



A C I D E

AQUAVIC MADE IN AUSTRALIA
QUERCUS MAGNAE A GLANDIBUS CRESCANT



THE OFFICIAL MOUTHPIECE OF THE AQUAVIC IONISER USER'S GROUP

20th. Anniversary Edition.

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From the Director:

It's now several years since we made the decision to do away with the onerous task of mailing out hard copies of our newsletter. With the combination of a dramatic increase in postage, and an expanding customer base, it was becoming time-consuming and expensive, so the decision was taken to do away with hard copies altogether, but to maintain them as 'downloads' on our website. However, with Aquavic's 20th anniversary fast approaching, we took the opportunity to break the rule and introduce a one-off 20th. Anniversary edition hard copy. It will also be available as a download on our website: www.aquavic.com.au/latest_news.htm

In 1995 a career change introduced us to the mysterious world of legionella control in a world of commercial air conditioning, cooling towers and evaporative condensers. Shortly afterwards, it became obvious that there were other applications - swimming pools - and there were far more domestic swimming pools out there than industrial evaporative condensers and heat exchangers. And so the seeds of a new venture were sown. In 2000, coincident with the birth of the GST, was the birth of **Aquavic**, and our core business was going to be based on the recreational waters industry, not necessarily the industrial applications with which we had become familiar.

Statistically, a high percentage of new ventures failed miserably with the first six months of launch. And yes, the first six months of our new venture were a very steep learning curve, and we did wonder what we'd let ourselves in for, especially so in 2004 when there was a concerted effort by our detractors to remove the threat of our low energy, low chemical ionisers from the market place. Suffice to say that, when the dust settled - and with the support of our loyal customers - we're still here. The old saying, "*What doesn't kill you makes you stronger.*" Never so true.

Shortly after 'hanging out our shingle' we identified a gap in the market place for a simple DIY no-nonsense ioniser for above ground and kit pools, and so began our move into manufacturing our own needs-based product. It was tagged the Aquavic "ION-01" (we were up all night thinking that one up.) Although a very basic unit by anybody's standard, we sold many to the industry and to kit pool owners generally. Although basic by design, they gave excellent service, and many continue to do so nearly 20 years later - and they were the first of our Australian Made products.

This very basic unit later morphed into our far more sophisticated "**New Millennium**" Series ionisers, products that were aimed at everything from spas and hot tubs, up to and including multi-pool resorts, with our **Series II** proving itself well able to handle whatever was asked of it, particularly so when used in multiples for resort pools and similar. They gave reliable service and sold very well, with sales exceeding 4 figures. So reliable were these Victorian-made units that we made the decision to cover them with a conditional Lifetime Warranty. This was a first for the industry, and, to date, no other manufacturer has dared to match us. We've only ever had one justifiable warranty claim since they were launched in 2005.

However, as we're now two decades into the new millennium - and with the registration of the "**New Millennium**" Series up for renewal - we felt it was time for change. Rather than spend good money on re-registration of an old product, we decided that it was time to drop the New Millennium tag altogether, and take the opportunity to update products – and the most obvious change was the introduction of our **Aquavic "Series 3"** with a fully programmable battery backed time clock, exactly as we had already done with it's sibling, the low voltage "**Aqua Soleil**".

In the past, we've encouraged new owners to organise their own supplementary chemicals regime, usually by hand-dosing in season, but in another break with tradition, we decided to enhance our standard swimming pools package with a simple, no nonsense, chemicals dosing pump which is designed to inject non-chlorine oxidiser directly into the pools circulation system. The pump does not require another power outlet as it is driven directly via the **Series 3** where it runs in parallel with the pool's filtration pump. The **Series 3's** controller now runs the "whole of pool" – filtration pump, oxidising pump, and the ionising cycle. In other words, you can run the whole of your pool – filtration, ionisation, and chemical dosing - from a single 10 Amp power point.

In recent times I must confess to giving more attention to the industrial arm of our business than to domestic pools. However, with another swimming season fast approaching, we've now taken a step back and putting a great deal more emphasis on swimming pools. Time to rebalance our thinking – and part of that was to have a much closer look at advertising. Where before we very much depended on "word of mouth" for sales, we're now putting a greater emphasis on advertising. We've been running 4 x half page add in the industry's leading publication, Poolside magazine and its associated publications, and will continue to do so. We've also updated our "Latest News" on our website www.aquavic.com.au/latest-news and have recently "tested the water" with a quarter page add in RENEW magazine

Although our New Millennium Series ionisers are now a discontinued line, we have every confidence that the same build quality and attention to detail applies to the two replacement units - the 12V DC **Aqua Soleil** and the **Series 3** both of which are also covered with our unique in the industry Lifetime Warranty.

Over the years we've stumbled across several operators who were less than honest when offering advice to our customers. The most blatant example was several yeas ago where our customer was running a New Millennium Series II and was happy with the performance. Enter a local pool serviceman who came to clean the pool and when confronted with an ioniser, convinced the pool owner that they must only be used with a salt chlorinator. The owner, not entirely convinced, reluctantly agreed to spend \$1200.00 and have one installed. Suffice to say that the 250 kgs of pool salt dumped into what was a fresh water pool, resulted in the conductivity going through the roof thus disabling the ioniser and converting what was a fresh water pool into a chlorinated pool.

Another advised the customer that, and I quote, "Ionisers are illegal and can only be sold on the black market." We were very keen to follow this up, but unfortunately the customer was not comfortable in releasing the contact details, and we were not able to take this to its logical conclusion.

Another far more recent example was that of a WA pool owner who was constantly complaining about not being able to achieve the recommended copper levels in his pool. We exhausted all the obvious and not so obvious causes and eventually revisited the question of the media in his sand filter. Nothing untoward here - until he sent me a picture of the sand. Alarms rang immediately as the "sand" was not fine white washed filter media, but was in fact sand acquired from a nearby beach - *complete with shells!* In a nutshell, the copper which was being released by the ioniser, got as far as the calcium shell grit in the filter but no further. Fortunately, most in the industry are genuine operators and incidents like these are few and f.ar between.



The Director