

## 2020 Focus

A VIEW OF PRODUCTS, PROGRAMS AND INNOVATION



In a world where companies come and go, **S.R.Smith** is a rare breed. We have been in the pool industry since 1932. We've learned a lot of lessons over the years about what it takes to succeed in good times and bad. We believe it all comes down to one word:

## COMMITMENT

### COMMITMENT TO LEADERSHIP

constantly developing new products to grow our industry.

### COMMITMENT TO BEST IN CLASS SERVICE

consistent on time delivery, knowledgeable friendly sales and customer service teams.

### COMMITMENT TO DOING THINGS RIGHT

standing behind our products and meeting the highest safety standards.

### ---- COMMITMENT TO BUILDING RELATIONSHIPS based on shared values.

### COMMITMENT TO SUPPORTING OUR INDUSTRY

with educational tools and resources to help create the next generation of industry experts.

### COMMITMENT TO BEING HERE

for the next 88 years.

### COMMITMENT TO OUR VALUES

our customers and our industry.

### We are S.R.Smith and we are **COMMITTED** to **YOU**.

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### Residential MARKET FOCUS



75K ANNUAL new residential in-ground pool construction.



70%



new pool construction cost attributed to feature enhancements



78%

LIGHTING of pool owners ask about LED pool lighting.



POOL OWNERS ask about tanning ledges or sun shelves.





of U.S. grandparent who has an in-ground pool.



grandchildren annually.

Sources: Aqua Magazine Builder Survey 2019, 2018 Grandparents Today National Survey, AARP Research, 2016 Pool Owner Research Study, AARP/Gallup, 2015 Residential Pool Market Report, APSP/P.K. Data, 2017 YE U.S. Residential Swimming Pool Market, P.K. Data



The Safe Removable Pool Slide





SlideAway<sup>™</sup>, the safe removable in-ground pool slide from S.R.Smith. SlideAway combines safety, fun and durability in a slide that can be easily set-up and removed from the deck. SlideAway is the first fully CPSC compliant pool slide that doesn't have to be permanently affixed to the pool deck.



 $\mathsf{SLIDEAWAY}^{{}^{\mathsf{TM}}}$ 

Easy to set-up and store away in shed or garage Assembly: Includes easy to use dolly Height: 5', 4' to seat Required Deck Space: 3' x 6'7" Colors: Taupe or Gray Weight Limit: 125 lbs.





### SERIOUS FUN

Nothing amps up the fun like a pool slide. With the S.R.Smith slide collection you'll find the quality, safety and features that'll keep the fun rolling for years to come.

Manufactured from high-quality, corrosion-resistant materials, S.R.Smith slides come ready to deliver serious fun, season after season! They resist fading & scratching and retain their luster for years to come.

SRSMITH.COM/SLIDES

PRO INSTALL





TURBOTWISTER<sup>®</sup> Height: 8'7", 7'15/<sub>8</sub>" to seat Flume: 14'4" long, 23" wide available in right or left curves Ladder: Enclosed with molded handgrips Required Deck Space: 13'6" x 6'3" Weight Limit: 275 lbs. CPSC Compliant



Sandstone Gray Granite

#### TYPHOON® Height: 7'4", 6'5'/<sub>2</sub>" to seat Flume: 9'10" long, 22" wide available in right or left curves Ladder: Enclosed with molded handgrips Required Deck Space: 11'8" x 4'5" Weight Limit: 275 lbs. CPSC Compliant



HELIX2<sup>®</sup> Height: 7'4", 6'5<sup>1</sup>/<sub>2</sub>" to seat Flume: 360 degrees, 12'8" long, 22" wide Water Delivery System: Fountain feature and flume together or independent Ladder: Enclosed with molded handgrips Required Deck Space: 9'6" x 4'7" Weight Limit: 250 lbs. CPSC Compliant





Taupe

Blue

Gray ROGUE2 Height: 8', 6'6" to seat Flume: 9'3" long, 22" wide available in right or left curves Ladder: Heavy duty aluminum Required Deck Space: 8'5" x 10'7" Weight Limit: 250 lbs. **CPSC** Compliant

White



Sandstone Gray Granite Taupe CYCLONE Height: 4'1", 3'2" to seat Flume: 6'10" long, 17.5" wide

available in right curve only Ladder: Enclosed with molded handrails Required Deck Space: 6'8" x 5'5" Weight Limit: 175 lbs. **CPSC** Compliant



**VORTEX**® Height: 10'7", 7'6" to seat Flume: 19' long, 32" wide (open or closed flume) Ladder: Option of traditional ladder or spiral staircase Required Deck Space: 9'2" x 11'4" (with staircase) 9' x 9' (with ladder) Weight Limit: 325 lbs. **CPSC** Compliant

### TURN YOUR BACKYARD INTO A RESORT

PRO INSTALL

SRSMITH.COM/LANDSCAPESLIDES

Give customers the pool of their dreams with a custom landscape slide. Garden Ride, River Run and BYOS2 Slides are made using an advanced Resin Transfer Molding (RTM) process and coordinate with other RTM products. All landscape slides are UV resistant, salt pool friendly and exceptionally strong and durable. For custom pool designs, provide your drawing to our technical experts and we'll work with you to make the vision a reality for your customer.







#### BIG RIDE

3-piece fiberglass flume Flume Length: 17' long with right or left curve options Colors: Taupe and Gray Weight Limit: 250 lbs.



GARDEN RIDE Flume Length: 10' or 15' with right or left curve options Colors: solid or visual textures Weight Limit: 350 lbs.



RIVER RUN Flume Length: 19', 23', 24' & 29' with right or left curve options Colors: solid or visual textures Weight Limit: 350 lbs.



BUILD YOUR OWN SLIDE 2 (BYOS2) Easy, customized slide solutions incorporating handcrafted rock work or water park type designs into custom backyard settings. Get a custom quote in 24 hours.



### COORDINATE WITH OTHER PRODUCTS

Coordinate RTM Landscape Slides with In-Pool Furniture and T-7 Diving Boards.



### DESTINATION SERIES

Inspired by the world's most luxurious resorts, S.R.Smith's line of professional grade in-pool furniture sets a new standard for style and elegance. The Destination Series features table and seating options designed to create spaces for conversation and relaxation. Made in the USA using advanced RTM manufacturing technology, Destination Series products are lightweight and super strong.



Give customers the feel of a luxury resort with Destination Series tables and seating options for new construction and retrofit applications.



	16" Pool Seat	16" Table*	30" Pool or Spa Table*	30" Pool or Spa Table* with Cup Holders
NEW CONSTRUCTION	•	•	•	٠
RETROFIT SUNSHELF ADAPTER KITS		•	•	•

\* All tables include umbrella support standard





### THE DESTINATION LOUNGER<sup>™</sup>

- Perfect for residential or commercial use
- For pool ledges with water depths up to 12 inches
- Compatible with all pool types, including vinyl
- Exclusive colors and visual textures
- Easy to drain and remove when not in use
- Made in the USA



### GO FROM ORDINARY TO EXTRAORDINARY





With sleek lines and practical brilliance, S.R.Smith's Designer Inspired Rails bring an updated look to any pool. These stylish rails and ladders are designed to fit standard deck configurations for new construction and existing pools.



ARTISAN SERIES

DESIGNER SERIES

MERIDIAN SERIES

DESIGNER RAIL MODEL	EASILY REPLACES
Hand Rail	Figure 4
Ladder	24" 3-Step Ladder
Stair Rail	5' 2-Bend or 5' 3-Bend Stair Rails
Deck-Mounted Stair Rail	DMS-100, 101, 102 & 103
Deck-Mounted Hand Rail*	Deck-Mounted Rail 50-902
*Only available in Artisan	



Overlay of MER-1001S and Figure 4 Hand Rail

## REINVENTING THE DIVING BOARD

S.R.Smith reinvented the diving board category with a unique, patent pending design: the TrueTread<sup>™</sup> Diving Board Series. These stylish diving boards make an old favorite new again with a modern, sporty look that provides an exceptional launching grip.





TrueTread<sup>™</sup> Diving Boards are a durable, marine grade composite material that stand up to salt, sun and hours of fun. Compatible with multiple S.R.Smith stands, TrueTread Diving Boards are an ideal upgrade that makes the diving board experience new again.

### COLOR OPTIONS





BLUE GRAY

TAN

RED



Add the sights and sounds of a pool-side waterfall with a T-7 Diving Board from S.R.Smith. This unique salt-pool friendly board comes in many colors and visual textures to match any pool! Coordinates with in-pool furniture and select landscape slides for custom elegance.





### GAME ON!

Whether it's one-on-one or team play, basketball and volleyball are even more fun when played in the pool. S.R.Smith offers a complete line of residential pool games designed to stand up to the toughest environments. These durable, well-designed games will provide hours of active entertainment for years to come.



SRSMITH.COM/GAMES





### ROCKSOLID<sup>®</sup> SINGLE POST

- Heavy duty, commercial grade salt-friendly model
- 8" and 30" setbacks to work with different pool gutter designs
- RockSolid® Anchor virtually eliminates post movement



### SWIM N' DUNK DUAL POST

- Available in polished stainless steel or with the added protection of salt-friendly vinyl coating
- 12" and 18" setbacks to work with different pool gutter designs
- A clear, acrylic backboard offers minimal visual obstruction





### SWIM N' SPIKE VOLLEYBALL

- Available in polished stainless steel posts or with the added protection of salt-friendly vinyl coating
- $\cdot$  Competition quality 16' or 20' nets with 3 ft. ties
- $\cdot$  Removable posts with safety caps included

### **Fiod-LITE** PowerPass Wireless

Mod-Lite<sup>™</sup> is a transformational LED lighting product that seamlessly blends modular design with wireless power to deliver unmatched flexibility, convenience, safety and savings. Discrete wireless power and lighting elements enable plug and play capabilities not found in any other lighting product.





TWO TRIM PLATE SHAPE OPTIONS

### c CLISTED US

### MOD-LITE<sup>™</sup>

- 12VAC 7 Watt LED light for gunite, vinyl liner and fiberglass pools and spas
- Low profile wireless lamp
- Designed for use with standard 1.5" wall fittings and conduit down to 0.75"
- Available in lengths of 80' or 150', as single units or in bulk packs
- 3-year warranty
- ETL Listed Conforms to UL676
- Certified to CSA C22.2 #89









Mod-Lite works seamlessly with all poolLUX transformers.

## poollux

Pool lighting doesn't need to be complex. It is power, lights and controls, working together - it's no more complicated than that. The poolLUX line of Controllers and Transformers are designed for safety, durability and hassle-free performance.

PRO INSTALL

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SRSMITH.COM/POOLLUX





### poolLUX PREMIER

Custom Lighting System with Wireless Control

- $\cdot$  Integrated control switches
- 49 custom color options and 4 Dimming Levels (via Wireless Remote)
- ·70W (7W per channel)
- Corrosion resistant (NEMA 3R), sound dampening housing
- Works exclusively with S.R.Smith lights





PLUS TRANSFORMER

#### PLUS2 TRANSFORMER

Lighting Control Transformers with Wireless Control

- $\cdot$  Integrated control switch
- $\cdot$  Wireless remote
- · 60W or 100W options (PLUS)
- ·1 or 2-zone control (PLUS2)
- ·120W 60W per zone (PLUS2)



### POWER TRANSFORMER

Low Voltage Transformer

- Integrated control switch
- 60W or 100W options



Combine S.R.Smith lights and lighting controls for maximum features and endless possibilities.

### FIBERTOLED TRANSFORMATION



AFTER

Between the 1980's and early 2000's fiber optic lighting was commonly used in swimming pools. Over time, fiber can degrade, leaving pools looking dark, dull and dated. S.R.Smith relighting kits give builders and service companies solutions to upgrade Fiber to LED lighting using the existing fiber conduit.





### POWER TOWER PT-6001 & PT-6002

The new & improved PT-6001 & PT-6002 Fiber to LED conversion kits are an energy efficient, direct replacement for 6004/2004 Fiberstars fiber optic illuminators.

- Available as single 60W, 1-circuit unit (PT-6001) or dual 60W, 2-circuit unit (PT-6002) with sync or independent circuit control
- Both models include 12VAC and 13VAC output options
- New screwless terminals for reliable, quick and easy connections forget the wire nuts
- · Corrosion-resistant polycarbonate enclosure rated NEMA 3R
- Wireless remote control with one-touch color sync for S.R.Smith LED lighting products



### Commercial MARKET FOCUS



**50K** require a new lift to remain ADA compliant.

COMMERCIAL POOLS estimated number of commercial pools that will 87%



AQUATIC FACILITIES

expect budgets to remain the same or grow in the coming year.



### **AQUATIC CENTERS**

facilities currently planning renovation or new construction projects this coming year.



70%

### SAVINGS

estimated heating cost reduction on heating by using a thermal pool cover.



89%

### **SECONDS**

time is takes to partition a pool and increase utilization with a SwimWall.





### SUMMER OLYMPICS

increases participation in competitive swim programs.



Designed for fast, solid starts, the Velocity Starting Platform is the next generation of starting blocks. The fiberglass footboard has outstanding strength as well as a sleek, high-tech appearance and has a variety of block options to fit most commercial pools. All Velocity track start wedges tuck under to clear the way for relay exchanges.



### VELOCITY ADVANTAGE

Marine grade HDPE composite base easily mounts to pool decks or bulkheads. Patent Pending integrated backstroke start ledge is adjustable to five positions.



#### VELOCITY VR

Velocity VR starting platforms are designed to replace existing S.R.Smith Varsity blocks by fitting into the current deck anchors. No deck drilling is required.





### **VELOCITY SINGLE & DUAL POST**

Customized within a wide range of heights and setbacks these styles work for most any pool type. Both styles are available with patented RockSolid<sup>®</sup> anchors, which help eliminate platform movement.

### 

GRAY

Exclusively available on Velocity series starting platforms.









Customize sandtread block tops and Track Start wedges with team colors or logos.

### GIVE SWIMMERS A GREAT LIFT

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¢X?

S.R.Smith pool lifts feature the patented LiftOperator<sup>®</sup> Control that enables full operation of the lift from the deck or in the water.

PRO INSTALL SRSMITH.COM/POOLLIFTS

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The aXs2 lift provides flexibility for swimmers and facilities. The compact design takes up minimal deck space. The ability to rotate the lift 360 degrees makes it easy for users to transfer on and off the lift. Ideal for a wide range of commercial and hospitality pools and spas.

### STANDARD FEATURES ON S.R.SMITH'S BROAD RANGE OF POOL LIFTS INCLUDE:

- Third-party tested & verified ADA compliant
- Integrated armrests
- Sturdy and generous rotomolded seat
- LiftOperator<sup>®</sup> Intelligent Controller with 24V battery
- Full range of operation from handset and control box
- Powder-coated stainless steel and aluminum construction





### CUSTOM RAILS

When you choose S.R.Smith, you are choosing ladders and rails that can turn an ordinary pool into the extraordinary. Whether it's a minor variation to one of our standard rail configurations, or something dreamed up on your own, S.R.Smith can build the special rail you need for your project.



### FINISH WITH DURABILITY & STYLE

A variety of finish options are available for custom rails which provide a higher level of protection. Coatings are available in a variety of colors.

### POLISHED STAINLESS STEEL

Available in standard 304, or for a higher level of protection, marine grade (316L).



### POWDER COATING\*

A durable finish that is easy to maintain, corrosion and scratch resistant, and available in a wide variety of colors.



\*Due to printing technology, actual color may differ.



### SEALEDSTEEL® SALT FRIENDLY\*

A protective vinyl coating that completely encapsulates the steel and performs well in salt pools and other harsh environments.





### COMMERCIAL THERMAL POOL COVERS

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PRO INSTALL SRSMITH.COM/THERMALPOOLCOVERS





Aquatic facilities of all sizes have to combat rising heating bills, water evaporation and chemical losses that occur while their pools are uncovered. Thermal Pool Covers greatly reduce the impact of these issues and provide short-term payback. No matter the size or shape of a commercial pool, these custom made-to-order covers are built with precision and durability in mind.



ENERGYSAVER POOL COVERS



MANUAL STORAGE REELS



AUTOMATIC RE-WINDERS



DEPLOYER

For more detailed information about Thermal Pool Covers, please contact our Commercial Specialists at 503-266-0273 or thermalpoolcovers@srsmith.com.

### DOUBLE YOUR LANES IN SECONDS

S.R.Smith SwimWall System<sup>™</sup> Pool Dividers offer customized pool separation solutions that optimize commercial pool space and increase programming opportunities.

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### HOW SWIMWALL POOL DIVIDERS WORK

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From the pool deck, air is pumped into the SwimWall which causes it to move into a vertical position within seconds. Lane lines can remain in place during the process. A large stainless steel pin secures the SwimWall to a locking mechanism on the pool wall. To lower the wall the pin is retracted, the SwimWall is gently pushed to one side, and air is replaced with water. The SwimWall moves to the pool floor where it remains when not in use.

1918

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For more detailed information about SwimWalls contact our Commercial Specialists at 800-824-4387

or sales@srsmith.com



### TYPICAL MORNING POOL SCHEDULE WITH THE HELP OF SWIMWALL SYSTEM<sup>™</sup> POOL DIVIDERS



srsmith.com/DealerCentral

### DEALER CENTRAL

Dealer Central is your one stop for S.R.Smith tools and resources designed for pool professionals.

#### MARKETING TOOLS

Sign Up for Dealer Communication

Order a Pre-Designed Landscape Slide



#### INSTALLATION RESOURCES

Check out S.R.Smith Product Videos



Ask a Question

### **BUILDER SUPPORT PROGRAMS**

Order a BYOS Landscape Slide



## DEALER CENTRAL

#### MARKETING TOOLS

Find links to new products, order brochures and update your business information on the dealer locator and much more. Opt-in to receive S.R.Smith communications, including Tech Tips & Pro Tips.

### INSTALLATION RESOURCES

Configuration tools take the guess work out of selecting the right product for the pool. Whether installing a diving board, custom rail, pool lift or starting block, these tools make it simple to order the right product.

### **BUILDER SUPPORT PROGRAMS**

S.R.Smith offers a range of programs to help you grow your business.

- $\cdot$  Learn how to help manage risk with the Peace of Mind Program
- Inspire Miles Program offers Builder Rewards on select S.R.Smith products
- · Showcase S.R.Smith deck equipment on your display pool or showroom with the Display Program
- $\cdot$  Give lighting products a test drive with the Lighting Test Drive Program
- The Whole New Light Program supports Fiber to LED lighting upgrades

### EDUCATION

S.R.Smith offers training courses in which you can earn hours to become a Certified Diving Board Installer or Swimming Pool Accessibility Specialist.

## CUSTOMER SERVICE

PRODUCT	PHONE NUMBER	EMAIL
ADA POOL LIFTS	800-824-4387	lifts@srsmith.com
COMMERCIAL DECK EQUIPMENT	800-824-4387	customercare@srsmith.com
COMMERCIAL THERMAL POOL COVERS	503-266-0273	thermalpoolcovers@srsmith.com
CUSTOM RAILS	877-325-0768	customrails@srsmith.com
LANDSCAPE SLIDES	800-824-4387	byosquote@srsmith.com
LIGHTING	800-824-4387 East x4012 West x2282	lighting@srsmith.com
RESIDENTIAL DECK EQUIPMENT	800-824-4387	customercare@srsmith.com
WARRANTY	800-824-4387	customercare@srsmith.com



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