

## Sustainability Strategies

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The future of the pool industry will rest on how we embrace the environmentally friendly technologies now being offered in our industry. Sustainability strategies not only will save the planet but will revitalize our businesses. Worldwide trends toward energy conservation are pushing the development of technologies that meet a new "Green" standard. This is the future. A push from all facets of the pool industry to change ways of thinking about sustainability will attract new pool owners who are interested in efficient, eco-smart technologies. The value chain of goods and services from manufacturing to distribution to pool dealers and, ultimately, to the pool owner must be examined to enforce a true commitment to a positive change. As more states move toward adopting new energy efficiency regulations, it will be important for pool dealers to know the codes; educate themselves of electric, hydraulic and heating sciences as well as adopt an internal sustainability strategy to meet the consumer's demand for conserving energy.

Pool owners are emotionally tied to "green". In all aspects of their lives, they are engaging in ways to reduce their energy usages; reduce the carbon footprint, eliminate chemical toxicity while trying to examine the payback when they purchase new energy efficient equipment for their home and pool. Pool consumers want to trust that pool professionals will provide only the best energy efficient technologies which will save them future dollars.

It is our responsibility to know the new technologies. The new Florida Energy Code states pump motors of 1 HP or greater must be two-speed or variable speed. By designing pools with a lower Total Dynamic Head by increasing pipe size is one solution. Implementing automation and controllers on pumps, filters, lights and chlorine generators adds value to the consumers as well as adding additional revenue to the dealers. The pool heating industry has committed to a reduction in the carbon footprint by changing the fossil fuel efficiency ratings. Heat pump technology with its ability to retrieve and convert the heat in the air or under the ground (geothermal) to warm the pools is accepted as a viable energy reduction science. Solar heating is not a new technology, but integrating solar systems with heat pumps will reduce the overall energy costs for consumers.

It is just good business to build a strong sustainable policy. It is good for the environment and will benefit the bottom line.