

POOL CRAFT

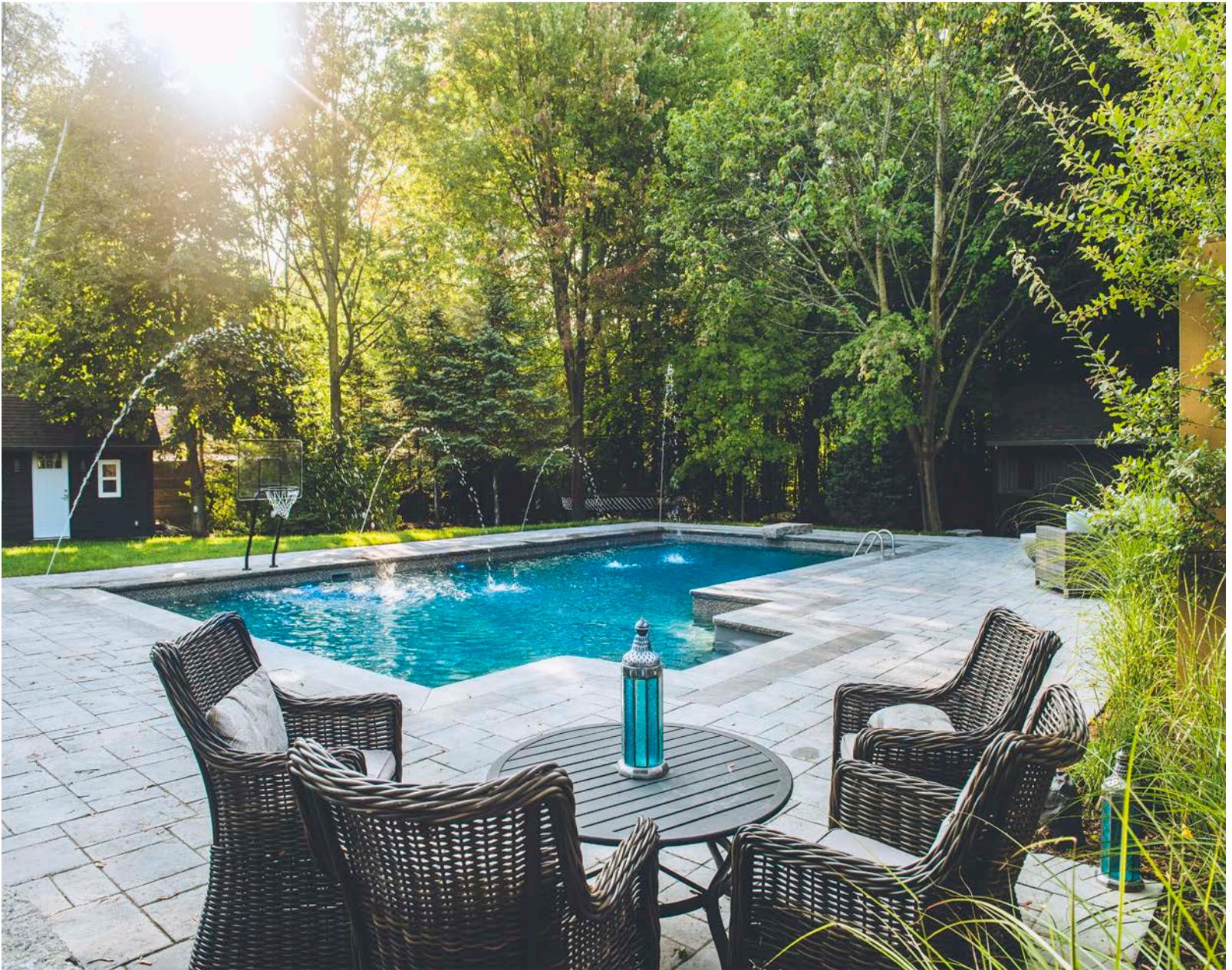


THE POOL CRAFT
• ESTABLISHED 1974 •
COMPANY LTD.

OUR MISSION

Pool Craft is a company committed to building and servicing swimming pools at a competitive price without compromising quality or our integrity. Focused on developing long-term relationships by offering high quality products, timely service and an overall great customer experience are elements that separate Pool Craft from our competition. The name and reputation of Pool Craft is based solely on our customers' positive experience and a commitment to after sales service.

Pool Craft has been a trusted swimming pool expert since 1974. Specializing in new pool construction & renovations, we are a full service pool builder capable of handling all aspects of pool planning, installation and backyard design from start to finish. When you select Pool Craft to make your backyard dream a reality you are working with award winning landscape architects and designers that will be with you every step of the way. We are equipped to handle all aspects related to swimming pools, from design, to installation, to after sales service. Pool Craft is your turnkey pool and landscape company.



"We had a wonderful experience with Pool Craft, from the beginning of the design to the installation of the pool. Everyone is very friendly and their staff is very knowledgeable. I have already recommended Pool Craft to a friend, they will be installing their pool this summer. They far exceeded our expectations!" - Leanna



INDUSTRY ACHIEVEMENT AWARDS

- 2018 Geometric – APSP – SILVER x 2
- 2018 Vinyl Pool over 700 sq ft with water features – SILVER
- 2018 Vinyl Pool, 451 – 700 sq ft no Water Feature – BRONZE
- 2018 Vinyl Pools with Automatic Covers – BRONZE
- 2018 Vinyl Pool no Water Features - GOLD
- 2017 Vinyl Pool With Water Features - GOLD
- 2017 Vinyl Pool over 700 sq ft no water feature – SILVER
- 2017 Vinyl Pool, 451 – 700 sq ft with water feature – GOLD
- 2017 Vinyl Pool over 700 sq ft with water feature – GOLD
- 2017 Vinyl Swimming Pool & Hot Tub Combination – SILVER
- 2017 Vinyl Pool up to 450 sq ft with water feature – GOLD
- 2017 Residential Self-contained Spa / Hot Tub – BRONZE
- 2017 Best Family Recreation Centre – BRONZE
- 2016 Vinyl Renovation/Restoration - GOLD
- 2016 - Vinyl Pool up to 450 sq ft no Water Features - GOLD
- 2016 - Vinyl Pool, 451-700 sq ft no Water Features - SILVER
- 2016 - Supplier award, Best Vinyl Pool with Water Features - GOLD
- 2015 - Vinyl Renovation/Restoration - GOLD
- 2015 - Vinyl Pool, 451-700 sq ft with Water Features - SILVER
- 2015 - Pool & Hot Tub Combo - SILVER
- 2015 - Supplier Award, Best Vinyl Pool - GOLD
- 2015 - Supplier Award, Favourite Pool of 2015 - GOLD
- 2014 - Vinyl Renovation/Restoration – GOLD
- 2014 - Best Family Recreation Centre - GOLD
- 2014 - Vinyl Pool, 451-700 sq ft with Water Features - BRONZE
- 2014 - Supplier Award, Best Vinyl Pool with Water Features - GOLD
- 2013 - Vinyl Swimming Pool and Hot Tub Combination - GOLD
- 2013 - Vinyl Pool up to 450 sq ft no Water Features - GOLD
- 2013 - Supplier Award, Best Vinyl Pool without Water Features - GOLD
- 2012 - Vinyl Pool with Water Features - GOLD
- 2012 - Best Family Recreation Centre - GOLD

WE ADHERE TO THE HIGHEST STANDARDS OF PROFESSIONALISM

POOL & HOT TUB COUNCIL OF CANADA

Members are knowledgeable & continually update their skills. They promote the safe enjoyment of pools and hot tubs by sharing their knowledge with others. Members abide by a strict code of ethics, follow industry guidelines & operate with a valid clearance certificate.

APSP

All members of the Association of Pool & Spa Professionals are distinguished by their adherence to a set of ethical principles and policies that set APSP members apart from other industry practitioners. Through the APSP Code of Ethics, members commit to an exceptional standard of conduct, care, integrity, reliability, and safety that distinguishes them within the swimming pool, hot tub, and spa industry.

LANDSCAPE ONTARIO HORTICULTURAL TRADE ASSOCIATION

LOHTA members have a commitment to maintain confidence and trust in the profession of horticulture and encourage and support education and research within the horticultural field.

CFIB

For over 40 years, CFIB has represented the interests of the small business community to all three levels of government in their fight for tax fairness. A firsthand perspective regarding the state of the economy, as well as feedback concerning what changes need to be made to government policies.



“Not only has the investment improved our home and backyard, we are most thankful of the increased family time and events that evolve around the pool. Thanks Pool Craft.” – Anthony

THE PROCESS

It starts with a plan... no project should be completed without a design!

Design. We pride ourselves on custom designs that result in a beautiful backyard oasis. We appreciate that each project is unique & attention needs to be paid to every detail. Our professional design team will work with you to come up with a pool size & shape that best suits your space. Our team will then create a design showcasing what your dream space will look like upon completion. Having a hard copy of the design helps the visualization process & is the first step in making dreams a reality!

Permits. Like every construction project permits must be obtained from local municipalities prior to breaking ground. Requirements vary from each municipality but generally speaking the following is required. Pool setbacks must be included. Location of equipment must be identified. Type, height & style of fence & gate must meet local bylaws. In some municipalities, a grading survey must be included with your permit application. As with every step in the building process, Pool Craft takes care of this so your experience begins with the peace of mind that your project will meet all code requirements.

Access. In order to get the necessary equipment into a backyard for excavating, access needs to be obtained into the yard. The access is always created with the least amount of destruction, and kept as clean as possible. Pool Craft always receives permission when accessing a yard crossing city property, or when fencing is removed between neighbouring houses.

The Stake out. You have seen the plan on paper, now it's time to see it on the ground. The pool perimeter is marked out with paint in preparation for excavation to confirm that the design agreed upon meets your expectations. If not, this is the time to make slight modifications.

The Build. The hole is excavated 2' bigger than the actual pool. This "over-dig" is used for the behind the scenes material like plumbing & steel supports for the pool walls. Box supports are installed every 4' around the entire pool. The steel panels and box supports are then cemented in place. This system provides tremendous strength to the pool structure and support for decking. A rough concrete first stage bottom is installed to provide a proper base for the finished surface. 2" flexible PVC plumbing lines are installed & carefully backfilled with 3/4" clear gravel, allowing for 100% compaction and excellent drainage. A 1ft sub collar is installed around the perimeter of the pool which will act as the base for the selected coping stone. A finished grout coat (second stage bottom) creates a perfectly smooth surface on which the liner sits. Coping stone is the final stage in the actual pool construction. It finishes off the exterior of the pool with a unique touch.



"Communication was fantastic throughout the entire construction process and I always felt that we were a valued customer. Jim and everyone associated with the crew that completed the "hands on" construction of our pool were fabulous. Everyone was approachable, polite, courteous and they left the site clean by the end of the day. Even neighbours have commented on the quickness, professionalism and quality of work of the Pool Craft crew." - Dave & Chrystal

Landscaping. Once the pool itself is complete, varying degrees of landscaping take place before the liner goes in. Pool Craft handles all aspects of landscaping. Our tradesmen can build something as simple as a pool shed, or as elaborate as a custom cabana, water feature, built in BBQ station or cozy fire pit. The complexity & scope of the project will ultimately determine how long it takes to complete your backyard oasis.



Liner. Once all the construction is complete and no more heavy machinery is needed in your yard you are ready for your liner. Each liner is custom made & designed to fit your pool specifically. Bring on the water!



Equipment. We use Energy Star approved products to ensure maximum savings and efficiency on pool operation. The equipment is installed based on timing and access to the equipment area, typically this is done during or after the landscaping. By using rigid PVC pipe to plumb each system we ensure maximum flow, efficiency and professional appearance. All equipment sits on a concrete pad & is designed based on your pools specific requirements.



Pool School. With everything in place, your pool is now yours to enjoy & care for. Every Pool Craft customer is provided with a personal "Pool School" tutorial covering cleaning, equipment maintenance, water chemistry, & water leveling. This foundation ensures countless hours of happy swimming and relaxation. Pool Craft also offers weekly service should you choose to work with professionals for your pools maintenance.



"This was our 9th pool installation for us but the 1st with Pool Craft. Your company has been hands down the very best we have ever dealt with & would highly recommend you to anyone without hesitation. Your company has very good execution methods & strong leadership. Very Impressive!!!" - Bernie & Joanne

THE GALLERY

Bedford Park

16x32 Rectangle /
Liner Pattern: Black Terazzo /
Coping: Banas Slate Grey /
Patio Stone: Banas Slate Grey
Flagstone

Features:

Raised feature wall with 6' sheer
descent water feature /
Outdoor fire pit / Spillover spa /
TREX composite deck with glass
railing / Pergola / Steel steps /
Landscape lighting / Planting



Jarvis

16X32 Rectangle / Liner: Black
Terazzo / Coping: Tiger Stripe
Aramosa / Patio Stone:
Sandblasted Tiger Stripe Aramosa

Features:

16' steel steps / Spillover spa /
Deck jets / Custom cabana /
Landscape lighting / Planting





Country Club

18X36 Offset Rectangle /
 Liner Pattern / Greystone
 / Coping: Banas Grey /
 Patio Stone: Banas Slate Grey

Features:

Spillover spa / Raised feature wall
 with 2' sheer descent water
 feature / Custom cabana /
 Outdoor fireplace / Landscape
 lighting / Planting



Sandy Ridge

18x36 Rectangle /
 Liner: Ocean Midnight /
 Coping / Banas Jet Black
 / Patio Stone: Unilock Paver

Features:

Raised seating area with 6' water
 feature / Spillover spa / Custom
 cabana / Pergola / Steel steps and
 steel bench / Douglas fir feature
 wall / Fire pit / Landscape lighting /
 Planting

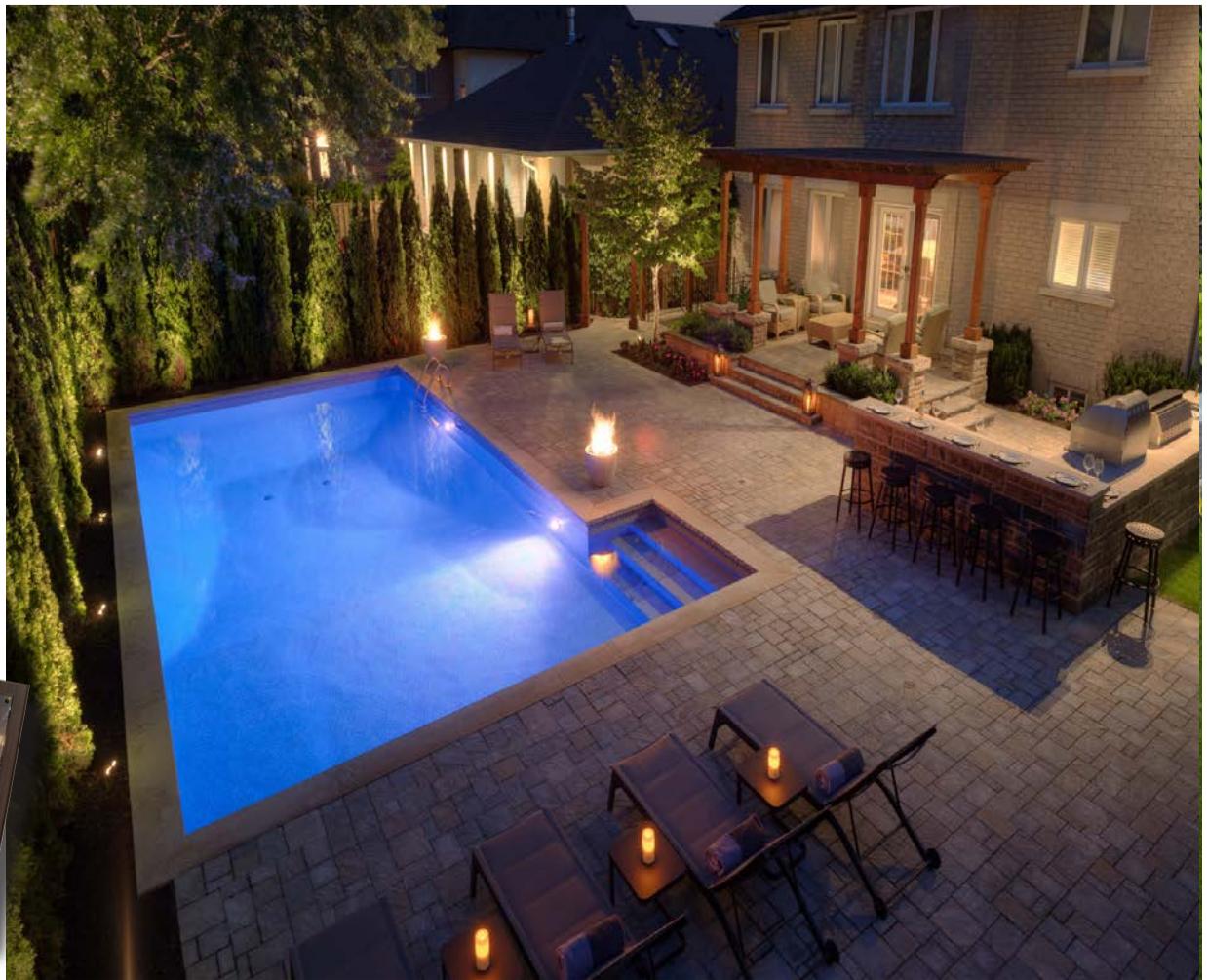


Marsi

18x36 Rectangle / Liner: Ocean
Midnight / Coping: Owen Sound
Flamed / Patio Stone: Mega
Trafalger

Features:

8' wide steel steps / Custom
outdoor pavilion / Outdoor bbq
island / Fire feature / Landscape
lighting / Planting



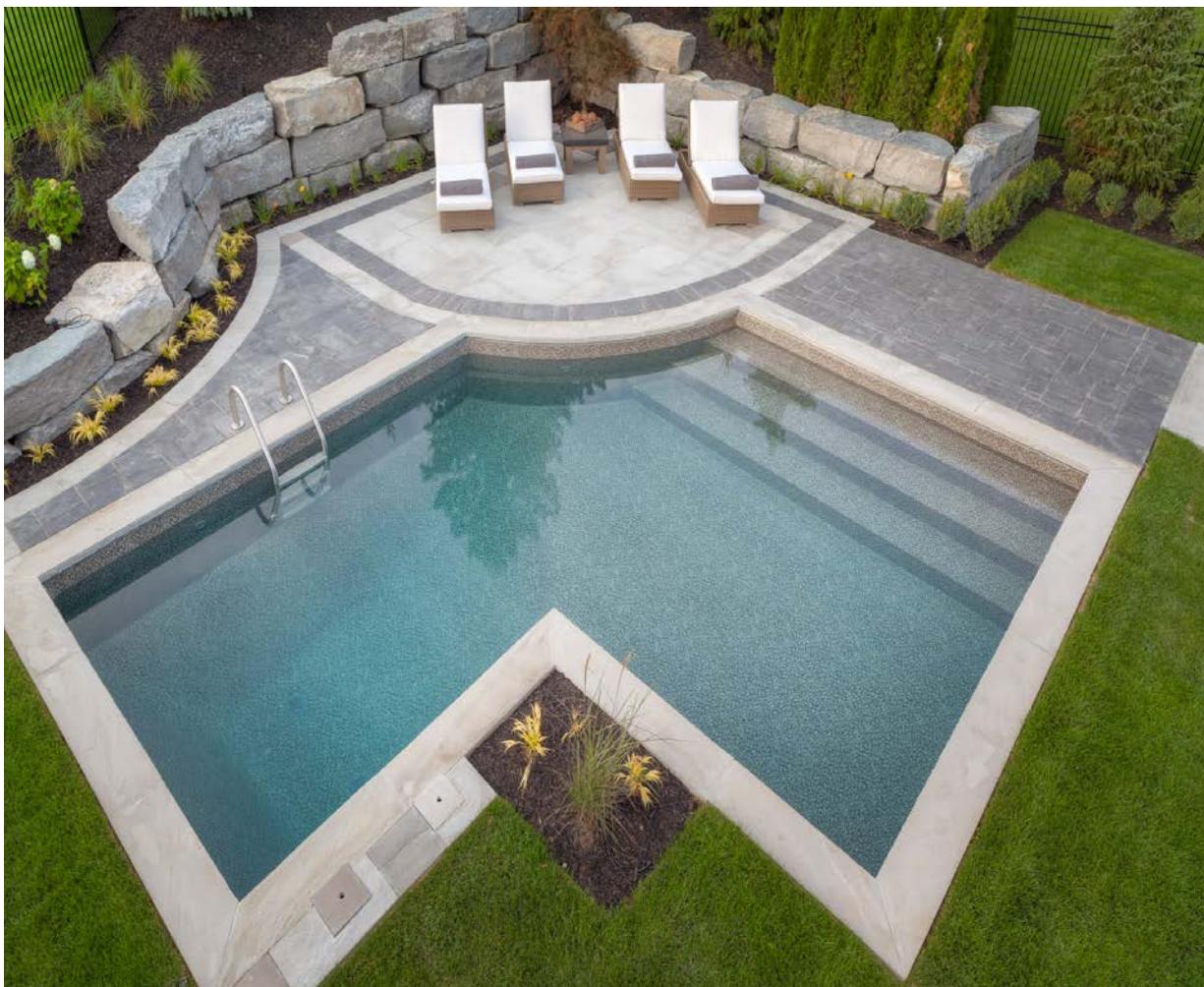
Celeste

14x30 Rectangle / Liner: White
Beach Pebble / Coping: Banas
Silver Grey / Patio Stone:
Permacon Mega Arbel

Features:

Custom outdoor pavilion with
granite and bbq serving station
/ Raised feature wall with 3 x 2'
sheer descent water features
/ Clear deck cover system /
Landscape lighting / Planting
/ Stand alone spa with custom
stone work



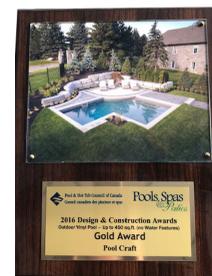


Finesse

12x22 Custom Full L / Liner :
 Gold Pebble / Coping: Banas
 Slate Grey / Patio Stone: Perma-
 con Melville with accent stones

Features:

Steel steps / Armour stone
 retaining wall / Landscape
 lighting / Planting



Orchard

14x30 Rectangle / Liner: Blue
 Beach Pebble / Coping:
 Banas Silver Grey / Patio
 Stone: Banas Silver Grey

Features:

Custom wood pergola /
 Outdoor fireplace / Raised
 wood deck / Clear deck
 cover system / Raised
 feature wall / Landscape
 lighting / Planting



Laurentien

20X47 Custom Humpback
Kidney / Liner: White Beach
Pebble / Coping: Ebel / Patio
Stone: Sandblasted Tiger Stripe
Aramosa Flag

Features:

Custom grotto / Spillover spa /
Natural stone water feature /
Custom Interfab slide / Custom
cabana / Outdoor kitchen /
Landscape lighting / Planting



Championship Circle

16X32 Freeform / Liner: Greystone /
Coping: Banas
Imperial Black / Patio Stone:
Permacon Mega Trafalger

Features:

2 x 8' grey roman style steps (1 in
shallow end & 1 in deep end / SR
Smith Typhoon Slide / Jumping rock
/ Landscape lighting / Planting





Nellie Little

16x32 Humpback Kidney / Liner:
Ocean Midnight /
Coping: Banas Imperial Black /
Patio Stone: Permacon Mega
Arbel

Features:

Raised feature wall with 6' sheer
descent / Spillover spa / Custom
cabana with outdoor fire place
/ Landscape lighting / Planting



Warden

20x40 Humpback Kidney / Liner:
Plaza / Coping: Jet Black /
Patio Stone: Mega Trafalger

Features:

Spillover spa / Natural stone water
feature / Deck jets /
custom cabana /
Landscape lighting



Regatta

16x32 Humpback Kidney /
Liner: Greystone / Coping:
Banas Imperial Black / Patio
Stone: Permacon Mega
Arbel

Features:

Spillover spa, deck jets,
custom pergola, BBQ island
with pergola detail, small
custom cabana with stucco
exterior, landscape lighting,
planting



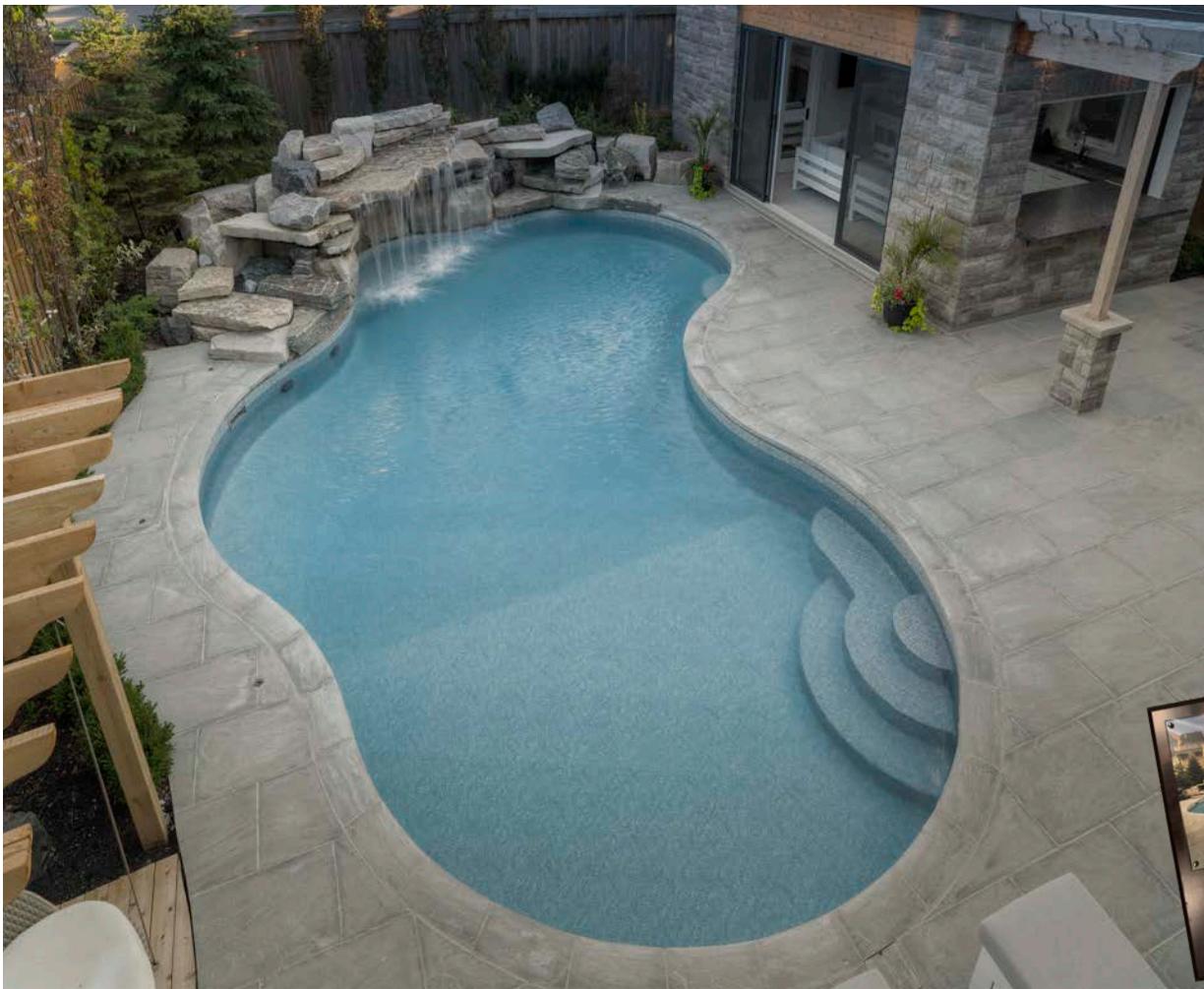
Boulderbrook

16x37 Lagoon / Liner: Ocean
Midnight / Coping: Antique
Black / Patio Stone: Permacon
Mega Trafalger

Features:

Custom steel bench in deep
end / Spillover spa / 8' grey
granite step / Custom deck /
Armour stone retaining wall /
Natural stone steps /
Landscape lighting / Planting



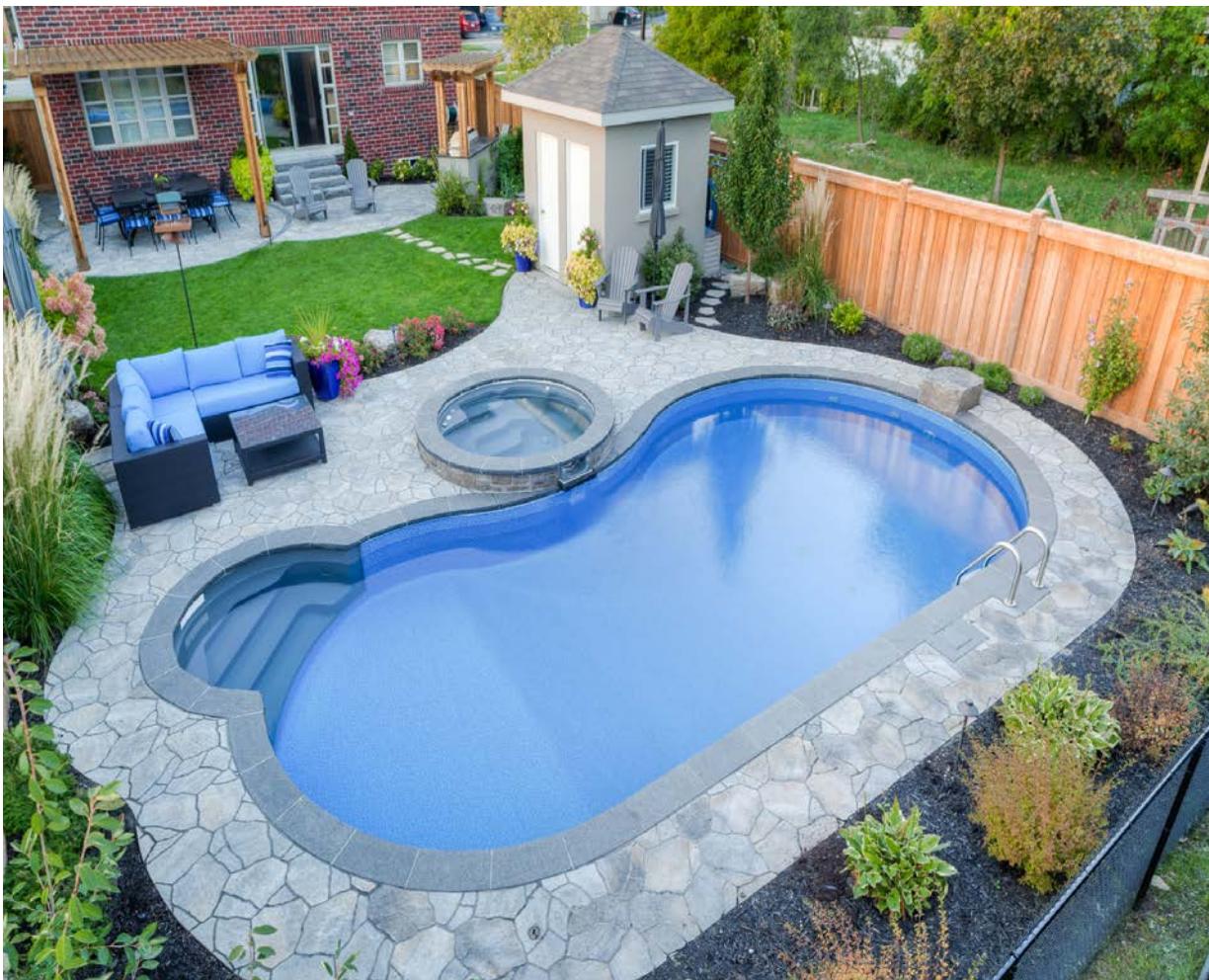


Carisbrook

20x40 Humpback Kidney / Liner:
Reef / Coping: Banas Dove Grey
/ Patio Stone: Banas Dove Grey

Features:

Custom water feature with
natural stone and grotto /
Custom cabana and pergola /
Custom steel step with ledge,
deep end bench and custom
seating ledge under grotto



Regatta 2

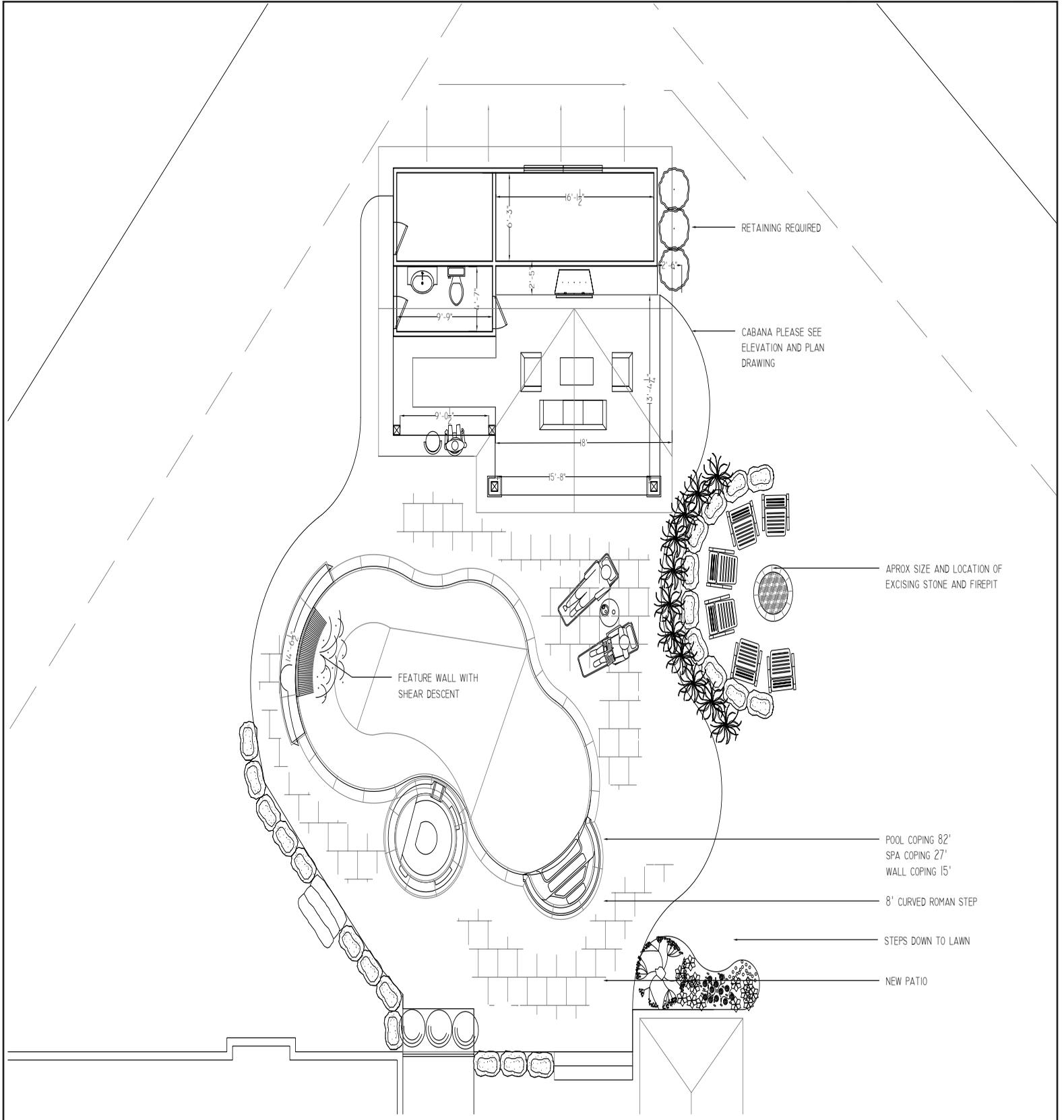
16x32 Flatback Kidney / Liner:
Greystone / Coping: Banas
Imperial Black / Patio Stone:
Permacon Mega Arbel

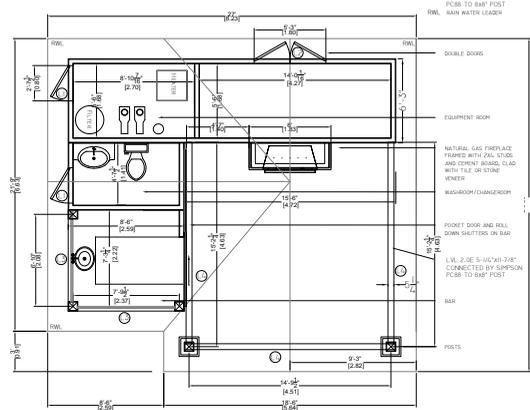
Features:

Custom natural stone water
feature / Custom outdoor cabana
with pergola / Outdoor BBQ
station / Landscape lighting /
Planting

DESIGN is our forte

Architects use architectural drawings to convey and develop a design idea into a coherent proposal. They are used to communicate ideas and concepts. We use these drawings to show our clients a project layout & how a swimming pool will fit in their own space.

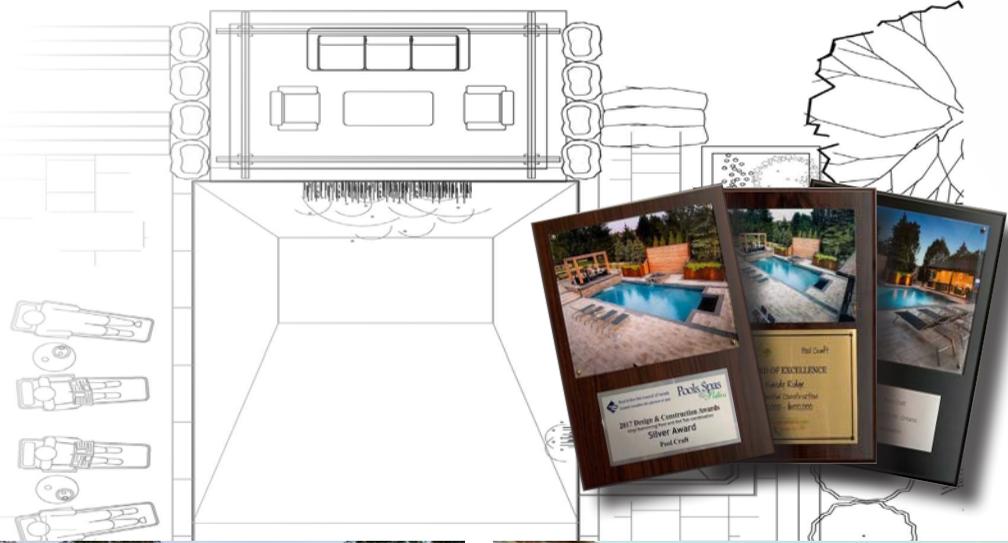




TAKE A CLOSER LOOK

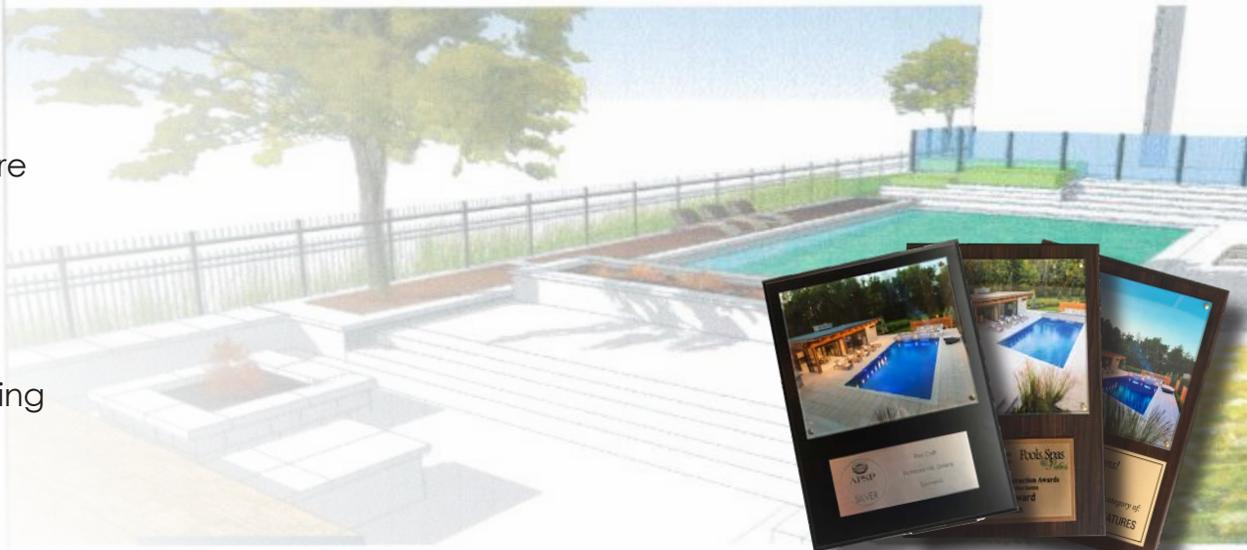
Features

- Waterfall
- Spill over spa
- Steel step
- Steel bench
- Custom cabana
 - Fire pit
 - Privacy screen
- Dimensional pergola
- Lighting & landscaping



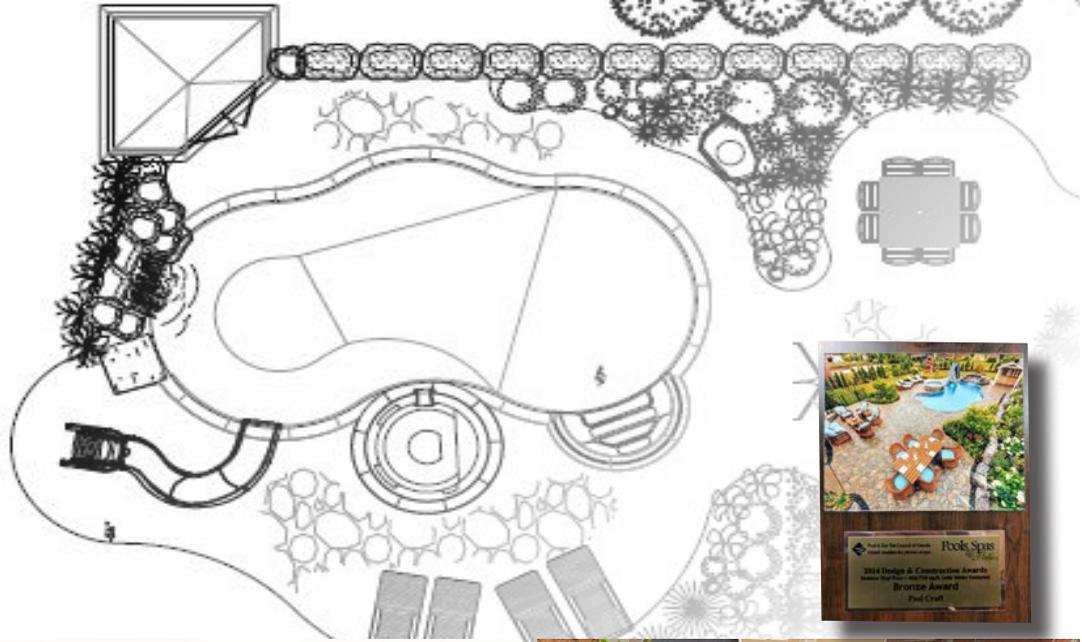
Features

- Waterfall/fire feature
 - Fiberglass step
 - Custom cabana
 - Privacy screens
 - Patio
 - BBQ Island
- Lighting & landscaping
 - Fire pit



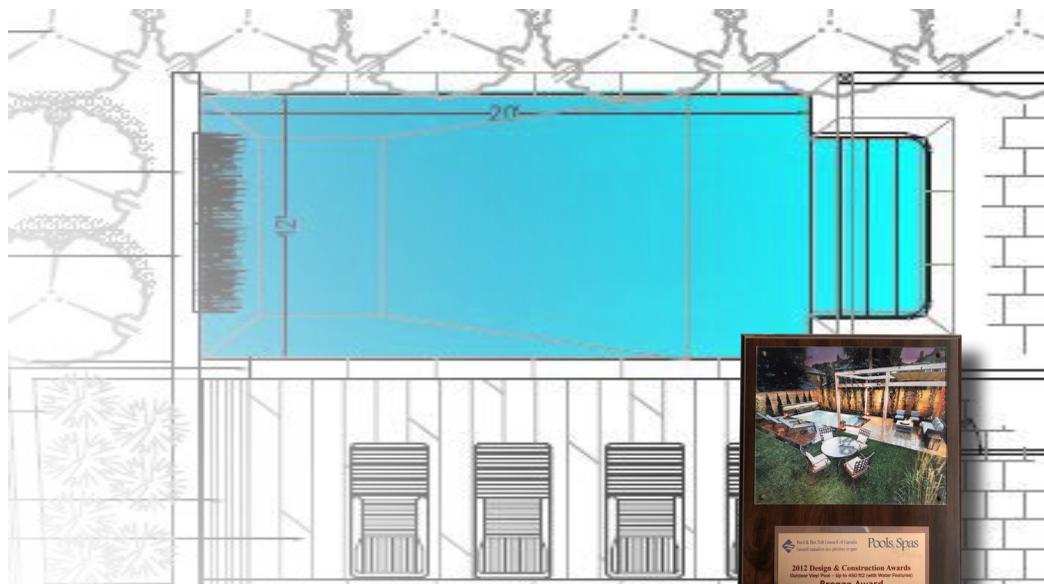
Features

- Waterfall
- Spill over spa
- Fiberglass step
- Shed
- Slide
- Patio
- Lighting & landscaping
- Fence
- Retaining wall



Features

- Waterfall
- Fiberglass step
- 2 seating areas
 - Pergola
- Shade FX canopy
 - Artificial turf
- Cedar decking
 - Fire pit
- Lighting & landscaping



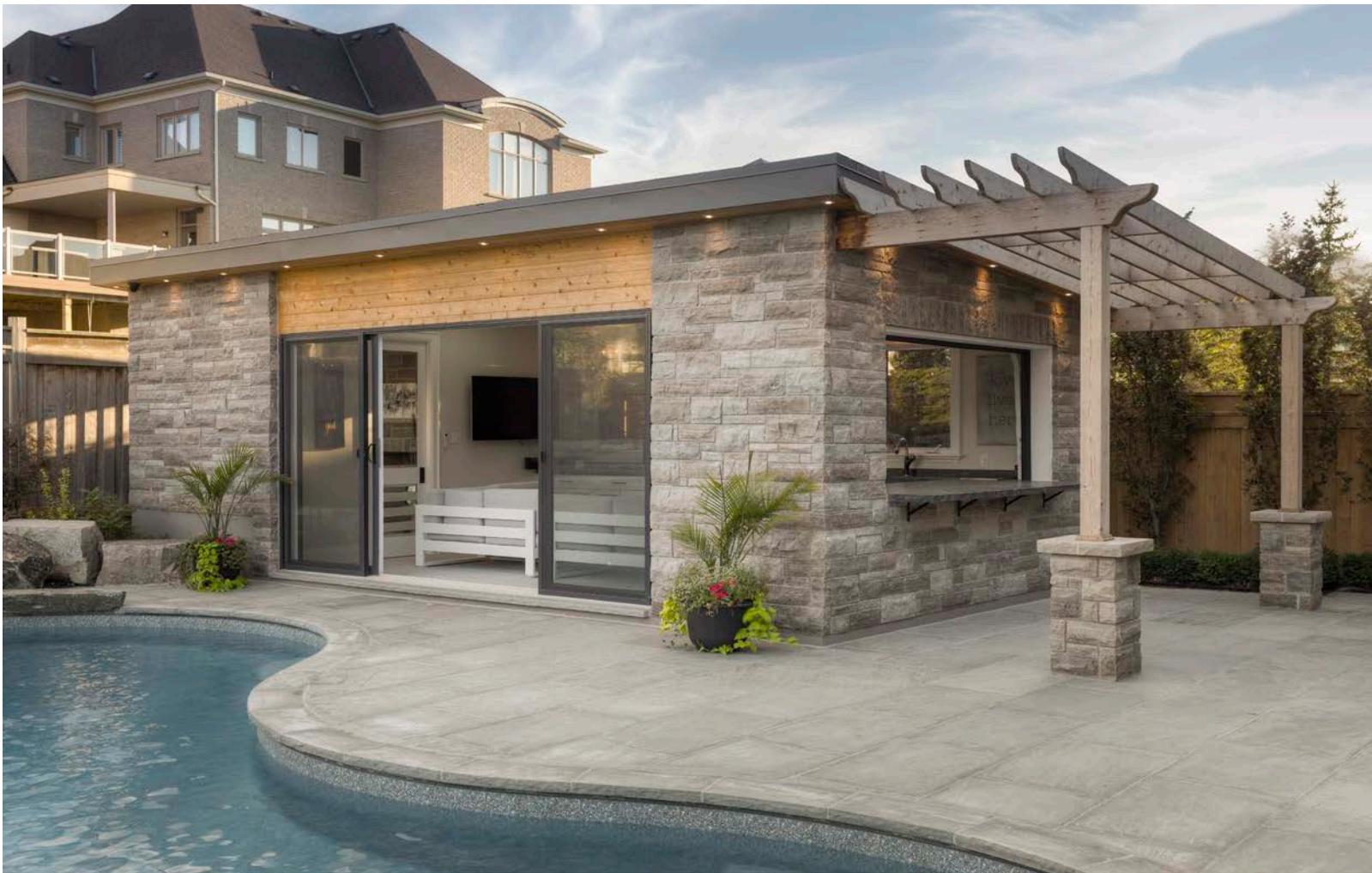
LIVE OUTSIDE THE WALLS OF YOUR HOME



OUTDOOR LIVING SPACES



Every client is different with their own priorities. Needs & wants vary and each project is unique. We know this. We get it. What works for one family, doesn't always work for another, and each yard is unique. Green space & room for pets may be a concern for one family, while another may want to guarantee they have mowed their last lawn. There are literally thousands of possibilities and options when it comes to swimming pools & backyard designs. We work with YOUR list of priorities to ensure complete satisfaction from the moment we answer the phone.



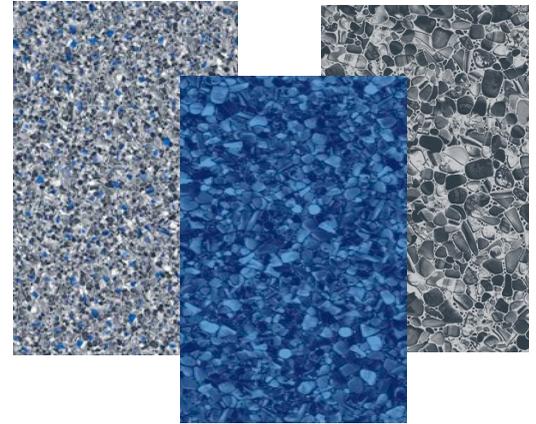


THE MATERIAL THAT GOES INTO EACH PROJECT

The Steel. We use North American made steel. The panels are fabricated using the latest clinch-lock technology for superior rust resistance and durability without welds. This technology locks the folded steel into place without compromising the zinc coating (very important to prevent rust). 14 gauge steel panels & 12 gauge supports go on every Pool Craft build, surpassing industry standards & requirements. Using the highest grade of material affords us peace of mind that each Pool Craft project is built the best way possible.



The Liner. Our suppliers use the highest quality vinyl available. This vinyl is formulated to best resist tearing, breaking, puncturing, cracking in cold weather, degradation from UV & chlorine bleaching. It also has an added fungicide & clear coat to protect against abrasion. Our goal is to offer you the finest vinyl unparalleled in the industry. Our extensive pattern selection includes full floor print (no tile across the top), tiled options, customizable mix n' match patterns as well as textured vinyl for maximum grip.



Coping. Stone coping is one of the areas Pool Craft specializes in. Whether your project consists of pool coping, a sheer descent water feature or a spillover spa with ledgerrock, our stone masons' treat every yard like it is their own. There are so many options to choose from: coping comes in either a bullnose edge to a rock face edge and there are dozens of colour choices. Generally speaking, a rock face coping is used on all pool shapes where a bullnose coping is only suited for rectangle applications. Stone coping finishes off the overall look of our pools & elevates the final product one step further.



Steps. Fiberglass is available in various shapes, sizes and colours & can compliment any shape you choose. Steps, spas, swim ledges & sit n' steps are all great additions to any pool project.



CORNER STEP



CURVED ROMAN STEP



SPILLOVER SPAS



"Rick from Pool Craft was great. He showed up on time and answered all our questions. The install team was in and out in no time. The project went smooth and on budget. We have recommended Pool Craft to others already." - Tony

Steel Steps, Benches & Spas. The options for steel steps & benches are endless. These are tailor made for each project so they are customizable to fit any budget, style & pool. These custom entrances are dramatic & inviting. Our steel steps & benches are backfilled with 3/4" stone or concrete for maximum strength & durability. There is no welding so there is no rust.



"We have been using Pool Craft services for several years now and are very happy. the last two years we have been using the weekly pool cleaning service as well as opening and closing. I love this service! they are always on time, the pool looked great all summer and the staff are always friendly. I would highly recommend Pool Craft" - Angela



MAKING IT TICK WITH Pentair

Equipment Pad. To our knowledge Pool Craft is the first company to become a licensed partner with ENERGY STAR. As an ENERGY STAR partner, we sell qualified products and promote practices that help save you money and reduce greenhouse gas emissions. The Pool Craft Company Ltd. is committed to promoting ENERGY STAR certified products and reducing our energy emissions.

The equipment that goes onto a concrete pad is unique to each project. The pool specifications, the wants & needs of the owner & the surrounding elements all play a role in selecting equipment. Pool Craft provides the most current equipment available on the market with energy efficient options at the forefront. Variable speed is an excellent choice when combined with water features & spas. 1/2 HP pumps work great & save energy when a lower volume of water can be filtered in less time. Sand filters are used when there is a high volume of deciduous trees or elements that can clog a filter quickly, & a cartridge filter is a greener option when backwashing regularly isn't an option or required. Heaters can be sized to heat quickly for an impromptu evening swim, or a heat pump can be used to save energy & maintain a consistent temperature. Salt, UV, Ozone - we are experts on it all! As an expert we take all of these things into consideration when working with you on your equipment options.



Salt Chlorination & Sanitizers. Salt Chlorine Generators use common table salt to produce all the chlorine a pool needs, safely, effectively, and automatically. Salt offers the same sanitation performance as manual chlorine addition without dealing with tabs or liquids. Bags of pool salt are added to the water & the generator converts it to chlorine.

There are additional sanitizers available that can help lower the chlorine levels in your pool, yet still maintain crystal clear water. Ozone, UV & ionization are a few options we work with, all based on your specific wants & needs.



"Geoff and Jason have provided repairs and maintenance for my 24 year old pool for almost 10 years. Their service is exceptional. They are always clear in what needs doing and fair in their pricing. I would not hesitate to recommend them to anyone." - Carlo



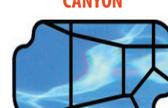
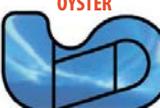
Lighting & Water Features. Backyard lighting can add ambiance to any outdoor living space. Dining alfresco, an evening swim or a backyard party can all be enhanced with the addition of pool lights. We work with the top manufacturers providing the best in outdoor pool lighting. Sheer descents, laminar jets, sheer rains, or waterfalls can transform a backyard pool into an island oasis or retreat like no other. The sound of cascading water is unparalleled in providing a relaxing escape from the everyday.

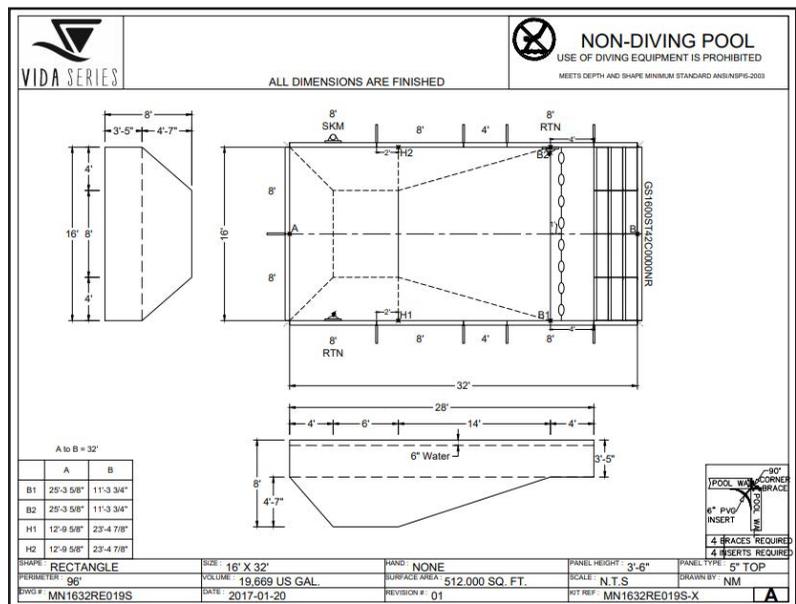
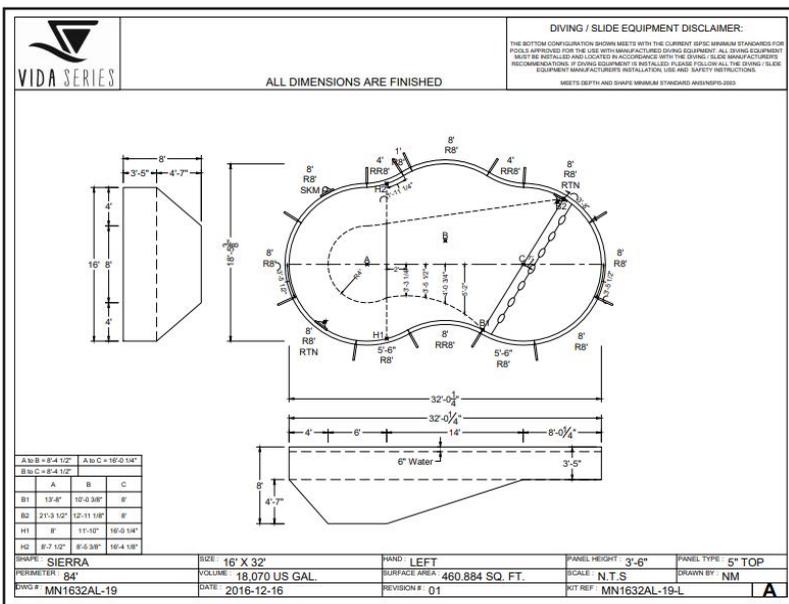


Automation. Having all the bells and whistles added to your pool is great but how you use them is what matters! With our automated control systems, scheduling and operating your filtration cycles, heating, landscape lighting, sanitizing, waterfalls and fountains all will be blissfully automatic. System controllers and remote controls are simple to use with easy-to-read digital displays and step-by-step menu driven instructions. Want to control your pool from your phone? No problem, we've got an app for that! Wireless options allow you to turn your heater up with a swipe of a finger.

"We have dealt with Jim Perkins and the Pool Craft staff for nearly 25 years. Over this period of time they have provided prompt, friendly and professional service for required maintenance, purchase and installation of both new and upgraded equipment as well as the opening and closing of our pool annually. Geoff and the staff at the store are very knowledgeable and friendly. Our long term relationship with Pool Craft is a testament to our satisfaction with their customer focused service. We certainly have no hesitation recommending them for either installation or servicing your pool." - Robert

CUSTOMIZATION

 <p>AZTEC AKA: MAYAN, BARBADOS</p>	 <p>BAFFIN AKA: OFFSET GRECIAN, MONTEGO</p>	 <p>CANYON AKA: CARAT</p>	 <p>CONTOUR AKA: CLOVERLEAF</p>	 <p>CONTEMPORARY FULL L</p>	 <p>DIAMOND</p>	 <p>AKA: LAZY L, 4FT RAD FLORIDA LAZY L</p>
 <p>AKA: FUJI, CELEBRITY</p>	 <p>AKA: BAHAMA FULL L</p>			 <p>AKA: OVAL LAZY L, ARIZONA</p>	 <p>AKA: HUMPBACK CORAL, MOUNTAIN LAKE REVERSE, TAHITI</p>	 <p>AKA: MOUNTAIN LAKE, TAHITI, HUMPBACK CORAL</p>
 <p>AKA: HUMPBACK HAVEN, TAORMINA</p>	 <p>AKA: TECH C, MEXICO MULTIFORM C</p>		 <p>AKA: PARADISE, ODYSSEY COPENHAGEN</p>	 <p>AKA: RIVIERA, MONACO MARTINIQUE, HELINA</p>		
 <p>AKA: ORBIT, MONTEREY EXCALIBUR, PALETTE</p>	 <p>AKA: VENETIAN</p>	 <p>AKA: FIGURE 8</p>	 <p>4FT RAD RECTANGLE ALSO AVAILABLE (not shown)</p>			 <p>AKA: DELTA 2 (2FT RAD), CALIFORNIAN</p>
 <p>AKA: DELTA 4 (4FT RAD)</p>	 <p>AKA: MONARCH</p>	 <p>AKA: SAHARA, LIBERTE</p>	 <p>AKA: ALOHA, GEMINI, OASIS, DEERCREEK</p>	 <p>AKA: ALOHA OE</p>	 <p>AKA: TECH RIO</p>	 <p>AKA: LAZY L, 2FT RAD BAHAMA LAZY L</p>



"Amazing quality of work and speed. Everything was done ahead of time and well beyond our expectations. Backyard is fully transformed. The Pool Craft team are best in class -would highly recommend" - Mary

WE GO ABOVE & BEYOND TO MAKE YOUR VISION COME TO LIFE

- Pool Craft was established in 1974. We are open year round & have a retail location for after pool sales service.
 - As members of the Pool & Hot Tub Council we are fully insured, with \$5,000,000 in liability insurance.
 - We are the recipients of multiple pool & landscape awards with over 3,000 satisfied customers.
 - We pride ourselves on our follow up & our word. Communication is key in our success.
 - You are only as strong as your weakest link. Our staff is the best in the business.

Thank you for the opportunity to discuss a swimming pool and landscape project with you. We recognize that you are investing a lot of money in your backyard and that you want it done right!!! Budgets vary from client to client and we can accommodate any budget, whether large or small. The Pool Craft approach is simple: we want to develop long term relationships with our clients that go beyond the installation itself. We have never been about being the biggest company; we have always been motivated to do the best job possible and to provide a high level of after sales service. This philosophy has given Pool Craft one of the best reputations in the industry. We'd love to work with you to make your backyard vision a reality.

Yours Truly,

Jason Mitchell & the Pool Craft Team



POOL CRAFT

www.poolcraft.ca