

# Poolside

Brought to you by:

**POOLCRAFT**

**Pollen  
Problems?**  
Pool Pollen Tips

**Outdoor Living  
Backyard Structure  
Breakdown**

**Easy BBQ  
Entertaining**

**Light It Up**  
What You Need To  
Know About Backyard  
Lighting

**Spill Over Spa  
Or Stand Alone**  
Weighing the Options

Crafting dream backyards



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# Industry Updates

*Summer 2023*

The summer is finally here. After a few tumultuous years, life is starting to feel normal again.

Outdoor concerts, festivals, and summer camps have picked up where they left off in 2019, and while things have changed, it's nice to see events in full swing.

Many residual effects of the pandemic, however, are still very prevalent. Homeowners who invested in dream backyards during the height of the lock-down had their patience tested. The demand for pools was at an all-time high between 2021 and 2022, and every reputable builder across the GTA was booked for months in advance.

This left the homeowner searching high and low for a pool contractor to build them their backyard getaway. Landscapers, outdoor contractors, and lawn maintenance companies we're looking to get into pool building.

As an unregulated industry, anyone can start up a pool company; and anyone did and unfortunately, the quality of these projects were below standards. As a result, we filtered a LOT of calls this spring from homeowners who were left with less than a dream backyard when the dust settled. Common issues and complaints; poor craftsmanship, inexperience with hydraulics and drainage, and in some cases, being ghosted by contractors who just stop taking calls.

As demand cools in a market where unestablished companies try to hang on, we urge you to do your due diligence. Read reviews. Contact references. Visit job sites. When it comes to experience, expertise, and the ability to handle a crisis, you want to know you're covered.



- Jason Mitchell



New Pools - Pool Renovation  
- Landscaping - Carpentry -  
- Weekly Service - Leak Detection -  
- Repair - Liner Replacement -  
Opening & Closing - Water Lab



**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; Pool Craft, Stone Craft and Timber Craft. These award winning turnkey builders have crafted over 3000 backyards and service over 1000 pools annually. On the cusp of celebrating Pool Craft's 50th anniversary Pool Craft services the GTA with a dedicated quality team.





# CRAFTING A STRESS-FREE

## Backyard BBQ



### GRILLED AVOCADO CAPRESE SALAD

½ cup olive oil  
4 cloves garlic minced  
Kosher salt & pepper  
2 avocados  
1 pint grape tomatoes halved  
16 Bocconcini small mozzarella balls, halved  
Fresh Basil, chopped  
Balsamic Glaze

In a small bowl combine the oil, garlic, Kosher salt & pepper. Stir it up and allow it to mingle for at least 1 hour.

Prep your tomatoes and mozzarella, season with salt & pepper. 30 minutes before serving, toss them with some of the garlic oil.

Oil & heat your grill. Halve your avocados. Season and brush liberally with the garlic oil. Place each avocado half face down on your hot grill and grill for 4-5 minutes (leave the lid open). You are just looking for some nice char marks and for the avocado to be heated through.

Remove avocados and plate them. Toss in the basil with the tomato & mozzarella mixture, mix it up, and spoon it into and over-top the avocados, drizzle with balsamic glaze & dig in!



# Easy Peasy BBQ Pizza

If your house is the neighbourhood hangout during the summer, we have a budget friendly pizza hack kids love and foodie friends will be raving about.

## BASIC INGREDIENTS:

- Longos tomato & Basil pasta sauce
- Shredded pizza mozzarella
- 10 pack Nann bread



Heat the grill to 400°F

Coat each piece of Nann in sauce and cheese. Add your favourite toppings. Cook for 5-6 minutes until melty and a bit crispy.

Serving an impromptu crowd? Grab some charcuterie boards and cut them up to share.

## TOPPINGS FOR THE KIDDIES:

- Canned pineapple
- Sliced pepperoni
- Mini peppers sliced in disks

## TOPPINGS FOR THE ADULTS:

- Feta or bocconcini
- Fresh Basil
- Prosciutto
- Farm Boy's Caramelized Onion & Balsamic Compote



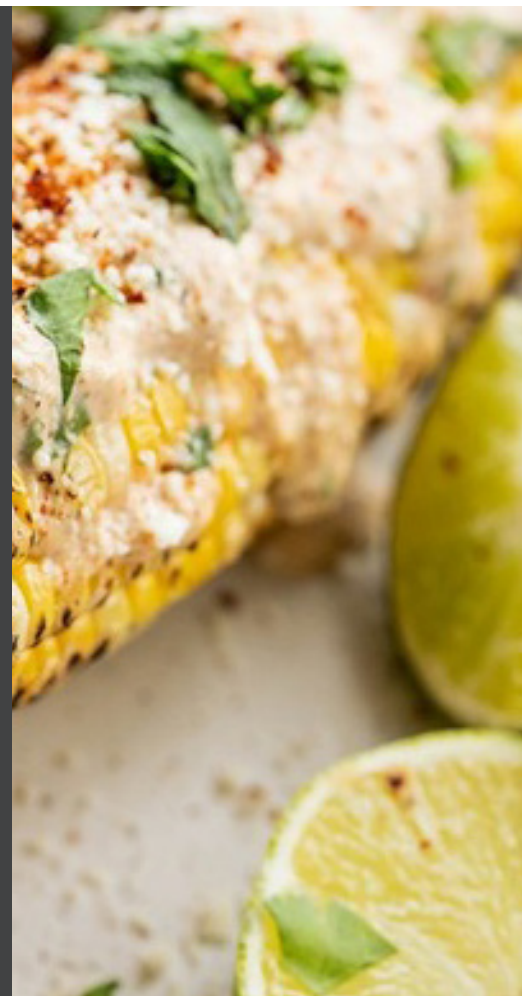
## Mexican Street Corn

- 6 to 8 medium ears of sweet corn, husks removed
- 1/2 cup sour cream or crema
- 1/2 cup mayonnaise
- 1/2 cup chopped cilantro
- 1 clove garlic, minced
- 1/4 teaspoon ground chipotle pepper, or powder
- 2 teaspoons finely grated lime zest, from 1 lime
- 2 tablespoons lime juice, from 1 lime
- 1/2 cup cotija cheese, crumbled
- Lime wedges, to serve

Heat the grill to 400°F

Whisk together the crema or sour cream, mayonnaise, cilantro, garlic, chipotle pepper, lime zest, and lime juice. Season with salt if needed.

Grill the corn: Place the husked corn directly onto grill grates. Grill the corn for about 3 minutes, turn over and repeat. When all sides are browned, remove from the grill onto a plate.







# LIGHT UP THE NIGHT WITH THESE LANDSCAPE LIGHTING TIPS



## PLAN AND DESIGN:

1. Start by creating a lighting plan for your landscape. Identify the key focal points, such as trees, architectural features, pathways, or water features that you want to highlight.
2. Consider the overall ambiance you want to create, whether it's soft and romantic or bright and functional.
3. Use a mix of lighting techniques, such as uplighting, downlighting, and accent lighting, to add depth and dimension to your landscape.

## CHOOSE THE RIGHT FIXTURES:

1. Select high-quality fixtures that are designed for outdoor use and can withstand the elements.
2. Opt for fixtures with adjustable features, such as beam angle and intensity, to have flexibility in lighting different areas.
3. Consider energy-efficient options, such as LED lights, which are long-lasting and consume less electricity.



### HIGHLIGHT KEY FEATURES:

1. Use uplighting to illuminate trees, shrubs, or architectural elements. Position the lights at the base of the objects and angle them upward for a dramatic effect.
2. Use downlighting to create a moonlight effect or to light large open areas. Mount fixtures in trees or on tall structures to cast a gentle, diffused light below.
3. Employ path lighting along walkways and garden paths to enhance safety and guide visitors. Choose fixtures that are low-profile and install them at regular intervals.

### CONSIDER LIGHTING TECHNIQUES:

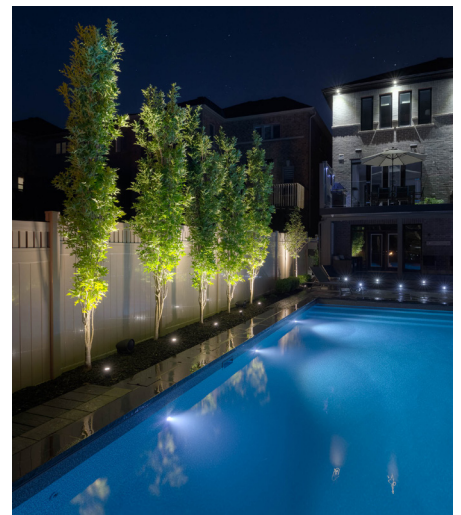
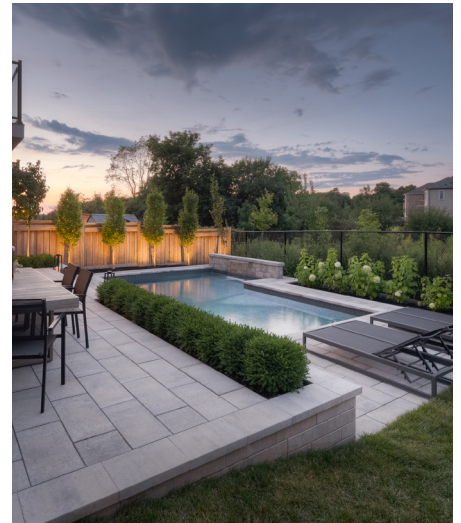
1. Use silhouetting by placing a light behind an object to create a striking silhouette effect against a wall or fence.
2. Create shadowing effects by placing lights in front of textured surfaces, such as stone walls or trellises, to cast interesting shadows.
3. Experiment with colored filters or lenses to add ambiance or to match a specific theme or occasion.

### USE LAYERS AND ZONES:

1. Create depth and visual interest by layering different lighting elements, such as combining uplighting with path lighting and accent lighting.
2. Divide your landscape into zones and use separate circuits or controls to adjust lighting levels in each zone independently. This allows you to create different moods and accommodate different activities.

### INSTALL PROPER WIRING AND CONTROLS:

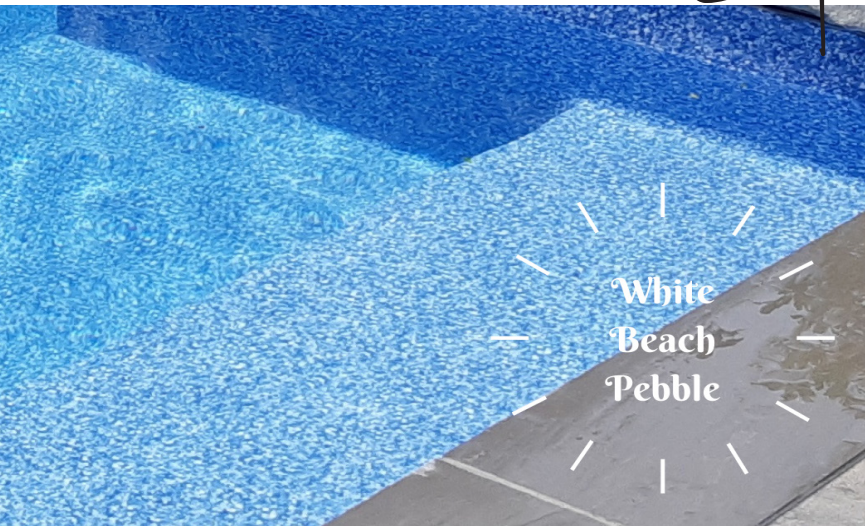
1. Ensure that your lighting system is professionally installed with proper wiring and connections to avoid any safety hazards.
2. Consider using a lighting control system or timers to automate the operation of your landscape lighting and save energy.
3. Include dimmers or adjustable controls to have flexibility in adjusting the brightness of your lights.



Remember, lighting is both an art and a science, so don't be afraid to experiment and adjust as needed. It's always a good idea to consult with a professional landscape lighting designer or contractor to help you create a stunning and functional lighting scheme for your outdoor space.



# Liner Spotlight



## **WHITE BEACH PEBBLE**

A soft and subtle blue that is reminiscent of Caribbean seas. This liner offers a gentle palette that is soothing and timeless.



## **CHARCOAL MOSAIC**

This is quickly becoming one of our top liners. A deep colour that changes with the light, this liner is sophisticated and modern, without a timestamp. You will not tire of this look.



## **BLUE BEACH PEBBLE**

Traditional, vibrant water colour that pops against light stone and wood accents.



A photograph of a swimming pool with a blue mesh skimmer net in the foreground, a blue and white beach ball floating in the water, and a dense green hedge in the background. The text 'POOLSTYLE SUPREME' is overlaid in white, with a decorative arrangement of white circles of varying sizes around the word 'POOL'.

# POOLSTYLE<sup>®</sup> SUPREME

PROFESSIONAL GRADE MAINTENANCE EQUIPMENT  
FOR THE SAVVY POOL OWNER

A close-up inset image showing a section of a pool's interior wall or floor, featuring a mosaic of small, multi-colored tiles in shades of blue, green, and white.

Tan Del  
Caribe



# OUTDOOR *Living*



**Whether** you're starting from scratch, adding a feature to existing landscaping, or updating a current structure, outdoor living can transform the way you use your backyard. We asked our Timber Craft team to chime in on all things structures and they were all too eager to share their thoughts.

## **DEFINING THE PURPOSE OF YOUR OUTDOOR LIVING SPACE**

Your planned use of the space should be your primary focus. Clarify the intended function to guide your design and construction decisions. This understanding should consider the specific needs of the people using the space, the activities that will take place within it, and any constraints that may impact its use.





## COSTS & BUDGET

While many people consider the costs of the structure and the elements you can see, the finishes and furniture, the foundation is the most important part, and that expense is often overlooked.

For example, services such as gas, electrical or plumbing may be required depending on the items selected for your new structure. Are you planning an outdoor kitchen? Do you need to upgrade your power? Do you want wifi? A washroom? Keep in mind that most of these services require trenching. These additional costs can add up quickly, so make sure you're being realistic with your budget and plan and account for these details.



## OPTIONS FOR STRUCTURES

Once your vision is clear, you can move on to the implementation and planning of your structure.

The functionality of your structure can vary from a simple change room and storage area to a complete outdoor entertainment space.

Different companies may refer to structures a bit differently. There are basic rules for defining a structure, but customizations and unique designs are what we're all about, so we're going to give you the following **Timber Craft Structure Terminology** to break down different types of structures.





## PERGOLAS

A pergola is made of posts or pillars, with cross beams and an open top design. It may be a stand alone structure, or an extension off of a building, deck or terrace. They usually provide a bit of a break from the heat by providing some shade, and help define a space. Often used for outdoor kitchen spaces because it is best for ventilation. They are also great for hanging lights or growing vines!



## PAVILIONS

Unlike pergolas, pavilions feature a completely closed roof. At Timber Craft, we design our pavilions to rest on either a patio (with poured footings underneath) or poured foundation. Our Pavilions often feature a back wall, with open sides. Project Gar Lehman (pictured above) is a classic pavilion. Clients love to personalize these spaces, and they are a favourite spot to entertain!





## **CABANAS**

Typically a cabana is a more enclosed structure (2 sided or more) designed for living space. It has a completely closed roof, and can range in size. Often featuring a fireplace, an eating area or bar, a seated entertaining area, and a washroom or change room. Some even opt for a sauna! Cabanas are an excellent option if you have the space, and entertain often.

Something to take note of: Any structure larger than 10×10 requires a permit. We build opulent structures with all the bells and whistles like project Sofia pictured above.

## **MULTI-FUNCTIONING SHEDS**

Sheds are fully enclosed, one story structures, with a one pitch roof. They range in size, but are typically under 10×10. Although they have historically been used for storage, we have been getting a lot of requests lately for insulated sheds that are being converted into offices, home gyms, even indoor golf simulators. Sheds can easily be 4 season structures and become extensions of your home.







### BRING THE INDOORS OUT

Embrace textiles such as rugs, cushions and throw pillows in your outdoor space. Make an Instagram worthy lounge space that calls to you all summer long.

### PRIVACY SCREENS

Keep the rain and bugs at bay with the addition of privacy screens. They cut the glare for outdoor TV's and even hold in some heat.



ON trend



### WATER FEATURES

Wall Spouts are an easy and elegant way to add the sight and sound of water to vertical surfaces. This is Verona, in bronze, from Atlantic Water Gardens.



### OUTDOOR KITCHENS

Outdoor living is here to stay. Create a luxurious outdoor kitchen with modern design elements, creating an elegant, timeless look.



## BACKYARD CAMPING

Fire bans across Canada this summer have changed the landscape for many campers and cottagers. Set up a backyard getaway with a pop up tent, some books, and snacks; instant escape!



## OUTDOOR GYMS

If you took the workout outside during the pandemic you weren't alone. This trend is sticking around as backyard gyms are growing in popularity. Take your health to heart and enjoy some fresh air at the same time.

## VIRAGE PAVERS

The unique Virage pavers, inspired by European innovations, transform any exterior design into a true architectural masterpiece. With only a single paver, six laying patterns are possible, whether they are filled with clean aggregates to improve water infiltration into the soil or vegetated to reduce urban heat islands and capture harmful CO2 from the air. Virage pavers by PERMACON







# SUMMER POLLEN CAN MEAN PROBLEMS

**Pollen** in your pool can lead to clogged filters and cloudy water.

Pollen particles are typically very small and can easily pass through the pool's filtration system. This means the pollen may remain suspended in the water for longer periods, making it difficult to remove through filtration. As a result, your pool's filtration system may need to work harder or be cleaned more frequently to keep the water clear.

Pollen can also act as a food source for algae, turning water green and making balancing your water difficult. It's important to stay on top of it before it becomes a problem.

## HELPFUL TIPS:

1. Skim the surface of your pool using a fine mesh skimmer
2. Add a skimmer sock to your skimmer basket
3. Check filters for collected debris & pollen regularly
4. If you have a spare set of cartridges on hand for openings, pop them in for those weeks in the summer when pollen is strongest

## IF IT BECOMES A PROBLEM:

If pollen becomes a problem purchase the necessary tools to clean your cartridges.

Add a bottle of First Aid to the water, wait 24-48 hours, vacuum to waste and then shock.

If you'd prefer to have peace of mind by hiring someone to take care of your pollen problem consider booking our team for a Pollen Out service call. Call us or book Online at [poolcraft.ca](http://poolcraft.ca).





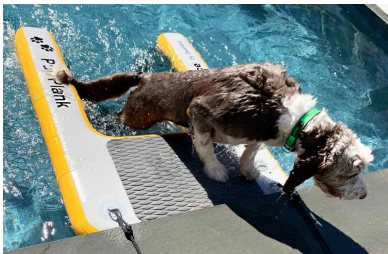
# FAB SUMMER FINDS



**ICE POP MOLDS SET** with attached lids, reusable DIY silicone coloured rainbow swirl popsicle molds, 6 pack. Available on Amazon.ca \$18.95



**SOLSTICE INFLATABLE DOCK** Round 8x8 floating dock. Available at Pool Craft \$895.95



**SOLSTICE PUP PLANK.** Help Fido climb out of the lake, the boat, or the pool with this durable claw-resistant traction pad. Available at Pool Craft \$249.95



**GIANT JANGA** is an outdoor crowd pleaser. Fun for two, or teams. Rek-Tek Stackers, Tower Stacking Game Available at Canadian Tire \$99.99



Looking for a great gift idea? This 6 pack from the local **OLIVE OIL & CO** will please any backyard or cottage host this season. \$35. Shop Online at **oliveoilco.ca** or visit the store 190 Main Street, Newmarket



12 piece dinnerware set From **LIVING OUTDOOR** Dinnerware Set, 12-pc, Blue & White. Available at Canadian Tire \$34.99

*Staff Pick*

Camp in your own backyard with this Amazon find by Tiny Land. Fun for the whole family: \$154.99







# SPILL OVER OR STAND ALONE?

*Pro tip:*

*Maintaining the temperature of either option at around 95 degrees will extend your spa time, giving you hours of enjoyment instead of overheating.*

Both spill-over spas and stand-alone spas have their advantages and disadvantages. Let's explore the pros and cons of each:

## SPILL-OVER SPA:

### PRO'S

1. Aesthetics: Spill-over spas are visually appealing as they are designed to seamlessly integrate with an existing swimming pool. They create a unified and elegant look, enhancing the overall appearance of your pool area.
2. Space-saving: Since a spill-over spa is built into the pool, it doesn't require additional space. This can be beneficial if you have limited space in your backyard.
3. Convenience: With a spill-over spa, you can easily transition from the spa to the pool or vice versa, providing a convenient and enjoyable experience.

### CONS:

1. Limited customization: Spill-over spas often have limited customization options compared to stand-alone spas. You may have fewer choices in terms of size, shape, and features.
2. Cost: The construction of a spill-over spa can be more expensive than a stand-alone spa due to the additional plumbing and integration required.
3. Seasonality: Spill-over spas need to be closed for the winter along with your pool because they share a plumbing source.





## **STAND-ALONE SPA:**

### **PROS:**

1. Design flexibility: Stand-alone spas offer greater flexibility in terms of design, size, and features.
2. Temperature control: Stand-alone spas usually have independent temperature control, allowing you to adjust the water temperature according to your comfort level.
3. Privacy: If you prefer a more private spa experience, a stand-alone spa provides a dedicated space exclusively for relaxation, away from the pool and other distractions.

### **CONS:**

1. Additional space requirement: Stand-alone spas require dedicated space in your backyard, which may not be feasible if you have limited space or an already crowded outdoor area.
2. Separate heating system: Stand-alone spas require their own heating system, which can increase energy consumption and maintenance costs.
3. Separation from the pool: If you enjoy the combination of spa and pool activities, a stand-alone spa may not offer the same convenience as a spill-over spa.

Ultimately, the choice between a spill-over spa and a stand-alone spa depends on your specific preferences, available space, budget, and desired features. Consider these factors carefully to determine which option best suits your needs.





# *Cedar* SERENITY

Nestled among the cedars, this compact Oasis is a boutique backyard experience.







Liner is Shimmer. Coping type: Dove grey. Patio is Silver white quadra patio, dove grey flagstone. Water feature is Brown Tiger Stripe. Coping is Banas in Slate Grey.



14 x 28 rectangle pool with built in spa & 7ft custom step/sun-ledge combination. 2 x 2ft sheer descent waterfalls on a raised feature wall with built-In Auto Cover for safety.

This 10 x 18 Pavilion is finished in Maibec's Seacoast and Old Port. It features a built in server complete with a mini fridge and built in chiller. The outdoor powder room means no need for guests to venture inside and keeps wet feet and bathing suits on the patio!



This young family wanted something for everyone in this outdoor space, at every stage of life. A spot in the sun, and one in the shade. A place to swim, jump and lounge. A place to snack. A place to nap.

The final product is a space they truly live in all summer long.





*The Crew that hones the Craft*  
**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





Ian McEllistrum/ Sr. Pool Tech



Meaghan Mitchell/ Admin Assistant



Jeremy Bird/ Pool Build Pro



Mike Czerwinski/ Sr. Pool Tech



Aura Huckle/ Assistant Service Manager



Maverick Muir/ Sr. Carpenter



Mark Robins/ Sr. Pool Tech



Amber Muir/ Business Manager



Damo McDonnell/ Carpenter



Colin Perkins/ Pool Build Pro



Chris O'Donnell/ Marketing





