follow printed instructions on the balancing chemical packages. Add balancing chemicals in small increments one at a time with circulation running and wait 8-12 hours before testing again and adding any additional balancing chemicals.
  - a. Take a water sample from the pool and dip a [Brand] Test Strip into it.
  - b. Look at the Total Alkalinity reading first. Adjustments should be made to bring the Total Alkalinity in the range of 80 – 120 ppm prior to making any adjustments to pH even if it throws pH off further.
  - c. After Total Alkalinity is in range, test for pH. It should be between 7.2 and 7.8. If higher or lower, add a pH adjuster.
  - d. Then test for Calcium Hardness. It should be between 200 and 400 ppm. If higher, partially drain the pool and refill with water low in calcium. If lower, add Calcium Increaser.
  - e. Lastly test for stabilizer or conditioner levels. Add conditioner if the level is below 20 ppm. This will prevent chlorine burn off.

[If balancing takes longer than 2 days shock the water and maintain a chlorine level while continuing balancing.]

WATER BALANCE GUIDELINES	
pH	7.2-7.8
Total Alkalinity	80-120 ppm
[Calcium Hardness	200-400 ppm]
[Total Dissolved Solids	<1500]
Stabilizer (Cyanuric Acid) / Conditioner	20-80 ppm
Free Chlorine	0.5-1.0 ppm

1. Shock pool to remove contaminants (follow manufacturer's directions).

- Remove [the] [outer] packaging from both the mineral and chlorine [halves] [hemispheres] [cartridges] [pacs] [pieces] [sections] of the [Brand] System. NOTE: Small mineral particles may have dislodged from the cartridge in shipping. Simply discard [particles] in trash. Bring the two [halves] [cartridges] together and line up the [arrows] [alignment marks] [tick marks] [icons] [water drops] [snaps] [arrows on the Sani-King P-Max 8 Cartridge with the [unlock symbol] [catches] on the mineral cartridge]. [Push together and twist [the bottom cartridge x degrees] to [lock] [the lock [symbol] [position]]]. [Rotate the two cartridges until you hear the [safety] [locking] tab click into place.]. [Do not twist past setting #x or damage to the product could result.] [Align the bottom [chlorine] cartridge with [marks] [arrows] [symbols] [tab guides] on the top [mineral] cartridge. Push in until you hear [it [click] [snap] into place] [the tab guides engage.].] [Line up the [features] [snaps] [marks] [tab guides] on the two cartridges and push together until you hear the cartridge click into place.]

[If using the [algaecide] [clarifier] [scent] [shock] pac, attach [to] [complete system] [mineral half] [between the mineral and chlorine halves]. Follow the instructions on that product for proper use.]

**[Setting the [Brand] System]**

- [Twist the mineral [half] [hemisphere] [replacement] [cartridge] [pac] opposite of the chlorine [half] [hemisphere] [replacement] [cartridge] [pac] until the setting number for your pool size is lined up with the [arrow] [alignment mark] [tick mark] [icon] [water drop] [on the Sani-King P-Max 8 Cartridge] (see chart below).] [Twist the dial on the [bottom] [chlorine] cartridge to the setting [number] for your pool size (see chart).] [Start with the [factory] [middle] [center] [medium] setting. If you find less chlorine is needed turn the dial to [the] [a] lower setting –if more is needed turn it to [the] [a] higher setting.] Even at the lowest setting [of 0] there will be some chlorine released into the pool.
- [Then simply toss it into the pool or] [tether it to the pool [side] [frame] [or ladder] [with the cord provided,] away from the skimmer or a return jet]. [Use [the enclosed cord] [a string] tied to the [loop] [hole] in the product.]

{graphic callouts:} [insert color] mineral cartridge, [insert color] Sani-King P-Max 8 Cartridge, setting [#] on mineral cartridge, Twist [mineral opposite of chlorine] [dial on bottom of Sani-King P-Max 8 Cartridge]

- Test the water periodically and [adjust the setting until the chlorine level is] maintain[ed] at [least a] 0.5 ppm to 1.0 ppm [chlorine level]. Use the precise [Brand] Test Strips to help measure the ideal chlorine range when used with [Brand] minerals. Based on average pool usage, chlorine will last [on average] [about] [up to] [4-6 weeks for pools up to [3000] [4000] gallons or] [[2] [3]-4 weeks for pools up to [5000] [6000] [10,000] gallons.] [3-4 weeks] except during times of hot water temperatures and heavy pool use.

<b>[[53735-11 Brand Name]] Initial Setting Chart [For [2000] [5000] to [5000] [10,000] gallons]</b>					
<b>Diameter</b>	<b>[Pool Gallon Size] [Gallons]</b>	<b>Setting #</b>	<b>Diameter</b>	<b>[Pool Gallon Size] [Gallons]</b>	<b>Setting #</b>
<b>8'-10'</b>	<b>[1000]</b>	<b>#</b>	<b>18'</b>	<b>[5000]</b>	<b>[#] [Low] [Less] [Small Pool]</b>
<b>10'</b>	<b>[1500]</b>	<b>#</b>	<b>18'</b>	<b>[5500]</b>	<b>[#][Low] [Less] [Small Pool]</b>
<b>12'</b>	<b>[2000]</b>	<b>#</b>	<b>18'</b>	<b>[6000]</b>	<b>[#] [Medium]</b>
<b>12'</b>	<b>[2500]</b>	<b>#</b>	<b>18'</b>	<b>6500</b>	<b>[#] [Medium]</b>
<b>15'</b>	<b>[3000]</b>	<b>#</b>	<b>20'</b>	<b>7000</b>	<b>[#] [Medium]</b>

15'	[3500]	#	20'	8000	[#] [High] [More] [Large Pool]
15'	[4000]	#	21'	9000	[#][High] [More] [Large Pool]
15'-16'	[4500]	#	21'	10000	[#][High] [More] [Large Pool]

[Most common pool size] [For example, pools 15' in diameter or 4000 gallons would use setting x]  
 NOTE: [See the information that came with your pool or] calculate pool gallons by multiplying diameter x diameter x water height x 5.9 or visit our pool volume calculator at [kingtechnology.com](http://kingtechnology.com)

### Replacing the Chlorine [Brand] [Half] [Hemisphere] [Replacement] [Cartridge] [Pac] [Recharge]

When the product is almost empty it will [begin to] slowly [flip] [roll] over giving you [a day or two] notice that it's about time to replace. If it stays on its side longer than a day or two, pull unit out of the water and let it drain. Reset it in the water to see if it flips completely. [If it does] [When it completely [flips] [rolls] over replace by [rotating the two [halves] [hemispheres] [cartridges] [pacs] [pieces] [sections] until the [arrows] [alignment marks] [tick marks] [icons] [water drops] align along the edge of both [halves] [cartridges] and pull apart] [arrow on the Sani-King P-Max 8 Cartridge aligns with the unlock symbol on the mineral cartridge and pull apart]. [To remove the [bottom] [chlorine] cartridge, release the [safety] [locking] tab by pulling or pushing the release with your finger.] [To release the [bottom] [chlorine] cartridge, squeeze the tabs and pull the empty cartridge out.] Follow the start-up procedures [above for attaching a filled chlorine [brand] [half] [hemisphere] [replacement] [cartridge] [pac] [recharge]].

Do not remove the Sani-King P-Max 8 Cartridge until the system has completely flipped. If the chlorine [half] [hemisphere] [replacement] [cartridge] [pac] [recharge] [still] contains a small amount of chlorine after the system has [flipped] [rolled] over, [place in pool to float by itself] [hang on the tether via the [hook] [loop] on the side of the almost empty Sani-King P-Max 8 Cartridge] [until completely empty]. Do not allow Sani-King P-Max 8 Cartridge to sink to the bottom or pool bleaching may occur. When completely empty discard in trash [or offer for recycling].

### Regular Pool Care

1. Run pump and filter at least 8 hours per day [but ideally 24 hours per day]. Clean or replace your filter cartridge weekly. Lack of circulation may cause bleaching of pool surface and improper sanitization levels.
2. [Regularly] skim the surface of any debris and remove [anything] [debris] collected on the return fitting to your pump.
3. Regularly test water for pH, total alkalinity and chlorine levels. Adjust your pH when it rains or when adding fresh water to the pool. Maintain [a] [at least] 0.5 [to 1.0] ppm chlorine level at all times.
4. Replace [the] chlorine [cartridge] when [the [Brand] System completely] [flips] [flipped] [rolls] over.
5. Shock the pool [at least] [weekly if the pool is being used often and every few days when the water temperature is 90 degrees or more] [in the heat of the season and [as needed] to maintain water clarity. Follow label directions on the shock treatment used.
6. Replace the complete [Brand] System every 6 months or after one pool season whichever is shorter. If the pool is drained and refilled prior to six months or one pool season, the [minerals] [system] must be replaced at that time.

NOTE: [This product may be removed from the pool when in use [or if the pool has over chlorinated]. Lift out of the water and let drain into the pool. Then hang over the outside of the pool [on [the cord provided] [a string]] or place on the ground or surface that is not susceptible to bleaching from the chlorine. Remember to replace the product once exiting the pool [or when the chlorine levels return to normal.]

## Troubleshooting

### Cloudy Water or Low Chlorine Levels

- Check water balance. Ensure pH, Total Alkalinity, Calcium Hardness and Stabilizer levels are correct.
- Check Sani-King P-Max 8 Cartridge. If empty, replace following directions on the label.
- Make sure your Mineral Cartridge is not older than 6 months as it will be ineffective and more chlorine will be required to maintain the pool until you replace the minerals.
- Shock the pool [with a chlorine or non-chlorine shock] to regain clarity.

### High Chlorine Levels

- Remove the [Brand] System from the pool until the chlorine level is down to 1.0 ppm.
- Lower the dial setting on the [Brand] System by 1 number and replace in the pool.
- Test in 24 hours. Repeat process until chlorine level stays within 0.5 to 1.0 ppm.

### Algae

- Use an algaecide following manufacturer's directions carefully. This may involve more than one dose.
- Run circulation 24 hours a day and brush the sides of the pool often
- When clarity starts to return shock the pool

Learn more at [www.KingTechnology.com](http://www.KingTechnology.com)

**{Operational Instructions for Cartridge for Bulk Chlorinator}** {All text is optional}

**[Brand] System Operation Manual**

Welcome to pool care courtesy of [Brand]. The [Brand] System will destroy bacteria to keep your pool clean with less work and up to 50% less chlorine. It is super easy to use because it fits inside your current [Hayward®] [Rainbow®] [or equivalent] chlorinator. You simply enjoy a clean, clear swimming pool without touching or counting chlorine [tablets] [pucks] again. Here's all you do:

**Swimming Pool Tips**

1. Make sure the pool has adequate circulation. The pool water must completely circulate through the pump and filter at least 1 to 2 times per day. This usually requires 8 to 12 hours. Check with your dealer for the proper circulation time for your pool.
2. Before beginning with any pool care program, you must first balance your pool water. Take a water sample to your local pool professional [or use a complete test kit] that will test for the following important elements.

<b>Water Balance Guidelines</b>	
pH:	7.2-7.8
Total Alkalinity:	80-120 ppm
Calcium Hardness:	200-400 ppm
Total Dissolved Solids:	<1500
Stabilizer/Conditioner:	20-80 ppm
Free Chlorine:	0.5-1.0 ppm

3. If your fill water is high in metals, use a sequestering agent or metal out product at start up only before using the mineral reservoir. See your local dealer for details on using these products and always follow manufacturer's directions carefully.
4. After your pool is up and running smoothly, continue to test your water for pH, total alkalinity and chlorine [with [Brand] Test Strips] and maintain its balance by adding any necessary adjustment products (see you dealer for details).
5. Check the pool's filter gauge often and periodically clean filter per the manufacturer's directions. A dirty filter will slow the flow of water which could hamper proper circulation.

**[How to replace the [Brand] components]**

**[Replacing] [Using] a [53735-11 Brand Name] and Sani-King P-Max 8 Cartridge**

1. Check the [top] [front] of the box [and [back] label of product] to make sure you have the correct [53735-11 Brand Name] to fit your [Hayward®] [Rainbow®] chlorinator.

THE [53735-11 BRAND NAME] **MUST BE REPLACED EVERY 6 MONTHS OR AFTER ONE POOL SEASON WHICHEVER IS SHORTER.**

2. Remove the material covering the holes on the bottom [and side] of [remove the plug from the side of] the Sani-King P-Max 8 Cartridge.
3. [If using Algaecide Pac. [push] [screw] [affix] algaecide [pac] [container] [bottle] [on] [in] to the [chlorinator] [adapter that attaches to the] [[53735-11 Brand Name]] [while inside the chlorinator]

[then insert into chlorinator]. Replace cap, turn dial full open and run for 90 minutes. Remove algaecide [pac] [container] [bottle] and discard or recycle.]

4. Connect the [53735-11 Brand Name] to the Sani-King P-Max 8 Cartridge by bringing the two together, lining up the arrows and turning the Sani-King P-Max 8 Cartridge clockwise to lock.
5. Turn off pump, turn chlorinator dial closed or off and open the cap.
6. [Lift up] [Use] the handle [and] [to] lower the complete system into the [Hayward®] [Rainbow®] chlorinator by lining up the square channel on the side of the [53735-11 Brand Name] and Sani-King P-Max 8 Cartridge with the dial side of the [Hayward®] [Rainbow®] chlorinator.
7. Replace the chlorinator cap. If the system is not seated properly the cap will not close. Pull up, check alignment and re-lower into chlorinator.

Channel in [53735-11 Brand Name]  
Dial side of [Hayward®] [Rainbow®] chlorinator

### Replacing the Sani-King P-Max 8 Cartridge

Sani-King P-Max 8 Cartridges will help ensure a reduction of up to 50%\* in chlorine use. *Pacs sold separately.* (EPA Reg. No. 53735-2)

*\*Compared to the minimum EPA recommended chlorine level of 1.0 ppm for a stabilized swimming pool.*

Avoid sparks, open flame or smoking when handling the pac.

1. When the Sani-King P-Max 8 Cartridge is empty remove the entire [system] [product] from the chlorinator. Turn the Sani-King P-Max 8 Cartridge counter clockwise to unlock it from the [53735-11 Brand Name]. Simply connect a new Sani-King P-Max 8 Cartridge by lining up the arrows and turning the Sani-King P-Max 8 Cartridge clockwise until it locks.  
Alignment arrows  
Turn clockwise
2. [Lift up] [Use] the handle [and] [or] lower the complete system into the [Hayward®] [Rainbow®] chlorinator by lining up the square channel on the side of the [53735-11 Brand Name] and Sani-King P-Max 8 Cartridge with the dial side of the [Hayward®] [Rainbow®] chlorinator.

The Sani-King P-Max 8 Cartridges are made of HDPE plastic. Non-refillable container. Do not reuse or refill this container. Offer for recycling if available. Rinse thoroughly before recycling or discarding in trash.

Mark your calendar for the six month replacement of the [53735-11 Brand Name] and approximate replacement times for the Sani-King P-Max 8 Cartridges. Once wetted, the time released mineral coating of this product is effective up to 6 consecutive months or one pool season whichever is shorter. After that time, even if you hear the spent media inside, it is no longer effective and must be replaced.

### Start-up and Operation

1. Add a stabilizer or conditioner to the pool at the beginning of the season if the stabilizer level is below 20 ppm. This will prevent chlorine burn off. Follow manufacturer's directions carefully.
2. [Shock the pool with [an EPA registered chlorine shock] [a shock pac] to rid the water of all contaminants before beginning. Follow manufacturer's directions carefully.]

Do not add shock in or near the skimmer or into the chlorinator as it could damage equipment, risk



potential explosion or discolor your pool surface.

**THIS STEP IS VERY IMPORTANT TO START-UP. USE CHLORINE SHOCK ONLY.**

3. [If using the Algaeicide [pac] [container] [bottle], follow the directions for use on that product now.]
4. Install [53735-11 Brand Name] and Sani-King P-Max 8 Cartridge into the [Hayward®] [Rainbow®] chlorinator. See page 1 for directions.

REPLACE THE [53735-11 BRAND NAME] EVERY 6 MONTHS OR AFTER ONE POOL SEASON WHICHEVER IS SHORTER.

5. **SETTING CONTROL DIAL:** Set control dial by matching up the parameters of your pool on the charts below. THIS IS A STARTING POINT ONLY and may need to be adjusted to fit your individual pool needs. See # [x] for directions.

Initial Setting Chart	
Pool Gallon Size	Setting #
10,000	#
15,000	#
20,000	#
25,000	#
30,000	#
35,000	#
40,000	#

6. For the first week test the pool water daily for free chlorine [with [Brand] Test Strips] to ensure correct dial setting. Continue to test weekly throughout the season. After testing, adjust the dial up by ½ increment if the free chlorine reading has dropped below 0.5 ppm or down by ½ increment if the reading has risen above 1.0 ppm. Continue this process each day until the [reading stabilizes to at least 0.5 ppm.] [color on the test strip matches the ideal [Brand] range of 0.5 ppm to 1.0 ppm free available chlorine (FAC).] Remember to adjust dial by ½ increments only, in order to prevent over chlorination which may bleach pool surfaces.
7. Shock pool every two weeks or as needed to maintain water quality. Follow label directions on the chlorine shock treatment used.

Hayward® is a registered trademark of Hayward Industries Inc.

Rainbow® is a registered trademark of Pentair Inc.

{Optional notes for labels}

**[IMPORTANT:**

The warranty will be void if this [chamber] [cartridge] [pac] [pack] [hemisphere] [replacement] is not used with the appropriate [feeder] [cyclor] [system]. Fire or explosion may result if this [chamber] [cartridge] [pac] [pack] [hemisphere] [replacement] is used with an incorrect [chemical] [feeder] [cyclor] [[system].]

**[NOTE:** Some settling may occur during shipment.]

**[NOTE:** Buyer assumes all responsibility for safety and use not in accordance with directions.]

**[DO NOT REMOVE LABEL]**

**[IN CASE OF MEDICAL EMERGENCY CALL 1-800-424-9300]**

**[NPTN Hotline number for public information 1-800-858-7378]**

[U.S. Patent Numbers xxxx and other U.S. Patents and Foreign Patents pending]  
[World Patents Pending]

[Patents: [www.kingtechnology.com/IP](http://www.kingtechnology.com/IP)]

[Patents: [www.heycoolpool.com/IP](http://www.heycoolpool.com/IP)]

[kingtechnology.com] [frogproducts.com]

**{All text on this page is optional}**

The Sani-King P-Max VIII [Cartridge] [Pac] [Chamber] is:

Prefilled with chlorine

Prefilled

Pre-illed chlorine replacement [cartridges] [pacs] [chambers].

Easy to Use

Lightweight

Less Odors

Reduced odors and no touching or measuring chlorine

The easier alternative to bulk chlorine

Automatic Pool Care System

The no-hassle way to a clean pool

Now for use with P-Max VIII Cyclers Series [100 or 200] [400 or 600]

Model # [##-##-####]

The Sani-King P-Max VIII Cycler uses prefilled chlorine replacement [cartridges] [pacs] [chambers].

The Automatic Pool Care System uses prefilled chlorine replacement [cartridges] [pacs] [chambers].

Saves time – chlorine lasts longer

No hassles – no contact with chlorine – the [cartridge] [pac] [chamber] contains the odor

Automatic Water Treatment Pac/Chamber

Cycler Pac or Replacement Chamber

Replacement Pacs/Chambers

What makes this pool care system better than the rest?

- 1) Convenient: Prefilled [cartridge] [cyclers pac] [chamber] eliminates exposure to chlorine for greater safety and convenience.
- 2) Precise: The control dial precisely meters out just the right amount of sanitation for each pool.
- 3) Longer Lasting: Trapped air in [cartridge] [pac] [chamber] keeps chlorine dry so it lasts longer with less consumed per season.
- 4) Reliable: Water cycles through only a small amount of chlorine for more uniform and reliable output.

Store in a cool, dry place

See Product Label for Directions for Use and Precautionary Statements

Net contents: # pacs/chambers

Convenient # pack

In case of emergency call Chemtrec at (800) 424-9300

{DOT shipping information on carton}

Trichloroisocyanuric Acid, Dry

Class 5.1 (Oxidizer), UN 2468 PG11

Minerals and [Brand] Cyclers not included

APSP Logo; The Association of Pool & Spa Professionals

{Alternate Brand Name:} New Water

{Tag Line:} Clean Water. Just for the Fun of it.

[[Brand] offers] More [fun with your family]

***{All text on this page is optional for use with alternate brand names}***

[Brand] Bac Pac Model 5051  
For use in the [Brand] Cyclor and [53735-11 Brand Name]

[Now] for use with [Brand] Series 4500, 5100, 5200, 5400, 5600, 6100, [#####] and [#####] [[Brand] Series 5770, 5771, 5790]

[Brand] Bac Pac Model 4551  
For use with the [Brand] Cyclor and Reservoir

For use in the [Brand] Chlorine Infuzer

[Brand] Cyclor Pac Model [105C] [407C]  
For use in Cyclor Series [100, 120 and 200] [400 and 600]  
Model # [01-03-1413] [01-03-4613]

[Brand] Bac Pac Model 5751  
For use only with Aqua Smarte System

[Brand] Chamber Model 725AP  
For use only in the [Brand] System

[Brand] Automatic Water Treatment System Model 500SP  
For use only in the [Brand] System

[Brand] Bac Pac Model 5551  
For use only with the [Brand] System

[Brand] Pool Pack Model 70.5C  
For use only in the [Brand] System Model 170 or 5770

[Brand] Bac Pac Model 5071  
For use only with the [Brand] System

[Brand] Pac [540C] [610C] [#####]  
For use in the [Brand] System

Used with the [Brand] [Sanitizing] System and [53735-9 Brand Name] 90-Day Algae Protection Guarantee!

Use with [Brand] Test Strips for [precise readings at low chlorine levels] [matching the ideal chlorine rand when using [Brand] minerals]

Chlorine alone – when used alone

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

- Always on guard
- On Guard
- On Duty
- What's living in your pool?
- Don't share your pool with [common bacteria, pests you don't want]
- Your pool party has a long list of unwanted guests.
- Don't let undesirables crash your pool party
- [Brand] dial-a-sure
- The lower chlorine system
- Worry about your water? Go [Brand] for no worries.
- [Brand] on duty
- [Brand] never sleeps
- [Brand] is always in the pool
- [[Brand] is] [The [Brand] System+ is] Always working to protect you and your family
- Don't get in the water without the [Brand].
- [Brand] twist and shout
- Dial-a-[Brand]
- Dial-a-Clear Pool
- Dial-a-Clean Pool
- Toss [this] [the [Brand] System+] in—bacteria goes out
- Plop in [the [Brand] System+]—[kick] bacteria out!
- [Brand] works
- With [Brand], you know it's [clean] [clear] [sanitized] [fresh] [sparkling]
- Your Pool needs [Brand]
- Pool water needs [Brand]
- [Pop-up, splasher, small] pools need [Brand]
- [Brand] [System+] in - bacteria out
- Dirty water needs [Brand]
- [Brand] gets it clean, keeps it clean.
- [Brand] keeps bob bob bobbin along
- [Brand] - Always In! – Always Clean [Clear] [Sanitized] [Fresh] [Sparkling]!
- [Brand] - Always Cleaning So You Don't Have to!
- KNOW your Pool is Clean [Clear] [Sanitized] [Fresh] [Sparkling]!
- Toss it in. Leave it in.
- Toss [it] [the [Brand] System+] in. Kick bacteria out!
- [Pop-up, Splasher, Small] Pools Need Cleaning Too!
- Toss it in. Clean it up!
- Finally! Small Pools Get Big Clean!
- The easiest way to keep small pools [clean] [clear] [sanitized] [fresh] [sparkling]
- Small Pools Need Big Clean!
- Small Pools – Big Clean!
- Great Ball-O-Clean!
- It's like having your own 24/7 pool service! Just dial the number to your pool size and toss it in the pool. When the [Brand] System turns over and stays over, simply replace the chlorine and toss it back in. It's that easy!
- [A] [One of the] leader[s] in reduced-chlorine mineral water care.

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

- Toss it in for weeks of worry-free water!
- Dual-Core system for maximum water clarity and cleanliness!
- Minerals and low levels of Chlorine for an ultra clean pool
- Never swim alone – take [Brand] with you
- Clean [Clear] [Sanitized] [Fresh] [Sparkling] water starts with [Brand]
- Fresh, sparkling water starts with [Brand] that kills harmful bacteria with up to half the chlorine
- Need Clean [Clear] [Sanitized] [Fresh] [Sparkling] Water? Get [Brand]
- Don't get in the pool without [Brand]
- For Clean Pool Water You Need [Brand]
- Twist and Toss
- Live in pool cleaner
- Live in pool help
- Live in pool care
- Live in caretaker
- [And] Minerals reduce chlorine costs to [just] pennies a day
- With minerals chlorine use costs only pennies a day
- [Brand] - Keep it in – Keep it clean
- [Brand] keeps [cleaning] [sanitizing] [working] so you don't have to
- [Brand] is a lazy man's best friend
- [Brand] in – water [clean] [clear] [sanitized] [ready to go]
- [Brand] is a pool caretaker
- Satisfaction Guarantee – Like it or your money back.
- Never swim without a buddy!
- [The lazy man's best friend for] clear, clean water
- Your partner in sanitizing pop up pools
- The pairing of minerals and chlorine continuously maintains clear, clean water for weeks.
- Clear, clean and easy [way to have] soft water
- [[Brand] Minerals] maintains a neutral pH for softer skin
- Soft water with a crystal clear shine
- Put your pool in good hands!
- You need a buddy that's always lending a hand to keep your water clean and clear.
- [Especially made] for [pop up] [splasher] [small] [swimming] pools
- Mom's love [it] [[53735-11 Brand Name]]
- [Plus] free [Brand] test strips [(\$\$ Value)] [Inside]

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

- [The [Brand] System+] Keeps small pools healthy
- The Clean Machine
- The Small Pool Must for Bacteria that Disgust!
- The ESSENTIAL Small Pool Sanitizer
- Kills Bacteria. Clears the Water.
- The [Automatic] All-in-One Small Pool Sanitizer
- Cleaner water - Round the clock
- The easy way to give smaller pools a bigger clean
- Provides a Clean Zone in your small pool
- Finally, an easy way to keep your small pool clean and clear
- Protect your small pool from bacteria all day and night.
- [The [Brand] System+ is] Always on guard against bacteria [- Always!] [in your [small] pool]
- [The [Brand] System + is] Guarding your pool against bacteria- so you don't have to.
- Keeping an eye out for bacteria 24/7
- [The [Brand] System+ is] On guard against bacteria in your small pool
- Your front line against bacteria in your small pool
- Your blockade against small pool bacteria
- The automatic small pool sanitizer
- The always-on small pool sanitizer
- When [it] [flips] [rolls over] replace this [bottom] [half] [recharge] [insert color] [chlorine] [cartridge]
- Flips over when Sani-King P-Max 8 Cartridge is empty and needs to be replaced.
- Replace [this] [bottom] [half] [recharge] [chlorine] [cartridge] when [flipped] [rolled] [over] [viewable] [seen] [bottom showing]
- Chlorine: Replace when [this] [chlorine] half floats up
  
- [This is] not a toy.
- Visit [kingtechnology.com](http://kingtechnology.com) to find a stocking retailer
- Minerals: Lasts 6 months
- Turn your chlorinator into a mineral system
- For [Hayward®] [Rainbow®] chlorinator users
- The experience of mineral pool care without an installation
  
- Turn your [Hayward®] [Rainbow®] [chlorinator] into a [Brand] [mineral system]!
- Improve your water quality with precise chlorine output
- No more touching chlorine tablets
  
- No need to haul heavy buckets of chlorine
- No guessing how much chlorine to use
- Better than [chlorine] buckets!
  
- [Ditch] [Buck] [Brand] the [chlorine] buckets with [Brand] prefilled chlorine pac
- No more [peak and valley] [yo-yo] [up and down] [chlorination] [chlorine levels]
- Get more from your [Hayward®] [Rainbow®] chlorinator by converting to [Brand]!
  
- Chlorinators are old school – [it's time for] [upgrade to] [Brand]!
- Experience a better pool care method for no more money
- Reduced chlorine [solution] [technology] for [Hayward®] [Rainbow®] chlorinator users

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

- Clean water with up to [1/2] [half] [50%] the chlorine\*
- [Brand] [We] keep it clean with up to [1/2] [half] [50%] the chlorine\*
- [Brand] [helps] keep[s] it clean with up to [1/2] [half] [50%] the chlorine\*
  
- Kills bacteria with up to [1/2] [half] [50%] [less[ the] chlorine\*
- [Destroys] [Kills] [Eliminates] harmful bacteria with up to [1/2] [half] [50%] the chlorine\*
  
- [Brand] patrols your pool with up to [1/2] [half] [50%] the chlorine\*
- Keep [your pool] [it] clean with up to [1/2] [half] [50%] the chlorine\*
- Fights bacteria with up to [1/2] [half] [50%] the chlorine\*
  
- Battles bacteria with up to [1/2] [half] [50%] the chlorine\*
- [Patented technology] for [pop-up] [splasher] [inflatable] [smaller above ground] [easy set] [quick set] [frame] [metal frame] [oval frame] [ultra frame] pools up to [12'] [15'] [16'] [18'] [diameter] [3000] [4000] [5000] [6000] [gallons] [gal.]
  
- Perfect for [keeping] [pop-up] [splasher] [inflatable] [smaller above ground] [easy set] [quick set] [frame] [metal frame] [oval frame] [ultra frame] pools [clean] [disinfected] [clear] – [1 [Brand]] up to [12'] [15'] [16'] [18'] [diameter] or [3000] [4000] [5000] [6000] [gallons] [gal.]
  
- [Patented] [Proprietary] [Exclusive] [pop-up] [splasher] [inflatable] [smaller above ground] [easy set] [quick set] [frame] pool [bacterial] [protection] [technology] – [1 [Brand]] up to [12'] [15'] [16'] [18'] [diameter] or [3000] [4000] [5000] [6000] [gallons] [gal.]
  
- [Designed] [Made] specifically for use in [pop-up] [splasher] [inflatable] [small above ground] [easy set] [quick set] [metal frame] [oval frame] [ultra frame] [frame] [set] pools [between [1000] [2000] gallons] [up to [16'] [18'] in diameter] [or] [and] [5000] [6000] gallons].
  
- Large pool technology [brought home to any backyard] [now available for [pop-up] [splasher] [inflatable] [small above ground] [easy set] [quick set] [metal frame] [oval frame] [ultra frame] [frame] [set] pools].
  
- Easy-to-follow instructions inside the box.
- 3 [easy] steps to keep your pool clean\*:
- Clean pool in 3 [easy] steps
  
- Keeping [your] [the] pool clean [is as easy as 1-2-3] [has never been so easy]
- [Destroy] [Kill] [Eliminate] harmful bacteria [and prevent algae] in 3 easy steps
  
- 1 - Connect [algaecide], [mineral and chlorine together] [upper and lower] halves and [select] [twist to] [appropriate] setting on [Brand] [based on pool size and use]
  
- 2 – [Place] [Toss] [Flip] [Throw] [Brand] in pool
  
- [3 - When [Brand] [flips] [rolls] [over] [upside down], [he's telling you it's time to] [change] [replace] [bottom half] [the chlorine recharge] [cartridge]



**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

- 3 - [Brand] [flips] [rolls] [over] [upside down] when it is time to [change] [replace] [bottom half] [chlorine recharge] [cartridge]
- 3 - Change cartridge when [[Brand] flips] [flipped] [it rolls over]
- 3- [Flips] [Rolls] [over] [upside down] when chlorine [recharge] [half] [cartridge] needs replacing
  
- Set, float, [flip] [roll over], replace [chlorine] [half] [recharge] [cartridge]
- Attach [cartridge] [recharge], select setting, float, [flip] [rolls over], [replace cartridge] [re-cartridge] [recharge] [Adjustable dial settings]
- [Attach] [Connect] and set
- Re-connect and Re-Set
  
- [It] Float[s] til[l] [Flipped] [it flips] [it rolls over]
- Replace [chlorine] [cartridge] [recharge] [half] [bottom]
- Silver [smart] [ion] [mineral] technology plus low levels of chlorine
  
- Silver ion [minerals] [mineral technology] work[s] [in conjunction] [partner] with [low levels of] chlorine to [kill] [eliminate] [destroy] [inhibit] [harmful] bacteria
- Minerals with low levels of chlorine destroy bacteria
- Silver ion [minerals] [mineral technology] [kill][s] [eliminate][s] [destroy][s] [inhibit][s] bacteria[l] growth when used in conjunction with low levels of chlorine
- When used in conjunction with low levels of chlorine, silver ion [minerals] [mineral technology] [kill][s] [eliminate][s] [destroy][s] harmful bacteria [and inhibit[s] its growth]
  
- Silver ion [boost] [action] [Brand] reduces chlorine use by 50%
- Silver ion [boost] [action] [Brand] [needs] [works with] [equals] [=] 50% less chlorine
- Silver ion [boost] [action] [Brand] keeps your pool clean with up to [1/2 the] [half the] [50% less] chlorine.
  
- Silver ion chlorine technology
- Silver smart chlorine reduction technology
- Silver ion minerals [plus] [+] replaceable chlorine
  
- Advantages of [using] less chlorine:
- Advantages of using up to [1/2] [half] [50% less] [the] chlorine:
- Up to [1/2 the] [half the] [50% less] chlorine means:
- Increased enjoyment with:
  - [Less] [Reduced] chlorine [smell] [odor] [aroma]
  - Improved water [feel] [softness]
  - Water feels softer
  
  - Spa-like softness
  - Soft water feel
  - Crystal clear shine
  
  - Crystal clear water [looks inviting]
  - Sparkling clear water
  
- You buy the pool. [We] [Brand] keep[s] it clean.
- King Technology, Inc. – Improv[ing] [ed] [your] [pool] [spa] [hot tub] water
- King Technology, Inc. – the [pool] [spa] [hot tub] water [experts] [patrol] [professionals]

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

- [Chlorine] [Recharge] [Cartridge] [Bottom half] Lasts up to 3 weeks! (see instructions inside for details)
- [[Brand] Minerals] [Top half] last[s] up to 6 months or a full season! (see instructions inside for details)
- [1 – 2 punch] [Dual action] [2-Part action] against [harmful] bacteria
- Fighting together to protect swimmers from [harmful] bacteria
- [2-part] [Dual] action gives bacteria a 1-2 punch
- Kill[ing][s] bacteria with a 1-2 Punch
- [Brand] [sanitizes] [does the job] [keeps it clean] for pennies a day!
- The next best thing requires [50%] [a lot] more chlorine!
- If your chlorine level is [2.0] [3.0] ppm, using [Brand] can cut your use [70%] [80%]
- Self-Contained [Dual Action] [Reduced Chlorine] Pool [Care] [Sanitizer]
- When it starts to turn you have a day or two before it's empty
- Slowly [flips] [rolls] over to let you know it's almost empty
- Flips over when [chlorine [cartridge] is] empty
- Early warning system built in as it takes a few days to completely [flip] [roll over]
- Dual Action
- [Silver Ion] Minerals + low levels of chlorine
- [Silver Ion] Minerals + controlled levels of chlorine
- Less chlorine hassle; hassle free water care
- Saves [you] money
- No-touch chlorine cartridge
- Up to 18ft. or 6,000 gallons
- Up to 15ft. or 5,000 gallons
- [For [pop-up] [easy set] [do it yourself] pools] [12 to 18] [18 to 21] [feet] [foot] [in] [diameter;] [2000 to 5000 gallons] [5000 to 10,000 gallons]
- Stays clean with consistent low-levels of chlorine
- [Tells you] [Let's you know] when it's empty
- Complete pool care system
- Conditions the water for spa-like softness
- Top half lasts up to 6 months (or one season)
- [Bottom half] [Chlorine] lasts about 4-6 weeks in pools up to [3000] [4000] gallons with average use or 2-4 weeks in pools up to [5000] [6000] gallons.
- Additional replacement [chlorine] cartridges sold separately
- Keeping the Pool clean has never been so easy
- Align arrows, twist and set for your pool size. [Set the cartridge per the] [See chart in] manual
- Tie off in pool away from skimmer. Product will tip over when empty.
- When empty, twist off Sani-King P-Max 8 Cartridge (and recycle). Attach replacement cartridge.
- Attach new [insert color] Sani-King P-Max 8 Cartridge to [insert color] mineral cartridge and set back in pool.

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

- Low Chlorine vs. Too Much Chlorine
- Chlorine is by far the leading sanitizer used to kill bacteria in swimming pools because it works.
- But it needs to be controlled as chlorine in too high a dose can be a problem.
  
- Keeping the right amount of chlorine in the pool promotes comfort and enjoyment.
- The [53735-11 Brand Name]'s patented design manages chlorine levels in two ways.
- First, it combines low-levels of chlorine with another anti-bacteria agent – [silver ion] minerals. Together, they destroy bacteria.
- Secondly, the patented interior design of the System controls the flow of chlorine to eliminate the too-high, too-low situations.
- The result is consistent sanitation with up to half the chlorine.
  
- [Click] [Twist] on [to replace], [click] [twist] off [chlorine] [cartridge] [when empty]
- Easy to twist off the empty cartridge and twist on a new one
- Simply twist off the old [insert color] cartridge and replace
- [This] [Replacement] [Chlorine] [Cartridge][s] [designed for] [fits] [53735-11 Brand Name]]
- [Clean] [Clear] water the easy way! Easy way to cleaner, clearer water
  
- It's [Brand] but a leap ahead
- Mineral pool care that's a leap ahead
- Leap ahead with [Brand] Leap
- Leap into summer
- Specially designed for [Brand] Leap mineral system users.
  
- Flippin' amazing technology turns [old fashioned] [pool] [water] care upside down
- [Brand] [Kills] [Destroys] [Gets rid of] bacteria [two] [2] ways [with] [silver ion minerals] [mineral ions] [minerals] [and] [plus] [low levels of] [less] [chlorine]\*.
- In fact, it's half as much chlorine\*
- [Friendly] [Easy] [pop-up] [mineral] pool care
  
- It's flippin' [amazing] [exciting] [easy] [easy to use] [profitable] [cool] [awesome] [friendly] [fun] [original] [one of a kind]
- THE [pop-up] [mineral] pool technology that cuts chlorine use in half\*
- Low - and - slow chlorine release cartridge (lasts 3-4 weeks)
- Amazing mineral[s] [system] [technology] [formula] kill bacteria
- Float[s] [and] [&] Flip[s] [technology] tells [user] [you] when [it's empty] [to replace the Sani-King P-Max 8 Cartridge]
- Mineral cartridge releases ions while Sani-King P-Max 8 Cartridge releases low (0.5 ppm) levels of chlorine
- Visual[ly] [out indicator] [tells you] [at a glance] [when] [the cartridge needs replacing] [it's empty] [it's time to replace]
  
- The [no-mess, no-guess, no-stress] pool care for pop-up pools featuring [Brand]'s [innovative] technology. Prefilled cartridges for no-mess, no-guess, no-stress
- Minerals make a difference you can see and feel
- It gives you:
- Less work with no daily dosing
- A neutral pH with less monitoring
- Prevents bleached [swimming] suits and smelly odors

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

- No more worries about the proper dosage or handling smelly, bulky chemical[s] [buckets]. [53735-11 Brand Name] [simply floats in the pool] keep[s] [ing] the water sparkling clean, clear and soft for weeks; then flips over when [the chlorine is] empty. [Simply replace with a new Sani-King P-Max 8 Cartridge.] [Saves] [Less] work and [up to 50%\* less chlorine] [saves money]! It's that easy! [Saves you work and money.]
- Some floaters were not built with the [adjustability] [technology] to precisely meter chlorine so they [tend to] [sometimes] dispense higher chlorine levels than is needed.
- Not all floaters are built with the [technology] [adjustability] to precisely meter chlorine, which may result in the [dissension] [dissolution] [dissolving] [using] [of] more chlorine than is needed.
- Standard floaters come in different sizes with different output abilities which can mean one pool has too much chlorine while another doesn't have enough.
- [and] [Brand] leaves [your] water soft, clean and silky
- It's patented. It's EPA registered
- [Patented] minerals [reduce] [cuts] chlorine use up to 50%\*
- [Helps] [you] ensure[s] the pool [is always] [stays] [sanitized] [clear and clean]
- [Brand] works hard for you
- Clean & clear the easy way
- Clean, Clear & Easy
- [Complete] [Clear] [Clean] Water Solution
- Figure A – Align arrows
- Figure B – Rotate to set
- Figure C – Initial Setting Chart
- [The [prefilled] {insert color} Sani-King P-Max 8 Cartridge] Lasts 3-4 weeks
- Fits [your] [53735-11 Brand Name]
- [It's] New
- This side up
- Contents: 12 Sani-King P-Max 8 Cartridge
- Retailer: pull here to remove

Scan to learn more about [Brand]

[kingtechnology.com] [frogproducts.com] Made in the USA

Distributed by Arch Chemicals, Inc. P.O. Box 724438 Atlanta, GA 31139-1438

“Cool” sanitizing pool care – minerals and less chlorine!

The [latest] [up to date] [innovative] [high tech] [cool] pool technology combines minerals and [low levels of] [50% less] [half the] chlorine

Minerals benefit you with:

Clean, clear, [pH balanced] water

Forget about faded swimsuits or [harsh] [smelly] odors

Silky soft, sparkling clear water

{insert color} Mineral[s] [cartridge] last[s] all summer^

^ [Brand] minerals last [up to] 6 months or one pool season whichever is shorter

[The [Brand] Mineral system+] Minerals scrub[s] bacteria away

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

[insert color] [cartridge] [side] up? It's time to replace [your Sani-King P-Max 8 Cartridge].  
When it flips to [insert color] side up  
[Insert color] [cartridge] [side] up? [Brand] is working to sanitize your pool.  
Water looks inviting and feels even better  
Less cost [to maintain the pool]

More time for [what really matters] [fun!] [Super easy for more fun!]  
[Hey! easy] mineral [sanitizing] [quality] pool care  
Pool care [made easy] with [sanitizing minerals] [mineral sanitizing ions]  
Sanitizing mineral pool care  
Crystal clear water made easy  
Hey! [our new] [cool] pool care with minerals  
Uses essential minerals to sanitize and keep pH neutral  
Uses sanitizing mineral ions and keeps the pH neutral

Bacteria[!] [fighting] [killing] [sanitizing] mineral ions and [low levels of] [half the] [50% less] chlorine  
[protect your family] [and] [leave your water looking sparkling clear and clean]

Bacteria[!] [fighting] [killing] [sanitizing] mineral system+ [protects your family] [and] [leaves your water looking sparkling clear and clean]

Use only chlorine? Not anymore! [Patented] [Bacteria killing] Minerals [destroy bacteria] reduc[e][ing]  
[cuts] chlorine use up to 50%.\*

Plop it in – wait til it flips  
Plop and flip  
Plop it in until it flips  
Simply plop [it] in the pool – flips when [it's out] [empty]

Plop [it back] in the pool  
When it flips, it's time to replace the chlorine [cartridge]  
Remove [the empty] & [replace] [twist on] a new [chlorine] cartridge

Hey! less work  
Hey! less chlorine  
Hey! [less] [saves] money

[Minerals means less is more] [With minerals less is more] – less chlorine and more benefits  
[Spend] More or less? It's your choice.

- Spend less time working on your pool
  - No adding chlorine daily or by hand
  - Long lasting cartridges are easy to replace
- Spend less money on "fix-it" chemicals
  - Mineral protection helps prevent problems
  - Less chlorine use equals less chlorine cost
- Use less chlorine than standard pools
  - Water feels softer with less chlorine
  - Prevents bleached suits and smelly odors

Minerals – the insurance policy against a green pool  
Minerals keep working even when the chlorine [level drops] [is empty]  
Minerals help keep the pool from turning cloudy

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

Bacteria doubles every 20 minutes – the [Brand] System+ [stops bacteria in its tracks] [keeps bacteria at bay] [ends the bacteria growing cycle]  
[Better] [Amazing] [Brilliant] [Improved] [Enhanced] [Advanced] [Quality] [First Rate] [First Class] [Excellent] [Superior] Water – pH neutral – sparkling clear

Less [chlorine] [work] [money] [swimsuit [fading] [bleaching]] [monitoring] [worries] [hassles] [bromine] [time] [cost] [daily [duties] [dosing] [odors] [harshness] [over dosing]

More [fun] [enjoyment] [relaxation] [softness] [pleasure] [satisfaction] [gratification] [leisure] [recreation]  
We make living the good life easier

Stop! Do not mix with other products or dissolve before use.  
Read precautions / first aid statements on label [before using]  
Call 7 days a week (8am to 10pm Eastern Time) with questions concerning pool water care  
Helpline: Call [866-HTH-POOL] [866-484-7665] toll free or visit [hthpools.com](http://hthpools.com)  
In case of emergency call: 800-654-6911  
Customer [call] [care] center: 800-455-4311

[Nothing is easier than] [You can't mess up] plop [in]  
[Visit us at] [Learn more at] [[kingtechnology.com](http://kingtechnology.com)] [[frogproducts.com](http://frogproducts.com)]  
[From] [Brand]

[Value Pack] [Contains] [Includes]: 1 [Brand] Mineral [Cartridge] [Complete System] [and] plus #  
[Replacement] [Prefilled] Sani-King P-Max 8 Cartridge[s]  
Complete 2 Part Cartridge System [Inside] [Included] [- Minerals and Chlorine]  
[Contains] [Includes] 2 cartridges [(minerals and chlorine)] for 1 complete system  
[Brand] is a complete system of 2 cartridges [- Minerals and Chlorine]  
Duo system [of] mineral[s] [+] [and] chlorine [cartridges]

[Brand] fresh [mineral clean pool care] [clean and easy]  
Fresh [mineral] [pool] [spa] [hot tub] [water] care  
Great water care value  
Refresh your [pool] [spa] [hot tub] with [Brand]

[Brand] fresh water is clean water  
Freshen up your [pool] [spa] [hot tub] [bottom line] with [Brand]  
No one says fresh like [Brand]

[Brand] [keeps water] [does] fresh  
[Brand] makes fresh – [the] mineral pool care for your customers and your business  
Fresh ideas [to help grow your business] [only from [Brand]]

Fresh new [products] [business strategies] bring in new customers while maintaining old customers  
With [Brand] you know [it's] [your [water's] [pool's] [spa's]] fresh  
The fresh [alternative to standard water care] [way to good clean fun]

Think Fresh – Think [Brand]  
Think [Brand] – Think Fresh  
Keep your water [Brand] Fresh  
Don't dump it – revive it!  
Water starts fresh and stays fresh with [Brand]  
You don't need a new pool, you need [Brand] [Fresh]

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

[Brand] keeps your pool [spring] fresh water – all summer long  
Restore your water with [Brand] [Fresh]  
Revitalize your [backyard fun] [business] with [Brand] [Fresh] Mineral Pool Care

Summer long value pack  
A summer pool care value pack  
Complete summer pool care inside the box

C'mon in, the water's [fresh] [clean] [clear] [inviting] [fine]  
Flip [plop] Fresh  
Flippin' [[Brand]] Fresh  
Fresh as a [Brand]

So fresh, so clean, so clear, so easy [- Brand]  
So clean, so clear, so fresh, so easy [- Brand]  
The universal language of fresh - [Brand]

More [fresh] [refreshed]  
[Brand] happiness  
Fresh, recycle, refresh

Cut on dotted line to open  
[Brand] [Minerals] [This] [Mineral Water] Makes Chlorine... *Better?*

Chlorine is great because, well... it works! But, sometimes there really can be too much of a good thing. Too much chlorine can be **harsh**, **fading** swimming suits and **damaging** pool equipment. So we came up with a clever (and fun) alternative – [53735-11 Brand Name]!

We all know chlorine does the job of keeping water clean but it's not always fun to swim in. It fades suits and pool surfaces. It smells to high heaven at times and it certainly doesn't leave your skin feeling soft. That's why we invented [Brand] fresh mineral water<sup>∞</sup>.

[53735-11 Brand Name] [uses minerals in addition to] {and/or} [creates mineral water along with] a small dose of chlorine to kill off unwanted bacteria. So, you get the benefits of chlorine, without all the negative [effects] [drawbacks]! Oh, and the minerals leave your water (and your skin) feeling soft and silky.

And no more yo-yo ph because too much chlorine can drive your pH down. A low level of chlorine [will have less effect] [keeps the pH more stable].

You probably know that chlorine is used to keep your pool clean, but [use] [put] too much [in] and it can fade bathing suits, damage pool equipment, leave a harsh smell and ruin your summer! That's why we [put minerals in] [create mineral water with] [53735-11 Brand Name]. [Minerals] [Mineral water] allow[s] us to use a much smaller amount of chlorine and still kill the unwanted bacteria. You'll love the way [53735-11 Brand Name] keeps your water silky soft and crystal clear all summer!

Without the [right treatment] [proper amount of the right stuff], all pools [and spas] [and hot tubs] are subject to nasty bacteria growth that causes murky water and harsh smells. But, [53735-11 Brand Name]'s [one-two [combo] [punch] of minerals and low levels of chlorine] [mineral water with far less chlorine) deliver a knockout blow that destroys bacteria in its tracks.

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

On the other hand, if you treat your pool with too much chlorine, it won't be long before the kids are complaining that the water doesn't feel good and it stinks! And to add insult to injury, uncontrollable variables like outdoor temperature, swim usage, the length of the season, and rainy weather mean varying pH levels that need constant balancing.

But, we're guessing you didn't buy an [above ground] [pool] [spa] [hot tub] to become an expert in pool chemistry. You just want clean, clear water without all the fuss. We intimately know this because we're pool owners, too! That's why we invented [53735-11 Brand Name] [Brand] [fresh] [mineral water].

[Brand] Fresh

[Featuring] [Brand] Fresh mineral water<sup>∞</sup>  
[∞ for [pools] [spas] [hot tubs]]

[Brand] Fresh mineral [swimming] pool water

[Brand] Fresh mineral [spa] [hot tub] water

[Brand] Fresh mineral water<sup>∞</sup> [made] easy

The sparkling water for any pool or [spa] [hot tub]

[Fresh Mineral Water<sup>∞</sup>] Splash Therapy [– one dip to soothe body and soul]

Fresh Mineral Water<sup>∞</sup>. No sweat

[Fresh] Mineral Water refreshment you can [have fun in] [relax in] [say aaahh in] [splash in] [laugh in] [smile in]

Quench your thirst for fun

Fresh Mineral Water<sup>∞</sup> is [easy] [less time consuming] to take care of

[Brand] Fresh Mineral Water<sup>∞</sup>. Not imported. [Refreshed] [Made fresh] in your own backyard

Patented mineral technology makes perfect clear water

No hard feelings with Fresh Mineral Water<sup>∞</sup>

Raise your glasses to Fresh Mineral Water<sup>∞</sup>– your sunglasses that is

Happy Hours with Fresh Mineral Water<sup>∞</sup>

[Brand] Fresh Mineral Water<sup>∞</sup>. On a hot day, just add fun!

[Brand] Fresh Mineral Water<sup>∞</sup>. The perfect mixer for any summer occasion

[Brand] Fresh Mineral Water<sup>∞</sup> makes any pool occasion effervescent

CRT – Chlorine Reduction Technology

A fresh perspective on [pool] [spa] [hot tub] water

Experience the difference of [53735-11 Brand Name]

Sparkling [mineral] water for pools up to [5000] [10,000] [15,000] [25,000] [40,000] gallons

Sparkling [mineral] water for [spas] [hot tubs] up to 600 gallons

Fresh [intelligence] [perspective] [start] [look] [feeling]

[Minerals] [Mineral water] make[s] a difference you can see and feel

Lasts [4] [6] full months

Relax, Laugh, Have Fun!

Watch your [grand] kids laughing, splashing and [playing] [having fun]

Feel the relaxing ahhhhh of fresh mineral water<sup>∞</sup>



**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

Enhances swimmer comfort  
Prevents unpleasant odors  
Stress free pool care

Cheaper to maintain  
Flip, Plop and forget  
Forget about [pool] [spa] [hot tub] hassles and keep all the great memories!

No more daily maintenance  
Forget about maintenance for a few days (or weeks). It's ok – [Brand] is in charge  
Crystal clear [pool] [spa] [hot tub] water for dummies  
[Pool] [Spa] [Hot Tub] care for dummies

Here is what [[53735-11 Brand Name]] [mineral water] users say:

"I rarely have to shock"  
"very little maintenance"  
"keeps water clean and clear"  
"This product is so easy to use and it works well"  
"keeps my pool water clean without irritating the swimmers"  
"I love the [Brand] products, they make everything so easy."  
"No harsh chlorine smell, no handling of chemicals. Simple, clean, perfect"  
"Used a lot less chlorine and the filter stayed much cleaner and more efficient"  
"We had some family critics who said that pools were a lot of work. NOT with [Brand] they aren't"  
"[Brand] is so easy to use and has dropped the chlorine level, but kept the pool perfect."

Mineral[s] [water] replace[s] pounds of chlorine every summer  
Experience the difference of [BRAND]  
The [Brand] Fresh Mineral Water [Pool] [Spa] [Hot Tub]

The Mineral Water [Swimming] [Pool] [Spa] [Hot Tub]  
The Mineral Water [Swimming] [Pool] [Spa] [Hot Tub] [made easy] Guys  
The Fresh Mineral Water [Swimming] [Pool] [Spa] [Hot Tub]

Crystal Clear [fresh] Mineral Water Pool  
You've heard of Salt Water Pools. This is a [sparkling] [fresh] Mineral Water Pool.  
It's like a whole new product - The [sparkling] [fresh] Mineral Water Pool  
The difference is [crystal clear] [fresh].

A fresh approach to keeping pool water clean - easier  
A fresh approach to keeping pool water cleaner  
A fresh approach to keeping pool water cleaner made easy

Go ahead - get fresh with us.  
Get fresh in the pool.  
Get fresh with [Brand]

Pool boys have been really getting fresh lately.  
Refresh yourself.

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

Get refreshed

Good clean fun - with a splash.

Why have a chlorine pool when you can swim in fresh mineral water∞?

Get fresh in your pool with fresh mineral water∞

Refreshingly [easy] [clean] [clear] [comfortable] [enjoyable]

Nice [pool] [spa] [hot tub]! Can we freshen that up for you?

Buying the pool was easy. Shouldn't taking care of the pool water be just as easy?

"Don't you hate it when you're all ready to have some fun in your pool – it's a beautiful sunny day, and the kids are all set to jump in – only to find that bacteria and algae have taken over, leaving the pool green, cloudy and too dirty to swim in. Talk about a kill joy."

We have two words to share with you – [53735-11 Brand Name] - the "almost too easy" way to keep your water crystal clear all summer long – from [Brand]. How easy is it you ask? Well, you simply plop it in the pool and it goes to work on nasty bacteria and other things that make water cloudy, murky or worse. When it flips over it's time to replace the bottom cartridge. Then plop it back in.

Where most pool floaters use 100% chlorine, [53735-11 Brand Name] uses minerals, leaving you with fresh mineral water∞ that feels softer without fading swimsuits, damaging pool surfaces or creating smelly odors. Having a mineral water pool means you're not swimming in a [chlorine] [chemical] bath like most pools. Mineral water also maintains its balance better meaning less work and greater comfort for swimmers.

This EPA registered product for water care, without all that chlorine, has been sold in larger pools for over 15 years. Now, pools as small as [1000] [2000] gallons can experience the mineral water difference.

Here's how it works. There are two cartridges. The top [insert color] cartridge provides mineral water all summer long. The [insert color] cartridge will deplete every 3-4 weeks. Simply connect the two cartridges by lining up the arrow with the unlock symbol. Then you twist to the setting that's right for your pool. There's a helpful chart in the manual with a setting for every pool size. Then plop it in the pool.

You'll know when to replace the bottom cartridge when the product flips over and the [insert color] side is up. Simply twist the top back to the unlock symbol and pull apart. Recycle the empty cartridge and lock in a new one. At the end of the summer, if the bottom cartridge still contains some ingredient, wrap in a plastic bag and store in a cool dry place for the winter. Discard the top cartridge as it is spent once removed from water (or after six months whichever comes first). Start fresh with a new system next summer.

With thousands of pool owners enjoying the benefits of fresh mineral water∞, we want to encourage you to take the [53735-11 Brand Name] challenge. Try it in your pool for 30 days and see if you don't experience softer, clearer water with less work! Then you too will be a believer in mineral water!  
Enjoy clearer water with less work

[53735-11 Brand Name] is available at most Walmart stores around the country. Visit our website at [kingtechnology.com] [frogproducts.com] to learn more and find a retailer in your area.

Take A Fresh Look at [Brand] Mineral Water

See What Fresh Mineral Water∞ Is All About!

Fresh Mineral Water∞ – That's More Like It!

[We] [Brand] [Minerals] Mineral water] make chlorine better

It's like having an entire summer's worth of pool cleaning service in the palm of your hand!

[Hard] [Tough] [on] [kills] bacteria, [but] Soft on you.

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

Water, made mineral-fresh!  
Beyond Chlorine  
It's [53735-11 Brand Name] Fresh!

Fresh-Water Fun!  
Keeps water looking and feeling fresh!  
[Using] [Uses] minerals to keep water looking [sparkling clean] and feeling fresh  
If you just bought a[n] [above ground] pool, you NEED [this] [[53735-11 Brand Name]] to make it work properly.

Chlorine is chlorine is chlorine. Everyone knows what it is and what it does. That doesn't mean everyone loves it! It's like taking medicine when you're sick. You want to get better so you take it but you hold your nose and swallow quickly in an effort to just to get it over with. Using chlorine is a little like that. It's assumed that's what you do if you own a pool or [spa] [hot tub]. You put gloves on before using then hold your breath and hope you don't spill any on your clothes! Each time you ask yourself, is there another way to do this?

There is another way. It's called fresh mineral water<sup>∞</sup> and it will change the way you feel about your pool or [spa] [hot tub]. Mineral water is refreshing and inviting because the level of chlorine in the water is greatly reduced.

Instead of a chlorine only treatment method, mineral water is a chlorine [enhancement] [alternative]. It takes what chlorine does like kill bacteria and provides what chlorine can't – soft water that's more enjoyable to swim and soak in

While chlorine has been a proven disinfectant in swimming pools and hot tubs since the 1920s, if left unchecked, it has a reputation for harshness. Anyone who has ever taken a dip in overly chlorinated water can tell you a few things about how it leaves their skin, their suits and the damage it can cause to surfaces or equipment. Most people say, "Oh well, that's just what you have to do, right?"

Wrong! There is [an alternative] [a better way] [an easier way] that cuts chlorine use up to 50% so water feels silky soft without bleaching swimming suits and with far less of those smelly odors! We call it mineral water because it uses minerals to keep the water fresh and clean. The end result is sparkling water that feels as good as it looks with far less chlorine!

Water feels silky soft without bleaching swimsuits or damaging surfaces

We call it a chlorine [enhancement] [alternative] because when used with the EPA registered mineral formula, a low level of chlorine finishes the job without all the drawbacks. Your pool or [spa] [hot tub] experience is enhanced [with] [through] water that's clean and fresh with up to 50% less chlorine!

Fresh mineral water<sup>∞</sup> is only available in [Brand] brand products by King Technology, Inc. For [more than 15] [many] [years] [decades] we have [been helping] [helped] hundreds of thousands of people relax and enjoy their pool or [spa] [hot tub].

Your Grand Mother thought using [all] [only] [just] chlorine was good  
[Brand] Fresh Mineral Water<sup>∞</sup> is better than [all] [only] [just] chlorine  
[Nothing but] [Just] [All] chlorine used to be the best thing but now there's [Brand] Fresh mineral water<sup>∞</sup>

Your Grandmother used [all] [only] [just] Chlorine. We know you love her, but [it's] time for a change

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

Using chlorine alone has its drawbacks like faded swimsuits and smelly odors but not with Fresh Mineral Water<sup>∞</sup>

Time for the [all] [just] chlorine [only] challenge

Why not go [Brand] Fresh Mineral Water<sup>∞</sup> for a change

Replace your all chlorine pool with a Fresh Mineral Pool

Replace your "all chlorine pool" with Fresh Mineral Water<sup>∞</sup>

Water starts out fresh. Minerals help keep it fresh by destroying bacteria along with a low level of chlorine or bromine. This fresh approach [to water care] [is mineral water that] creates a pool or [spa] [hot tub] experience of relaxation and fun. . Your suits stay bright and fresh and your pool or [spa] [hot tub] investment lasts longer by maintaining its fresh new look. Refresh your thinking about [pool] [or] [spa] [hot tub] water [care] with the proven, problem-free, EPA registered mineral water systems from [Brand].

[53735-11 Brand Name] – Fresh Mineral Water for pools up to [3000] [4000] [5000] [6000] [8000] [10,000] gallons. Simply floats in the pool and flips over when empty. Another repeat sale opportunity from [Brand]!

[Brand] Above Ground – Fresh Mineral Water for pools up to [15,000] [20,000] [25,000] gallons. Easy installation, convenient no-touch replacements drive 3 repeat sales every year!

[Brand] In Ground – Fresh Mineral Water for pools up to [30,000] [35,000] [40,000] gallons. [Brand] with a larger Sani-King P-Max 8 Cartridge also available for greater satisfaction on larger pools.

[Brand] Floating System – Fresh Mineral Water for [spas] [hot tubs] up to 600 gallons. Simple and Effective. clean, soft and sparkling clear water. Prefilled and adjustable cartridges make it easy.

[Brand] Test Strips – The only way to ensure [fresh mineral water<sup>∞</sup> with lower] [the proper] chlorine or bromine levels [for [Brand] mineral water products] with the ease of Dip and Read! Tests for pH and Total Alkalinity too!

Mineral Water Test Strips

Fresh [mineral] water – clean, clear

Fresh feeling – soft not harsh

Fresh ingredients – not the same old chlorine but minerals

Fresh ideas – why use chlorine alone when minerals and 1/2 the chlorine is so much better

Fresh approach - no touching, smelling or measuring chlorine

Fresh thinking – [Brand]'s got it covered. I can relax and enjoy

Amazing product helps you get in (and out) of your above ground pool with ease.

This system takes cleaning your pool or [spa] [hot tub] to a whole new level

Responsible moms use [Brand]

[The] [An] "All" chlorine alternative [that works]

Say no way to "All" chlorine

Say no to "All" Chlorine

[Brand] Fresh Mineral Story

Fresh Mineral Water<sup>∞</sup> Care

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

The [Brand] Fresh Way – Revolutionary  
Swim w/ Fresh Mineral Water∞  
Floats & flips when empty  
From [Brand] comes a new product – [53735-11 Brand Name]

**{Dealer / Trade Copy}**

[Brand] Makes Fresh  
[Brand] Fresh Makes Smart  
Fresh Product Innovations – with patented technologies and a clever twist  
Fresh Markets – identifying untapped opportunities and creating solutions to serve each niche  
Fresh Friends – connecting pool and [spa] [hot tub] owners with dealers through social media

Fresh Refresh Success – today's sales refreshed with profitable replacements every year  
Fresh Defense – protecting dealers margins and customer retention through our MAP policy  
Fresh Defense against resellers who would devalue the [Brand] brand

[Brand] Fresh has a whole new meaning. First, [Brand] doesn't sell minerals, it sells fresh mineral water∞ made easy. And [Brand] Fresh is about a good times mindset. With [Brand] you're selling good times ahead in the fun zone. And if you don't sell [Brand], this is a chance for a fresh start.

Every [Brand] product refreshes water and refreshes profits  
Take a Fresh look at [Brand] Minerals  
A clean win for your customers.  
A clean break from the past.  
Fresh [Products] [Strategies] [Thinking] [Focus] [Benefits] [Ideas] [Approach] [Feeling] [Financials] [Profits] [Sales]

**{Article Headlines}**

Don't buy chlorine until you've read this first!  
This plus 15 minutes per week will keep your pool water crystal  
What you may not know about chlorine can make a difference in your fun in the sun!  
Before you buy a salt [water pool] [generator], you should know [this first] [about mineral water pools]  
What you need to know [about mineral water pools] before you choose [a] chlorine [pool].  
Thinking [salt water] [chlorine]? Think again.  
Most pool owners only clean their pool with chlorine and miss this key ingredient  
What new [above ground] pool owners' don't know yet that could cost them dearly  
If you just bought an [above ground] [easy set] [inflatable] pool, don't make these common mistakes  
Common mistakes [above ground] pool owners make  
The biggest mistake people make when they buy a new [above ground] pool is this (don't make the same mistake!)  
What most people don't know about their new [above ground] pool (and how it will cost them dearly!)  
What you need to know [if you just bought a(n) [above ground] pool] [before you make your pool a chlorine pool]  
What you're missing if you only treat your pool with chlorine

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

Oops! You let your pool get too cloudy. Here's the fastest [and easiest] way to crystal clear water [again] [-easy!].

Help! The water in my pool is green! Here's how to fix it.

Don't buy [just] chlorine for your pool until you've read this!

What sounds better to you? Chlorine water? Salt Water? or Fresh Mineral Water<sup>∞</sup>

Which would you like better, 100% chlorine or fresh mineral water<sup>∞</sup> with up to 50% less chlorine\*

What's a chlorine pool vs a mineral water pool?

### **{Additional Optional Copy}**

See model number on top of box

Find the Cyclor model this fits on top of box

See your dealer for details

Crystal Clear Pool Water [Easy]

3 Bonus Cartridges and Value Pack

Summer Value Pack with 3 Bonus Sani-King P-Max 8 Cartridges

Specifically for [larger] [Intex style] [above ground] pools up to 10,000 gallons

Use [53735-11 Brand Name] for pools up 2000 to 5000 gallons and [53735-11 Brand Name] for pools 5000 to 10,000 gallons

For [above ground] [in ground] pools [15' to 21' in diameter] (5000 to 10,000 gallons)

Simply [pull] [snap] off the old cartridge and replace

Easy to replace Sani-King P-Max 8 Cartridge – snap in, push the tabs to release

This mineral water solution has worked on big pools for over 15 years

Now you can get this proven effective pool care method for Intex style pools as small as 2000 gallons

Mineral water helps reduce the monitoring and adjusting you need to do to keep your water at the right balance.

It is not your old fashioned chlorine floater. [53735-11 Brand Name] provides a tested and EPA registered alternative to chlorine alone.

Mineral water cuts back on the use of and exposure to chlorine because everything is pre-measured and prefilled. No daily fussing with adding chlorine by hand.

The [key] [secret] [to [Brand]'s success] is fresh mineral water<sup>∞</sup> that handles tough bacteria, creates a soft feel and a crystal clear shine – all with a minimal amount of chlorine added.

Mineral water has far less chlorine in it than standard pools

It all adds up to more fun for you and your family.

Mineral water feels as good as it looks because it's fresh not harsh

It eliminates bacteria a whole different way – with a lot less chlorine

It's easy on your clothes and easy on your nose.

Hey! When your water smells like chlorine you smell like chlorine

And unlike salt pools, it doesn't corrode metal or eat stone

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

Why settle for ordinary water when you can have fresh mineral water<sup>∞</sup> – easy.  
Mineral water protects your pool or [spa] [hot tub] investment because it's easier on surfaces  
Just fresh mineral water<sup>∞</sup> – soft and crystal clear as a mountain stream  
A strong chlorine odor does not smell fresh

[53735-9 Brand Name] is a 3 step convenience pack for opening pools [in the spring] or closing pools [in the fall].

- Depth Charge is a non-chlorine shock that rids the water of contaminants
- Reveille is a chlorine shock that sets the chlorine residual in the pool
- All-Out is a 90 day algae preventative that is guaranteed to protect the pool against algae [prevents algae for 90 days – guaranteed]

Start by describing Fresh Mineral Water<sup>∞</sup> and the benefit of more fun times because:

Fresh Mineral Water<sup>∞</sup> feels softer and looks crystal clear.  
Fresh Mineral Water<sup>∞</sup> doesn't fade suits or damage pool surfaces.  
Fresh Mineral Water<sup>∞</sup> keeps the pH in line with less monitoring.  
Fresh Mineral Water<sup>∞</sup> uses far less chlorine than standard pools.-  
And Fresh Mineral Water<sup>∞</sup> is not corrosive like salt systems.  
In short, [Brand] Fresh Mineral Water<sup>∞</sup> is less hassle, allowing you to spend more time with family and friends.

The future of [pool] [spa] [hot tub] water  
[Come] [You can] [feel] [see] [experience] the difference  
Crystal clear and comfy

Have fun again  
Water never felt this [good] [clean] [amazing]  
Feel good about your [pool] [spa] [hot tub] water

The decision is clear  
[Significantly] [dramatically] [reduces chlorine use] [less chlorine]  
It's amazing how easy crystal clear [pool] [spa] [hot tub] water can be

Fresh Mineral Water<sup>∞</sup> [Easy] – [only from] [from] [by] [brought to you by] [Brand]  
Easy crystal clear water  
[Quality][First Class] [pool] [spa] [hot tub] [fresh] [clean] [clear] [relaxing] [soft] water

[You] [Your kids] [Your family] will feel the difference  
The difference you feel is clear  
A difference you can [see and] feel  
Splash, laugh and have fun

You can't have fresh mineral water<sup>∞</sup> without [Brand] [the [53735-11 Brand Name]]  
The only way to fresh mineral water<sup>∞</sup> is through the [53735-11 Brand Name]  
Want a mineral water pool – get [Brand]

Your pool should not be a weekend chemistry class  
Pool maintenance should not be a weekend chemistry class

**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

One small jump for [Brand]. One [Brand] for pool care  
The water you've been waiting for  
Time to Change How You Think About Pool Water

You're About to Become a Water Groupie  
A Whole New Reason to Get Wet  
You Will Feel the Difference

Oh Yeah! There's a Difference!  
Yeah! It's a Big Deal!  
Soak in the Softness

Come On! This Isn't Hard!  
Feeeeeeel the Difference!  
Cleaner, Clearer, Softer

Your Skin Will Give You a High Five  
Your Skin Will Kiss You Full on the Lips  
Your Skin Will Like You Better  
Your Skin Will Owe You One

Your Pool Just Got Way More User Friendly  
We Just Made Your Pool More User Friendly  
Crystal Clear Water Only More User Friendly

The Water You've Been Wading For  
It's a Love That Will Not Fade

Turn dial to adjust chlorine output  
Let the [Brand] fun begin

Fresh Mineral Water<sup>∞</sup> Easy is all about "er"....because with "er" you get water quality that only [Brand] Fresh Mineral Water<sup>∞</sup> delivers. Unless you have Fresh Mineral Water<sup>∞</sup> from [Brand], you don't have cleaner, clearer, or softer water.

#### Fresh Mineral Water<sup>∞</sup> - THE ALTERNATIVE WAY TO SANITIZE

A fresh approach to clean, clear water using mineral technology that uniquely offers these 4 advantages

[Cleaner because [it] [product]] [kills bacteria two [2] ways] – [with minerals] and [a low level of] [chlorine]

Minerals help keep the pH balanced for Clearer water that shines

[Plus] Minerals condition the water for Softer [effects] [feel]

[Cartridges are prefilled] [Prefilled cartridges] [[makes it easy] for] [no mess, no guess, no stress] making maintenance Easier.

Replacement for [Brand]

Lasts 6 months

Kills bacteria two ways [using] [with] minerals [plus] [+] [and] [up to 50% less] chlorine

When used with [Brand] minerals

For pools up to x gallons only



**{All text on this page is optional copy for marketing to use in conjunction with the [53735-11 Brand Name]}**

The [Brand] System  
The all-in-one pool sanitize[ing][er] [system]  
Pool care that's care free  
The total pool care package

The benefits of using our system:  
Lower your chlorine use up to 50% with minerals  
Cuts the chlorine habit by using up to 50% less  
Up to 50% less chlorine for greater comfort

Precision performance – just set it and forget it  
Count on [Brand] to perform continuously  
Ends the chore of daily pool care  
With [up to 50%] less chlorine\* it's easier on skin and helps protect pool surfaces

Water feels soft and doesn't fade suits or damage surfaces  
90 day algae protection guaranteed with [53735-9 Brand Name]  
{53735-9 Brand Name} Dispenses in 90 minutes. Prevents algae for 90 days – guaranteed  
Stop algae before it starts – guaranteed for 90 days with [53735-9 Brand Name]  
Your 90 day guarantee against green with [53735-9 Brand Name]  
[Lifetime] [10 year] warranty on [Brand]

Step 1: This is the minerals! [53735-11 Brand Name] (sold separately). Lasts 6 months or 1 pool season (whichever is shorter)  
Step [2] [3]: This is the chlorine! [53735-2 Brand Name] (included in this box). Replace every x-x weeks throughout your swim season  
Make it even easier to open and close your pool!  
Step [2] [3]: [53735-9 Brand Name] [{kit} sold separately) [Algae Protection] Use once in the spring and again in the fall for optimal performance plus an algae protection guarantee

Visit [kingtechnology.com] [frogproducts.com] or call 800-222-0169  
Fits the following systems [list of brands]  
Size [25K] [40K] Up to [25K] [40K] gallons  
Prefilled pacs eliminate stinky chlorine fumes

Swimsuit friendly because chlorine is 50% [lower] [less]\*  
Keeps swimsuits bright and noses happy  
Pool care with a lower degree of difficulty  
Makes cleaning your pool as easy as 1, 2, 3  
Easy as 1-2-3-Ahh!

Adding minerals allows you to use less chlorine  
No more touching chlorine  
No more measuring chlorine  
No more pouring chlorine

**{All text on this page is optional copy}**

[QR Code]

Download the Free [Brand] Water Care App

Tap into the App – Watercare guide for [pools] [spa] [hot tubs]

- Easy water testing advice
- Water care at your fingertips
- Helpful reminders and more

Expert advice, reminders & more

Simple water care at your fingertips

Contact your local FROG dealer

Contact Customer Service at 800-222-0169

**[Phone App Icon]**

