



## Hayward Begins the New Year with Even More Products and Capabilities

Robert R. De Martini  
General Manager, IMG

Hayward® has made many carefully considered acquisitions over the years to add products and technologies that complement Hayward's core business of pumps, filters and white goods.

Comfortzone® heaters, Arneson® and AquaVac® pool cleaners, Goldline® salt chlorinators, Summit® and EUS® heat pumps, CAT Controllers® and now Kripsol®/Fiberpool® commercial products were all strategic acquisitions that broadened and strengthened the Hayward equipment offering increasingly demanded by a growing global marketplace – a good portion of which is served by yet another acquisition in 1996 – Hayward/IMG.

At Hayward, product additions through acquisition and organic development, maintains our competitiveness and is enhanced by our Lean Sigma Manufacturing philosophy. Lean supports Hayward's customers by increasing each of our factory capacities while not increasing their respective footprints. The process also increases quality and improved customer service.

***"As a global company, our goal is to continue to provide industry-leading products while building on the traditions that have made Hayward a market leader for decades" said Hayward's CEO Robert Davis.***



Robert Davis  
CEO, Hayward Industries

Hayward will continue to seek out acquisitions in response to demand for products that support the operation of modern swimming pools with added convenience, energy efficiency and pleasure while assuring safe, healthy and sparkling water.

## Hayward's Aqua Rite is #1 in the World



As the global leader in salt chlorination, Hayward® provides luxuriously soft water and the most convenient sanitization method on the market.

Hayward has introduced the AquaRite 900 designed to provide the same superior salt chlorination you expect from Hayward, but with an Extended Life TurboCell. The new AquaRite, produces 25% more chlorine over its lifetime than Hayward's other AquaRite systems.

The Extended Life TurboCell reduces chlorine cost by 50% or more and features the industry best warranty at 4-years.



## NEW! HCP 3000 Series Unrivaled Power, Unmatched Efficiency



The New HCP 3000 Series pumps are the

new standard in commercial pump performance and versatility.

Engineered for heavy-duty durability and fitted with 3" unions on the discharge and suction ports. The new pump is offered with a wide range of power options providing an optimum solution for virtually any pool while delivering maximum performance and uncompromised efficiency.

The HCP 3000 has an energy efficient TEFC motor plus a chemical-resistant Viton® seal for added durability.

The new Hayward pump is manufactured in the United States at Hayward's North Carolina main manufacturing facility.

## New Design SwimClear Single Element Cartridge Filter

Hayward revealed a new design SwimClear single element cartridge filter with industry leading hydraulic efficiency.



The new cartridge filter features an Easy-Lok™ ring design for quick access to the internal components. The pressure gauge and air relief valve are recessed for protection when servicing the filter.

The lower body height design allows the elements to be easily removed. Integrated handles make handling the filter easier than ever.

This new filter has been very well received by pool professionals in the United States where it has become the standard in single element cartridge filtration. Please contact the Hayward/IMG Customer Service Department for further information.

## New! Z Series Solenoid Diaphragm Metering Pump

The new Z Series Solenoid Diaphragm Metering Pump brings simplicity to your metering pump needs with the durability of a PTFE diaphragm.

The Z Series conveniently features front facing controls and tube connections allowing for easy and flexible installation.



Available in analog and digital versions, the Z Series offers three sizes with flow rates ranging from 1GPH to 29GPH, a durable glass reinforced Polypropylene housing and FPM Body O-Ring Seal. Output pressure up to 230psi.

The Z Series is a great match to the Totally Hayward product line of quality engineered products.

For more information on the products featured in Newsplash, please contact Hayward/IMG at fax: 909.444.0327, email: [img@hayward.com](mailto:img@hayward.com) or go to [www.Haywardpool.com](http://www.Haywardpool.com)



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