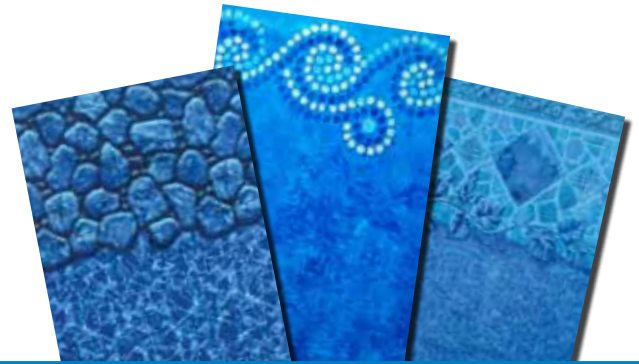


AQUA-TRU

EMBASSY LINERS



The Truth about Aqua-Tru Premium Liners

Aqua-Tru Premium Vinyl Liners offer consumers a high-quality, longer-lasting liner, and often a better warranty, which gives dealers fewer problems and more satisfied customers.

“Within the pool industry there is a large range of vinyl liners sold. Liners are typically sold by quality, cost, and design. However, often times the consumer isn’t fully educated on the quality of the liner they are purchasing.” - Embassy Pool Co.

There are 3 major reasons to purchase a Aqua-Tru premium liner over a low-cost commodity liner:

1. Liner Thickness:

- Aqua-Tru Premium Liners are typically **30%-60% heavier** in both weight and thickness.
- Aqua-Tru Premium Liners have the **same weight and thickness on both the sidewall and the bottom**. Commodity liners typically have thicker, heavier sidewall than bottoms. Commodity liner manufacturers do this to reduce the price of the liner, but only advertise the sidewall thickness which can be misleading.
- Aqua-Tru Premium Liners are manufactured with **heavier vinyl material and will last 50% -90% longer** than commodity liners.
- Aqua-Tru Premium Liners **protect the sidewall and bottom of the liner from tears, rips, punctures, and holes** caused by foreign objects in the soil, objects on clothing, windblown objects, lawn care debris, and entry system (ladders & step) contact on the bottoms and sidewalls.

2. Raw Material Make-Up:

- There are 3 major ingredients in the chemical makeup of a vinyl liner:
 1. PVC (Poly Vinyl Chloride) is the main building block that goes into creating vinyl liners. PVC makes up 50%-60% of the total raw ingredients.
 2. Plasticizer (petroleum-based oil) is another key ingredient that makes up 35%-40% of the total raw ingredients. This ingredient determines the flexibility of the liner and increases its chemical resistance and life span.
 3. Inert Materials (calcium carbonate – a.k.a. clay) and Stabilizers make up 11%-30% of the total raw material ingredients.

Aqua-Tru Premium Liners have increased levels of plasticizer and low levels of calcium carbonate. Typically raw material plasticizer costs are 4-5 times more per pound than calcium carbonate. **Aqua-Tru Premium Liners, with increased levels of plasticizer, will remain flexible during the life of the liner providing a wrinkle-free installation and minimizing UV fading.** Commodity liners use a lower level of plasticizer (to save money) therefore compromising the quality of the liner.

3. Liner Life Span:

When comparing the purchase of Aqua-Tru Premium Liners to commodity liners (calculated over the life span of the liner), **Aqua-Tru Premium Liners usually last 6-10 years.** Commodity liners typically last 3-5 years. Both incur the same cost for installation, water and labor.

The Truth about Aqua-Tru Liners

Why buy an Aqua-Tru Premium Liner instead of a low-cost commodity liner?

- 30%-60% heavier in both weight and thickness
- Same weight and thickness on both the sidewall and the bottom
- Made of a heavier vinyl material and will last 50%-90% longer
- Protect the sidewall and bottom of the liner from tears, rips, punctures and holes
- With higher levels of plasticizer, will remain flexible throughout the life of the liner, providing wrinkle-free installation and minimizing UV fading
- Typically last 6-10 years

Aqua-Tru liners are measured in mil, a true measurement. Don't be confused by the liner gauge "games" played with most commodity liners. Some will call their liner 20 gauge when they only measure 10 mil.

Example:

18' printed vinyl commodity liner Perma 2000 series weighs 41 lbs. and is marketed as 20 mil. Perma 2500 series weighs 46 lbs and is marketed as 25 mil. An Aqua-Tru 18' printed vinyl liner weighs 58 lbs. and is a true 15 mil liner.

THE COST OF A PREMIUM LINER PRICE CAN BE RECOVERED WITHIN 3 YEARS OF PURCHASE.

Aqua-Tru Premium Liner

Installation, Water & Labor	\$1,200
Liner purchase price	\$600
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Total Cost	\$1,800
Liner lasts 8 years	\$1,800/ 8 years
	\$225 average cost per year

Commodity Liner

Installation, Water & Labor	\$1,200
Liner purchase price	\$400
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Total Cost	\$1,600
Liner lasts 4 years	\$1,600/ 4 years
	\$400 average cost per year

