

Poolside
Crafting dream backyards

**Have the
Hap-Hap-iest
Christmas
Clark Griswold was
onto something!
Why investing in a pool
is a great idea in 2023**

**S'more Bar
This Traditional Outdoor
dessert gets an update!**

**Backyard Gift ideas
Loungers, lighting & laughs**

**Winter Pool
Maintenance
What you need to know**

**2023 Backyard
Trends**

Brought to you by Pool Craft

POOL CRAFT



Industry Updates

Heading into 2023

The winter seems like the “quiet time” in an industry like ours, The ground freezes, pools are closed and the phones ring a bit less. When the first snowfall hits, most homeowners aren’t thinking about swimming.

Like most seasonal business the off-season is a time to plan and catch up. The challenges we faced during the pandemic however, changed all that. There was no off-season. Demand was at an all time high as homeowners clamored to invest in backyard construction. Product shortages meant purchasing up to 12 months in advance, and pricing was volatile.

As we head into 2023 the challenges have simmered. Product availability isn’t expected to be an issue, reputable pool builders aren’t booked a full year in advance, and pricing fluctuations have settled for now.

But like Clark Griswold, the desire to invest in family time is still a priority! The dream of building a backyard pool for friends and family to enjoy is alive and well. The demand may have cooled, but home owners are still gung-ho on investing in all the perks that come with a dream backyard space. And we’re happy to report, that great, reputable builders are still booking space for 2023.

So, unless you’re the proud owner of a Christmas Tree Farm or winter seasonal business owner, enjoy some downtime this holiday season and consider if a backyard investment is what you’d like to dedicate your holiday bonus to! HAPPY HOLIDAYS from all of us!



- Jason Mitchell



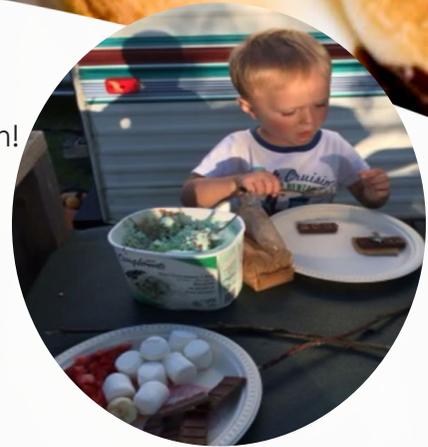


- New Pools - Pool Renovation
- Landscaping - Carpentry -
- Weekly Service - Leak Detection -
- Repair - Water Lab -

Pool Craft is an award winning, turn-key pool builder.

The Pool Craft Company was established in 1974. Current owners Jason Mitchell and Jim Perkins pooled their resources in 2007 and purchased the thriving service company. Both partners had accumulated years of industry experience, one on the business side, one on the building side, both meticulous in their craft. Together they have built the Pool Craft Group of Companies into what they are today.

Little Nate Dog
enjoying summer
s'mores his own
way - with Ice Cream!



Crafting the perfect *S'more*

We put our dessert lovers up to the "S'more Challenge" to create the best S'MORE combination.

OUR TOP picks for a S'more bar:

- Mint Girl Guide cookies
- Oreo's
- Tim Bits (cut in half)
- Traditional graham crackers
- Vanilla wafers

- Maple marshmallows
- Traditional marshmallows

- Lindt chocolate truffles
- Mini Mars bars
- Aero Bar
- Dairy Milk

- Nutella
- Strawberries
- Banana
- Apple slices
- Ice Cream

Our fav combination; Mint Girl Guide Cookies with toasted marshmallows. Happy Tasting!





Though the exact date s'mores were invented remains a mystery, the first formal recipe for the treat, then called "Some Mores," is recorded in the 1927 book, "Tramping and Trailing with the Girl Scouts." The original recipe calls for 16 graham crackers, 16 marshmallows and eight bars of chocolate broken in two.

If you're fire-less this season, create a S'more dip by layering a heavy saucepan with chocolate and marshmallows and bake it in the oven! Use graham crackers, cookies and apple slices to scoop the deliciousness up!



Straight up favourites for the holidays, Just add ice!

S'more Hot Chocolate for Adults

- 1 Cup milk
- 1 Cup heavy Cream
- 2 tbsp honey
- 1 tbsp simple syrup (sugar melted in water)
- 1/4 cup chocolate syrup
- 1/4 cup chocolate pudding mix
- 2 oz whiskey
- Toasted marshmallows

Add milk and cream to a medium saucepan over medium heat. Add syrups, and whiskey. Add chocolate pudding mix slowly, whisking constantly. Pour into a rimmed cup of choice & garnish with toasted marshmallows. Enjoy!

Make the rimer ahead of time by dipping the rim of the glass in your favourite melted chocolate and then dipping in crumbled graham crackers.



UPDATE YOUR BACKYARD POOL WITH THESE RENOVATION OPTIONS



Whether you've purchased a home with an older style pool, or your design tastes have evolved, renovating and updating an outdoor space doesn't have to be a daunting task.

There are different renovation options that can give your backyard a face-lift. We've pooled together some of our most common updates for you to consider.

SHAPE UPDATE

If you're working with an existing vinyl over steel pool, you can alter the shape. We often work with clients who call us about their pools that were built back in the 80s and who now want a more modern shape. For example, we've transformed a number of 'Roman' style pools into rectangles.

ADDING OR UPDATING STAIRS

Many older pools were built without a pool step; they simply had a shallow end ladder to get in and out. In the 80's and 90's a lot were also built with white steps that may have cracked or discoloured over time.

Adding a fibreglass step is an easy update. Options are white, blue and grey and come in a few different sizes. Our most common addition is a grey step. It's a more contemporary look and compliments the new liner colours well.

It should be noted that adding a step is done in tandem with a new liner, new pool coping, and often a plumbing upgrade.



STEEL STEPS & BENCHES

A very popular option today is the addition of steel steps and benches. You can customize these to be anything you like. Whether you're looking for a seamless entry, a sun ledge with bubblers, or a combination of the two, we can make just about anything these days out of steel.

Steel steps and benches can be added to both straight wall pools and radius pools. You can extend a step outside of your pool by removing a wall, or add a custom shaped interior step to a any free-form pool. Send us a photo of your current pool and we'll make some recommendations.



UPDATING COPING AND PATIO STONES

Updating cracked concrete pool decks with pavers or natural stone can make your pool look like its brand new. Whether your preference is pre-cast stone pavers, or natural flagstone, the result is stunning.

If stone isn't in the budget, consider a new concrete deck. Stamped concrete has come a long way! You can update your pool patio with a more modern pattern.

ROCK A NEW DIVING BOARD

For those looking to stay on a tighter pool renovation budget, we suggest swapping out your old diving board for a diving rock. Note: this is recommended for pool with a bottom profile approved for diving boards.

You may also want to explore options for adding a water feature. **Note: Make sure your pump can handle the additional draw. If not, you will need to budget for a new pump as well.**

REPLACING POOL LINERS

Another simple fix for updating your pool is to replace your liner or paint or re-tile your concrete pool a different colour.

Liners with a tile-style border were very popular in the 90s and early 2000s, but today's pool is primarily made up of full print patterns. Updating your liner will also change the appearance and colour of your water. Check out some of our favourite featured patterns on our Instagram page @pool_craft.

LIGHTS

When changing the liner another thing to consider is changing older style pool lights for a more energy efficient LED option. When the liner is out the size and style of existing lights can be updated.

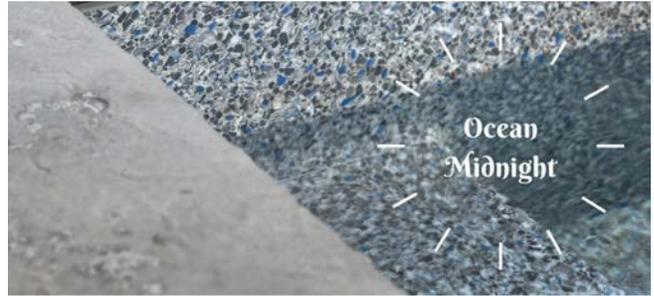
ADDING AUTOMATION

Controlling pumps, lights and heaters with schedules or apps is appealing to most pool owners. This easy update is very common and will make pool ownership even more enjoyable.

Liner Spotlight



OCEAN MIDNIGHT: This light coloured liner with grey and blue fleck is always a hit. The water has a light aqua tone, a bit deeper than greystone.



BLUE BEACH PEBBLE: This vibrant blue liner is a traditional choice that adds a nice pop of blue. Popular as a contrasting colour to the neutral stone trending since 2021.



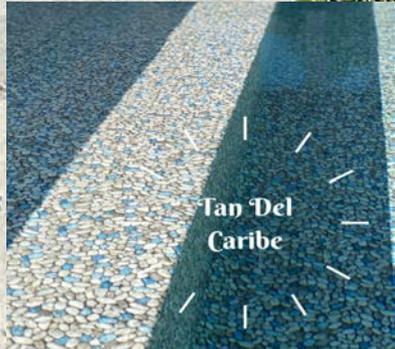
GREYSTONE: This is our #1 selling pattern. This liner gives the light aqua blue water. Very soft and neutral. For more selections visit our website at poolcraft.ca



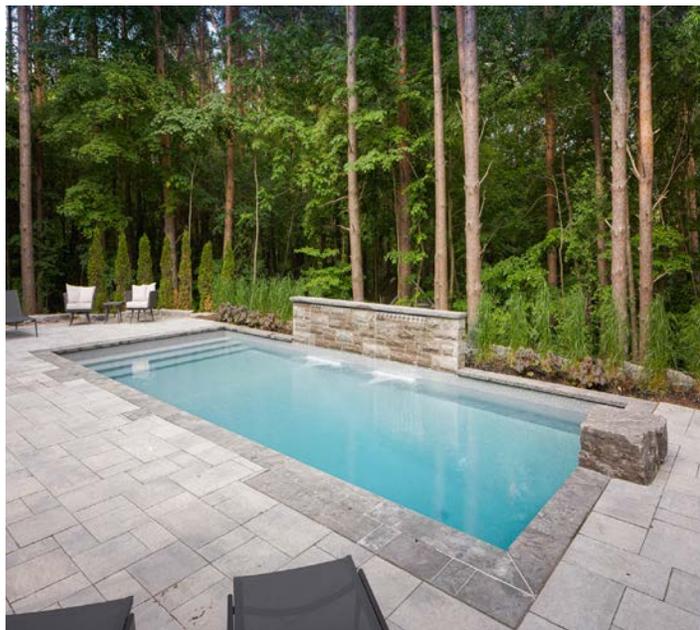
A professional-grade pool maintenance net is shown in the foreground, resting on a concrete pool deck. The net is blue with a white mesh. In the background, a swimming pool with a mosaic tile border is visible. A blue and white beach ball floats on the water's surface. The pool is surrounded by lush green foliage.

POOLSTYLE[®] SUPREME

PROFESSIONAL GRADE MAINTENANCE EQUIPMENT
FOR THE SAVVY POOL OWNER

A close-up inset image showing a section of mosaic tile with a mix of blue, white, and grey tones. The tiles are arranged in a grid pattern with white grout.

Tan Del
Caribe



ADDING LIVING SPACE

When it comes to carpentry, adding a custom outdoor living space to your backyard can change everything! Treat your woodworking elements like an extension of your home. Choose finishes that compliment your lifestyle and style.





No space for an additional structure? How about adding a pizza oven with a built-in kitchenette? Bring the cooking outside so you never miss a beat!

For more ideas, check out our blog on 'Things To Consider When Designing The Perfect Outdoor Living Space' at poolcraft.ca



ON TREND FOR 2023

Soft, cozy, and neutral

1. BOUTIQUE HOTEL STYLE SPACES

embraces textiles such as rugs, cushions and throws. Incorporating these into your outdoor living space will help to create that boutique hotel feel. It's all about creating an aspirational, social media-worthy lounging space.'

3. **TERRA COTTA** For 2023 Both the terra-cotta material and color are expected to play a big role in backyard design adding a bit of a Moroccan or Mediterranean flare.



2. NEUTRAL COLOUR PALETTES

such as a white, can be offset beautifully against lush greenery.'



4. **VERTICAL GARDENING** has been popular for a while now, but we've seen a resurgence of interest due to a focus on maximizing small spaces and privacy.



5. **PAINTED FENCES**
Replacing neighbouring fences can be an unwelcome update. DIY this by painting your shared fence for an instant improvement.



6. LAVENDER is one of several plants that serve to create the look of a Mediterranean garden.



7. PATTERNED TILES in exterior spaces are trending. Whether you go big or small, symmetrical designs help to personalize patios and other outdoor spaces.



8. TALL SHRUBS strategically planted add privacy and layers to your outdoor design.



9. LIT OUTDOOR SPHERES. See our Gift Guide to light up someones backyard this holiday season!

10. URBAN GARDENS are still going strong into 2023. Sustainable, educational, and compact





WHY INVESTING IN OUTDOOR SPACE IS A GOOD IDEA FOR 2023

Backyard projects sold out across the country in 2021 and 2022 as homeowners invested in stay-at-home areas to entertain. An outdoor space suitable to spend time with friends and family became a necessity. Backyards became the new school playgrounds, restaurants, and movie theatres.

We hosted gatherings in driveways and garages were transformed into living rooms. We adapted! We are Canadian after all; outdoor entertaining has always been a part of our culture.

Here are 3 reasons why we think pool ownership and backyard improvements will continue to ride the momentum of worthy investments.

THE FAMILY

No matter their age, spending time with your kids and keeping them active is a parental goal. So is ensuring the little ones become strong, safe swimmers. Two birds, one stone?



Providing a place for kids to confidently practice this very important life skill is wonderful. As they grow, having a pool gives them somewhere to hangout with their friends. Everyone remembers the homes that had pools when they were growing up – it's where you always wanted to be! The last summer of high school can be spent poolside.

What a great opportunity to get to know the nucleus of teenagers' lives, their friends! And as they grow further, moving on to grow families of their own, they come over with their kids!

Win, win, WIN!



While we'd never say pool ownership is maintenance-free, we will confidently say that it is far less demanding than an additional property. Pool ownership requires light maintenance, water balancing, and usually a stocked bar for all the friends that will come by to help you enjoy the backyard you've created!

With the strong shift back to the great outdoors, homeowners are cultivating an appropriate space outside, fit for friends and family. Whether you're considering a pool, a structure, or landscaping for 2023, we believe the spaces we create are extensions of our home, investments in our social landscapes.

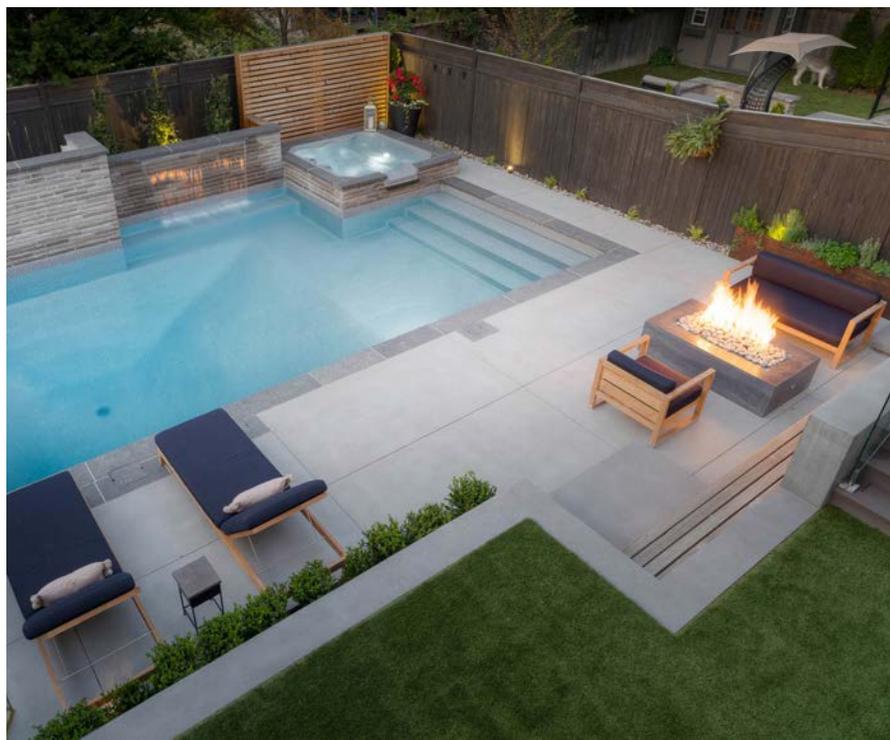
A PLACE TO UNWIND - NO ADDITIONAL REAL ESTATE IS REQUIRED!

We've had a LOT of clients come to us over the last two years saying they decided to stop looking for an additional property and invest in a pool instead. If you were trying to buy a cottage or recreational space in the last few years you know why these homeowners changed their tune.

PROMOTING HEALTHY, ACTIVE LIFESTYLES

Swimming is a low-impact form of exercise, suitable for all ages. We have had clients tell us that having a pool has changed their lives. The health benefits of being outside and having a built-in form of exercise can motivate you to improve your lifestyle!

"My wife and I come outside every morning and have our coffee together before work. We've never taken that time together before." – Jim. This 2022 Pool Craft client went on to say "We come out here after work and swim and relax. We often eat outside now also. Last year we'd come home and sit on the couch."



WINTER POOL MAINTENANCE

YOUR POOL MAY BE CLOSED... BUT YOU NEED TO CHECK ON IT REGULARLY... HERE'S WHY

When your pool is covered during the winter months you may not notice potential hazards. With rising water levels on top (or below) the covers surface, large debris, and undetected leaks, you could be headed for damage you may not see until the spring.

To prevent costly repairs be sure to check on the following this winter season:

Water levels on top of the cover... Ensure the water level stays below the coping to prevent damage.

Water levels below the cover... Ensure you're not losing water below the cover due to leaks. Depending on your cover type, a leak can cause water levels to drop and put too much pressure on the cover, or leave a pool without water, causing pressure on the walls. By checking the pool throughout the winter, you can address any hazards immediately to prevent any further damage it may cause.

Large debris... Remove large debris to prevent tears or unnecessary water contamination.

HELPFUL TIPS:

- After a heavy snow or rain fall, do a walk around of your pool and pool equipment
- Remove any snow build up that may cause harm to your pool
- Store any leftover chemicals in your shed/garage/cabana if it is safe to do so

BRRR... WOULD YOU RATHER LEAVE IT TO THE PRO'S? Book our team for your winter maintenance!

If you'd prefer to have peace of mind by hiring someone to take care of your winter maintenance this season, consider our Winter Check Service Package. Call us or book Online at poolcraft.ca.



OUR FAVOURITE 2023 GIFT IDEAS



Canvas Wallace Outdoor Tabletop Fire Bowl/Fire Pit, 40,000 BTU. Available at Canadian Tire \$269.99



Lit Garden Sculptures - As featured in the 2023 Trends section. Waterproof Warm White LED for Outdoor Decor Decorations Pathway Patio Yard Lawn, 1 Globe (4.7") Available on Amazon. ca. \$26.24



Solstice Sunsoft Super Lounge. Sunsoft fabric top multi-chamber design lets you adjust the inflation to match your comfort level bean-bag feel molds to your body. Available at Pool Craft \$119.95



Looking for some host gifts ideas? Shop Local!
Toter Fine Foods
2414 Major Mackenzie Drive • Maple, ON • L6A 3Y7 • Canada
toterafinefoods.ca



This go-anywhere game is a favourite. Apples To Apples (12+) is an award winning, laugh out loud, family-friendly card game. Available at Toys R Us \$26.99



Looking for some unique mugs, throw pillows or custom candles? Check out this local artisan in Uxbridge, Oak Point Cottage Market, Available on Instagram @oakpointcottagemarket

Staff Holiday Movie Picks:

Jessica: Home Alone

Geoff/Rick: A Christmas Story

Jim/Chris K: The Grinch

Chris B/Chris O: ELF

Meagan/Bobby/Jason: Christmas Vacation



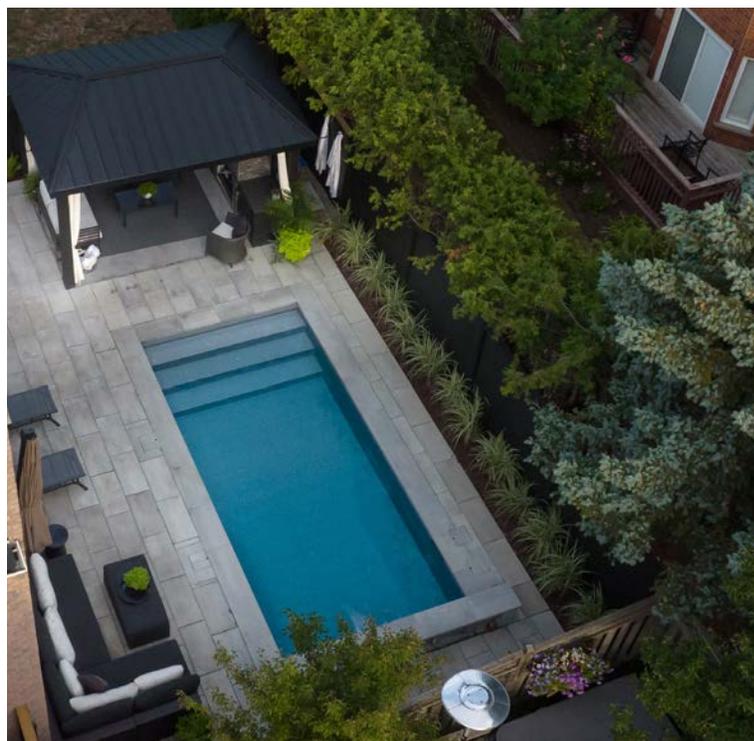


SMALL SPACE, BIG IMPACT!

Opt for a smaller pool when you want to include a lot of elements in your space! This yard is approximately 27 x 45.

This opulent backyard paradise features a 10x22 pool with a full length vinyl over steel step and 2ft sheer water feature.

A 10x14 Pergola with an outdoor gas fireplace, mini fridge, and outdoor TV is accessorized with all the cozy elements needed to make this space Instagram worthy! Cabinets and interior walls are black Maibec, ceiling is cedar.





Liner is Ocean Midnight. Patio is Rinox XL
Prima Pavers in Mist. Water feature is Rinox
Solino 3D Mist with matching Solino coping
Prom XL

The contrast of the black fence, green
ornamental grasses and light pavers makes
this space pop. It's dramatic, yet soft and laid
out to maximize the square footage.



A COTTAGE TRADE OFF

After their cottage search left them exhausted and frustrated, these clients decided to invest at home instead. They took what they wanted out of a cottage and injected it into the pool area; room to play, to relax and to spend time with friends outside.



Liner is Greystone. Patio is Rinox Proma XL/
Proma in Oka Beige. Water feature is Brown
Tiger Stripe. Coping is Banas in Slate Grey

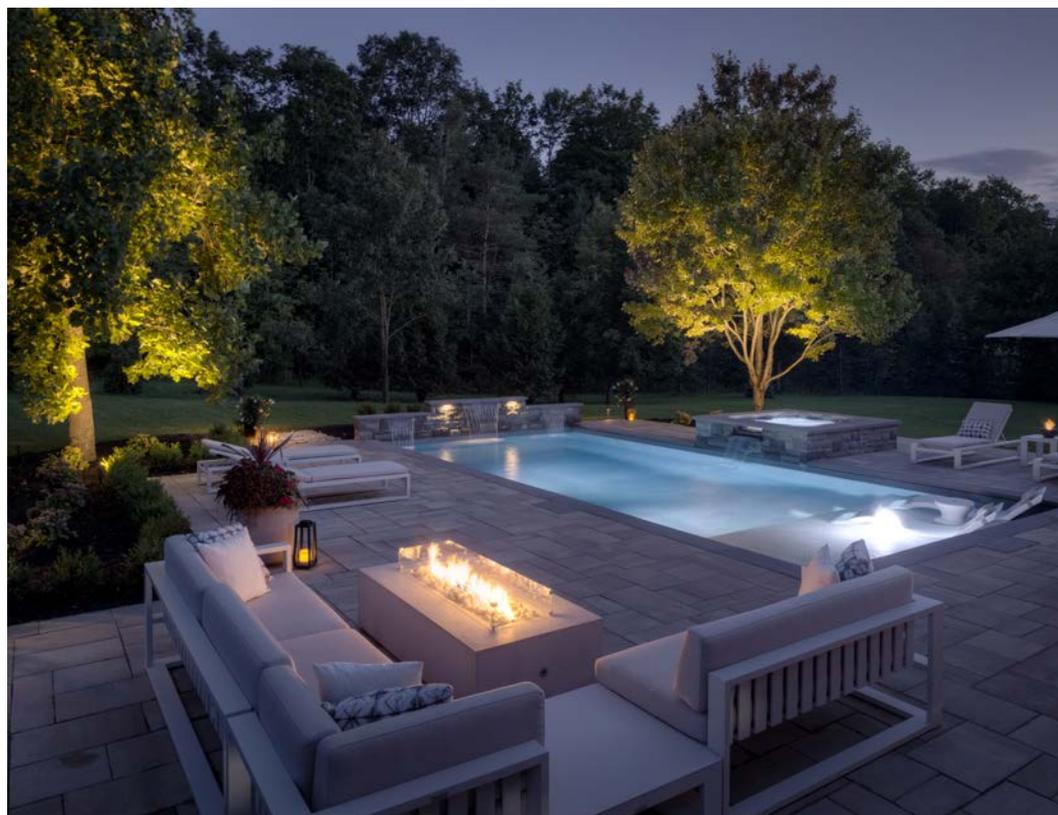


The pool and landscape lighting dramatically changes this space at night. Designer tip: When adding feature lighting to trees the rule of thumb is two in behind, one in front. If you can get one up high shining down the final effect is 3D.

This STUNNING Oasis takes our breath away!

A large 16 x 36 pool with a custom swimlegge (complete with bubbler), spill over spa, and water feature wall with 3 x 2ft sheer descents is an at home resort! Talk about Hotel style!

Accessorized with neutral decor, a fire table, and loungers, this space has something for everyone!



The Stars That Light Up
THE POOL CRAFT GROUP



Jason Mitchell/Owner & President



Jim Perkins/Owner & V.P



Rick Johnson/Sales



Chris Kouressis/ New Pool Construction Manager



Jessica Jennings / Landscape Manager



Chris Boake/ Lead Carpenter



Geoff Doherty/ Service Manager



Julie Hull/ Designer



Olu Egunjobi/ Estimator & Designer BCIN



Meagan Hulshof/ Customer Service Manager



Bobby Winger/ New Pool Construction Manager
22



Jon Steele/ Landscaping Pro



Colin Perkins/ Pool Build Pro



Curtis Hillier/ Owner Stone Craft



Grant Osak/ Pool Tech



Ian McEllistrum/ Sr. Pool Tech



Meaghan Mitchell/ Admin Assistant



Jeremy Bird/ Pool Build Pro



Mike Czwerinski/ Sr. Pool Tech



Aura Huckle/ Assistant Service Manager



Mavrick Muir/ Sr. Carpenter



Mark Robins/ Sr. Pool Tech



Amber Muir/ Business Manager



Damo McDonnell/ Carpenter



Shawn Frost/ Sr. Pool Tech & Assistant Service Manager



Chris O'Donnell/ Marketing



Fletcher Muir/ Carpenter

