

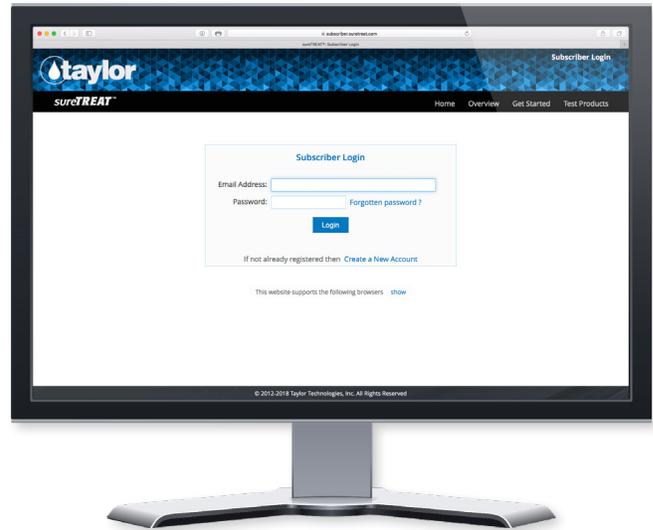
Taylor Technologies' *sureTREAT*® Water Analysis Software for Professionals

INTRODUCTION

As any pool industry professional knows, maintaining properly sanitized and balanced water is essential when it comes to ensuring healthy water for bathers, as well as pool equipment. The proper application of chemicals is paramount to the success of any pool water treatment program and is necessary for maximizing the life of a pool or spa. Unbalanced water can pit concrete and pool decks, dissolve metals and grout, stain surfaces, form crusty deposits, plug filters, reduce circulation, and create cloudy water.

sureTREAT® is our comprehensive water analysis software that generates precise treatment recommendations. Maintain your customer database, customer test history, and treatment record all in one place. Enter your test results and precise treatment dosages are provided in a professional, customizable report that can be emailed or printed. It is available on the following platforms:

- The retail PC app can be downloaded for FREE from our subscriber site—sureTREAT.com.
- The mobile app is available for download for FREE from the Apple App Store® or Google Play™ store. There are two types available to choose from after the app is installed:
 - » Service professional type provides access to your customer's test history. You can run a test, save the results, and email a service report to your customer all from the app.
 - » Homeowner type allows your customer to link their account to you using your unique Supplier Code. All the tests they perform between visits will be saved to the customer history which you may access.
- The web app can be accessed at web.suretreat.com—run your first test now, no account required!



CUSTOMIZE *sureTREAT* TO YOUR SPECIFICATIONS

- personalize the report with your logo, company info, and promotional graphics
- choose the brand and type of products to be endorsed for treatment recommendations
- alter the control ranges for the tests (i.e., pH range) to suit individual markets
- tailor the text in the report:
 - » use the “standard text” (supplied by Taylor)
 - » customize the text to suit individual markets
 - » add special notes
 - » add customized graphics, including promotional coupons
- create a unique “Supplier Code” that customers use to link to your account
 - » customers download the *sureTREAT* mobile app to their smartphone or tablet (or use the web app) to link to a pool/spa installer, retailer, or service professional using the Supplier Code
 - » customers can also find a subscriber by using the app's search feature
- create treatment profiles customized to suit pool surface and/or sanitizers

Program features for retailers:

- treatment recommendations can be customized, meaning it will only list the treatment chemicals you stock and sell
- mobile app can be recommended to homeowners for testing between visits
- when testing is simplified, water is tested more often
- at-home testing increases the chance of customers returning to you for chemicals to add to their pool/spa
- you're able to access your customer's test history in-store, even for those tests performed by the homeowner between visits
- when you customize the report, your customer is seeing your company name, logo, and potential promotions during every test they perform at home

The recommendations are provided by Taylor Technologies, the brand professionals trust with their testing supplies and advice, and you get the credit for providing them this valuable tool. *sureTREAT* is not designed to replace expert advice at the retail store, but to support your advice between visits. No one knows your customers' pools and spas better than you. Personalized reports reinforce your partnership with your customers.

Program features for pool service professionals:

- review past test results and customer notes before your visit
- test results may be manually entered from wet chemistry tests or test strips
- visual observations, like staining and cloudy water, may also be recorded and considered for treatment recommendations
- app will save you time in the field by providing instant, precise treatment dosages—no more fumbling with tables while doing mental math
- app turns the field test results into a professional report showcasing your company information which can be emailed to homeowners to confirm services provided and validate charges

Service managers may access the test histories of customers

to help troubleshoot pools and review chemical additions. Service contract costs could be adjusted to actual homeowner requirements. These reports also confirm the value of their service routes. *sureTREAT* is a tool which can improve your profitability and overall customer satisfaction.

Program features for pool installers, heater installers, and plasterers:

- maintaining water chemistry can be a reason a potential customer talks themselves out of committing to a purchase—remove that worry with *sureTREAT*
- by recommending our water analysis mobile app you can ease that concern and focus more on what really matters—building the perfect backyard oasis
- app is very simple and intuitive for novice testers
- when testing is simplified, water is tested more often
- give your customer the best chance of maintaining sparkling, balanced water that protects against aggressive waters, stains, and scale

The app is also an inexpensive insurance policy against unwarranted claims, as you will be able to see the water chemistry histories for the homeowners. This could turn expensive warranty work into billable repair work by customers who neglect their investments.



▲ Service Pro Test Strips (S-1351)

