

Poolside
Magazine

Brought to you by:



The Evolution of Pools

2024 OUTDOOR LIVING Trends

Small Space Big Impact

A Backyard Reborn
To renovate or remove

Crafting dream backyards



561 EDWARD AVE. RICHMOND HILL 905-884-2720 / POOLCRAFT.CA / @POOL_CRAFT

50 years later...

Backyard planning in the 1970's was as simple as the times; put in the largest, deepest pool you possibly could. My dad was a pioneer in the pool industry back then, and my parents, pictured here hosting my 9th birthday party, did just that. Our backyard became a hub for neighborhood children, drawn in by the allure of the pool.

For my parents, the decision to install a pool held multiple meanings. It symbolized the importance of swimming as a vital life skill. It provided us with a summer pastime, eliminating the familiar refrain of boredom. Moreover, it encouraged us to stay active and embrace the outdoors. As we matured, the significance of the pool grew. My parents took joy in getting to know all of our friends, who frequently visited for swimming sessions. The tradition of hosting gatherings continued well into our 20s. As young adults, we took our son to grandma and grandpa's to continue the enjoyment that backyard pool invited.

Although my parents have relocated and we have our own pool now, the spirit of togetherness and enjoyment remains unchanged. When our son returns home from university, we savor summer evenings by the poolside, creating lasting memories with his friends and witnessing their growth into adulthood.

Today, a backyard pool represents much more than a mere recreational feature. Pool designs have evolved, backyard projects have become increasingly sophisticated, and our preferences and lifestyles have also undergone changes. However, the core principles endure: swimming remains a crucial life skill, and it is essential for children, now more than ever, to remain active, outdoors, and disconnected from screens, fostering genuine connections.

As Pool Craft dives into our 50th anniversary, our GOLDEN Year, we embrace what got us here, what makes this journey with our clients so special, and our ability to contribute to embracing the things we cherish and value most in life; time, family, and health.



- 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 have accumulated years of industry experience, and together, with a phenomenal team and some great partners, they have built the Pool Craft Group of Companies into what they are today; Pool Craft, Stone Craft and Timber Craft. Our award winning turnkey builders have crafted over 3000 backyards and service over 1000 pools annually.

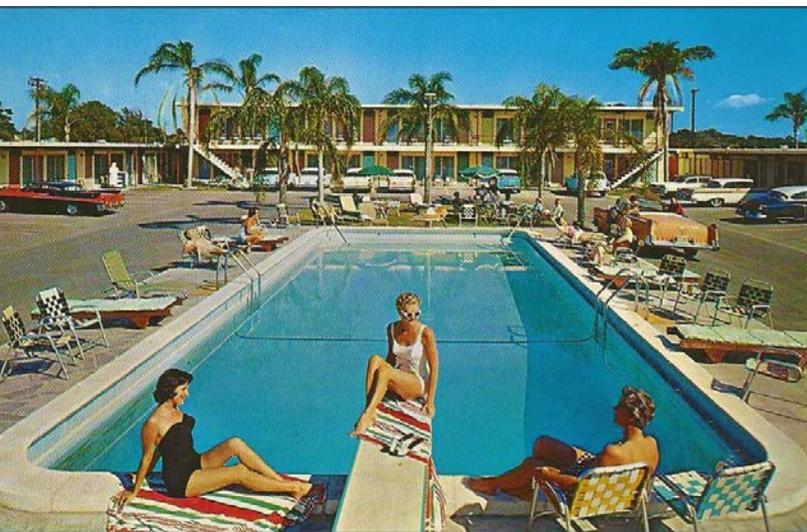
At Pool Craft we believe that time, family and health are the most valuable things in life. Building backyard spaces that invite and encourage an investment in these values is our privilege. Providing a service-driven, knowledgeable team committed to quality craftsmanship, respect, strong relationships and excellence is our promise.

1943: Two-piece swimsuits are introduced! Two-piece swimsuits for women grew in popularity during the early 1940's because wartime shortages prompted a 10% reduction in the amount of fabric used to create swimsuits.



SWIMMING POOL Evolution

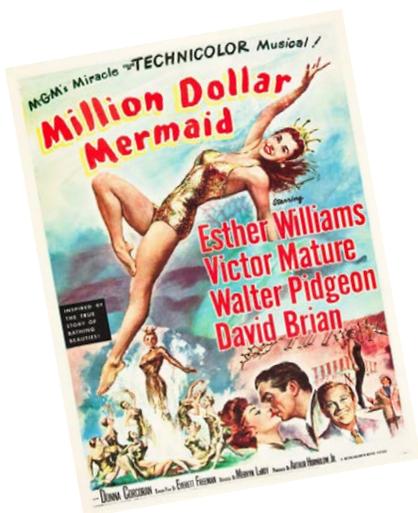
During the **1930's** American hotels and motels began installing pools to lure more guests in.



The **1960's** are credited with PVC plumbing, pool skimmers, manufactured pool main drains, underwater lights, and vinyl-liner pools. Family backyard pools were on the rise and the kidney pool shape hit the market.

in **1974** the Kreepy Krauly was invented.

The **70's** are also credited for the in-ground gunite attached spa, pictured below on the free-form pools, growing in popularity.



1952 - After World War II and the publicity given to swimming by Hollywood films such as Esther Williams' Million Dollar Mermaid, a home pool became a desirable status symbol.





Ray Rude created the first aluminum diving board from an airplane wing in **1946**

The average pool installation costs somewhere between the price of a Volkswagen and the price of luxury Cadillac. Family size, 16x32 feet pools from \$4,000 to \$4,500; on pools over 20x40 feet, \$7,500 and up. A good aboveground pool can also be installed for around \$2,000.
- **New York Times, July 5th, 1970**



Australian invention came to America in the **mid-80s** with saltwater chlorination.

80's pools also took on the look of lagoons with dark liners and natural finishes.

The **1990's** is when water safety became a primary concern in backyards. Pool covers, alarms, and pool fencing became popular.

As the **'70's** progressed a new generation of custom pools were fitted with faux rock formations, largely due to the material's far lower cost compared to natural stone. Rock grottoes, waterfalls, diving rocks and other structures became a mainstay.

In **2005**, the California Energy Commission released the state's Title 20 and 24, meant to require manufacturing and construction practices, respectively, to make various products, including pools and spas, more energy-efficient.



In **1985** an indoor water park was opened in Edmonton, Alberta, Canada at the West Edmonton Mall. It is called the World Water park and is over 200,000 sq ft (19,000 m²). It was a success for the mall and remains as one of the largest indoor water parks in the world.



The Houzz platform was founded in February 2009 by Adi Tatarko and her husband Alon Cohen, in response to the challenges they faced with their own home remodeling project. They found it difficult to communicate their vision for their home, and to find the right professionals for their project

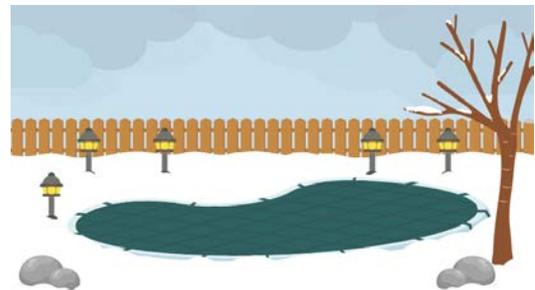


In 2013 the residential outdoor living trend started changing backyard landscapes

CASE STUDY
Building a cabana

- 1 The pad has been poured and the footings are in place.
- 2 Start of rough framing/carpentry.
- 3 The roof is shingled and the utilities (plumbing, electrical, and gas) are being roughed in.
- 4 Start of stonework, including ledgerrock and flagstone flooring.
- 5 Trim work is being finished... along with the installation of the granite countertops and other appliances/accessories.
- 6 The final product is a 5.5- x 6.1- m (18- x 20- ft) poolside cabana that includes all of the amenities.

40 • Pool & Spa Marketing • December 2013



After several mild winters, **2014** marked the coldest winter in 18 years. Only 668 pool permits were issued in Canada that year



2017 An Abbotsford (BC) company is taking a unique spin on recycling, by converting metal shipping containers into pools and hot tubs that can be installed at your home, within minutes of delivery. CTV news reported



In **2018** Forbes released the article "Instagram Worthy: How Social Media Has Reshaped Our Ideas On Attractive Design"



The pandemic created a surge in residential pool sales in **2021**



2023 - AI continues making waves across the globe as search engines like google, chat GPT (2022) and more start churning out images, data and so much more. This new era in data management will impact every industry across the world. Backyard design, robotic cleaners, chemical automation and more are rumoured to see big changes

Backyard pool building surges as Canadians opt for at-home oasis to escape COVID-19, heat and boredom

As of August, more than 19,000 pool permits have been tallied by Stats Canada across the country in 2021



As we head into **2024** we at Pool Craft have taken some time to consider the last few years, and what the future holds. We continue to learn from our experiences, adjust to accommodate new technologies, and we embrace the things that are true and that really matter



Toronto & York Region postal codes that qualify:

M5E, M5H, M5J, M5K, M5L, M5M, M5N, M5P, M5T, M5V, M6A, M6B, M6C, M6E, M6G, M6H, M6J, M6K, M6L, M6M, M6N, M6P, M6S, M8V, M8W, M8X, M8Y, M8Z, M9A, M9B, M9C

L3L, L3P, L3R, L3S, L3T, L4B, L4C, L4E, L4G, L4H, L4J, L4K, L4L, L4S, L6A, L6B, L6C, L6E, L6G, L7B



COOLEST DISCOUNTS OF THE SEASON

SAVE INSTANTLY ON A/C TUNE-UPS, SMART THERMOSTATS, AND OTHER ENERGY-SAVING UPGRADES

If you're a customer in the Richview South area of Toronto, York Region, or Ottawa, the Save on Energy CoolSaver program can help you make small upgrades that make a big difference in your indoor comfort and energy use.

SCHEDULE YOUR A/C TUNE-UP WITH A CONTRACTOR TO UNLOCK THESE EXCLUSIVE INSTANT DISCOUNTS



Up to **\$200 off** A/C tune-ups



\$75 off smart thermostats



\$40 off dehumidifiers



\$330 off central A/C replacements



\$350 off variable speed pool pumps

HOW IT WORKS

STEP 1:

Fill out the online registration form to get your eligibility code and an approved list of qualified contractors.

STEP 2:

Schedule your preferred discounts with an approved contractor.

STEP 3:

Your contractor will use your code for your chosen instant discounts.



SCHEDULE NOW

Get started by visiting SaveOnEnergy.ca/CoolSaver and completing the registration form.

Questions? Email us at info@coolsaver.ca or call us at 1-855-210-4001.



VARIABLE SPEED Pumps



Variable speed pool pumps offer several benefits for pool owners in Ontario.

1. Energy efficiency: Variable speed pumps can be adjusted to run at different speeds, allowing you to choose the optimal speed for your pool's needs. Running the pump at lower speeds can save energy compared to running it at a constant high speed, resulting in lower electricity bills.
2. Cost savings: By using less energy, variable speed pumps can help reduce your overall operating costs for your pool. Over time, the energy savings can offset the higher initial cost of the pump.
3. Longer lifespan: Variable speed pumps typically operate at lower speeds, putting less strain on the pump motor and other components. This can help extend the lifespan of the pump compared to single-speed pumps.
4. Improved filtration and circulation: Variable speed pumps allow you to adjust the flow rate to optimize filtration and circulation for your pool. This can help improve water quality and reduce the likelihood of algae growth and other issues.
5. Quieter operation: Running the pump at lower speeds can reduce noise levels compared to running it at a constant high speed. This can make your pool area more enjoyable and peaceful.

Overall, a variable speed pool pump can offer better control, energy efficiency, cost savings, and improved performance compared to traditional single-speed pumps.





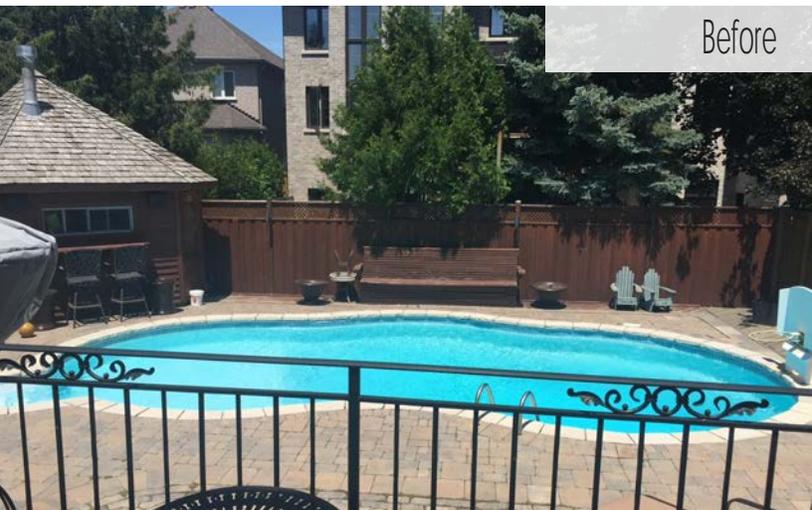
POOL CRAFT

STONE CRAFT
LANDSCAPING

TIMBER CRAFT
CARPENTRY

A BACKYARD *Reborn*

A RENOVATION PROJECT
featured in the national magazine
Pool & Spa Marketing



Before

When this young family bought their home 20 years ago, the backyard pool was the catalyst that sealed the deal. It featured a large, free-form pool, with lots of space for kids to splash and play. Summer after summer was spent outside, enjoying the pool. Family, neighbours, and friends all gathered in the backyard that brought so much joy.

Fast forward to 2022, and the family had evolved. The kids had grown up, busy with lives of their own. The pool still saw use, but the days of endless diving and handstands were in the past. These avid entertainers were not ready to wrap up their backyard story.

They saw the value in a pool, having enjoyed it for many years, but they wanted to incorporate more into their outdoor space. This was the time for poolside afternoons to stretch into evenings, with friends and family eager to stay and enjoy the space long after the sun would set.

At some point, they had installed an outdoor TV on the shed to watch golf and soccer matches while floating in the pool. This inspired a new vision—they wanted to continue to enjoy outdoor entertainment. And so began the quest for their dream backyard renovation.

TO RENOVATE OR REMOVE?

To elevate the space, the client wanted to add a pavilion with storage, a large outdoor dining area, a complete outdoor kitchen, and a hot tub. However, their existing, older-style pool, typical of its era, occupied a substantial portion of the backyard's square footage, making the wish list a bit of a challenge.

To top it off, there are four unique access points to the yard, each needing consideration.

As always, township setbacks need to be honoured when designing a backyard pool with a structure, but this property became more of a challenge with city easement in the backyard. The 9.1- x 15.2-m (30- x 50-ft) space was starting to feel tight. The scope of the work required to ensure the backyard aligned with the vision meant there was no salvaging the existing pool; a complete overhaul quickly became the better option.

From a design perspective, the challenge was ensuring the elements on the client's wish list flowed seamlessly with the multiple entry points into the yard. These included a walkout basement that required substantial access, an elevated door off the kitchen, and gates on either side of the house.

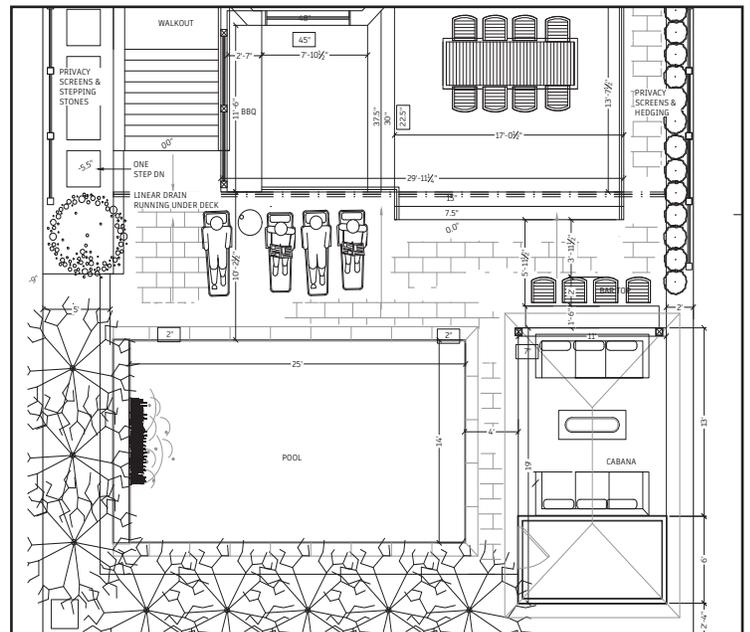
Once all measurements, setbacks, and easements were considered, a 4.3- x 7.3-m (14- x 24-ft) pool and spa combination was proposed as the best use of space, with a step and sun ledge combination running along the side of the spa.

The pool was finished off with a raised feature wall housing two stainless steel 0.6 m (2 ft) sheers. A 3.3 x 5.8-m (11- x 19-ft) structure was designed to accommodate a lounge area, a bar-height seating area, and a utility room. A tiered deck with an elevated outdoor kitchen adjacent to the house, and a lower dining area eliminated the potential for a long set of stairs protruding into the yard, taking up more valuable space.

THE DESIGN AND ITS CHALLENGES

Starting from scratch, Pool Craft's objective was to create a modern, opulent outdoor space that incorporated all the elements on the client's wish list.

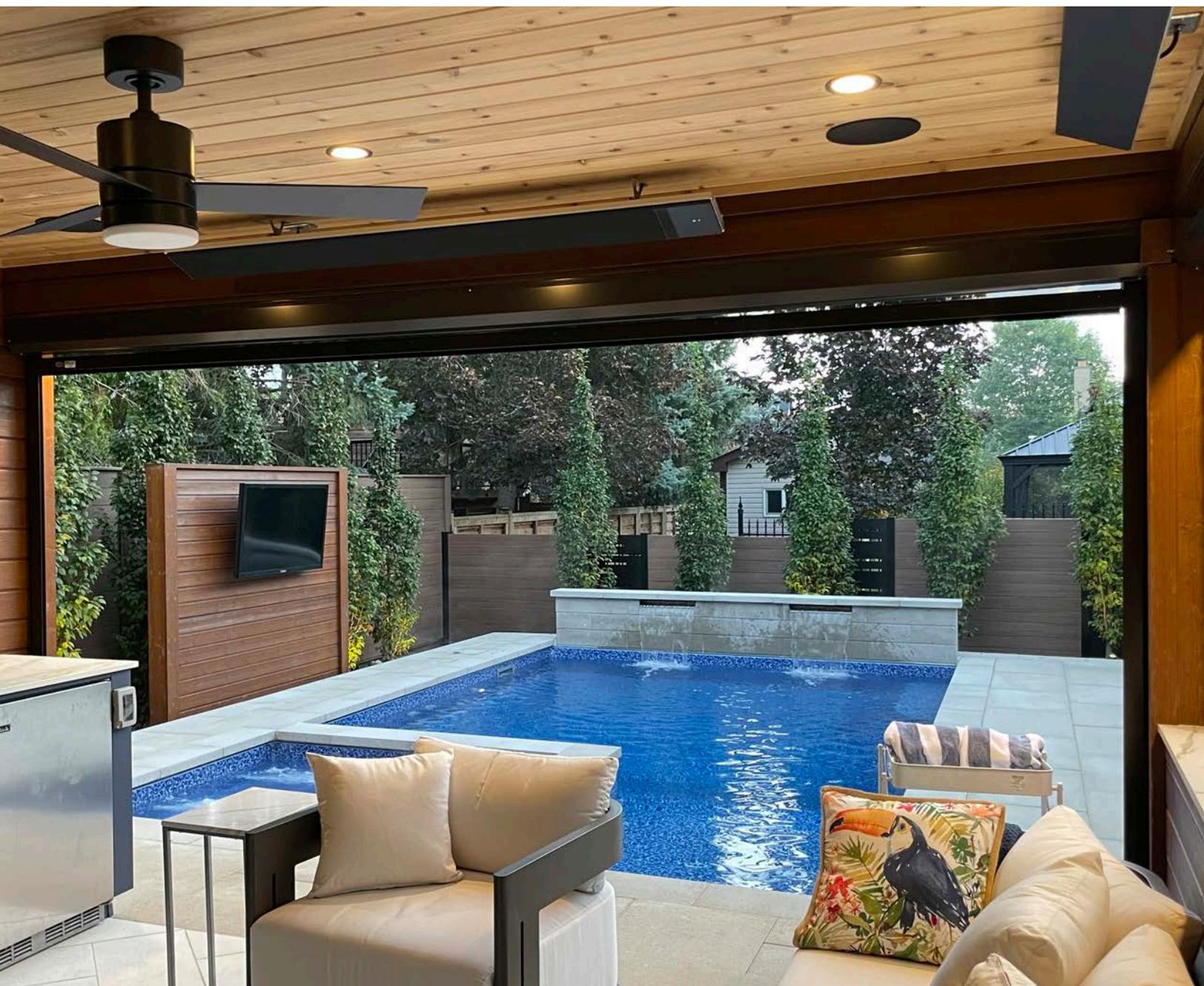
A quality design not only shows the client how their space can be transformed but also what is feasible. To enhance accuracy, Pool Craft overlaid a property survey onto the design early in the process. This provides the team with detailed information in the event fences are installed inside the property lines. The municipal setbacks also needed to be added for the pool and structure, as well as the easement. It is also worth noting that measuring becomes more complex when an existing pool and structure are present.



Everything was surrounded by an 84-m² (900-sf) patio, which served to pull the layout together, connecting all the entry points and all the elements. To fulfill the wish list, a feature privacy screen located behind the pool, complete with an outdoor TV, meant soccer matches and movies could still be enjoyed on the water.

NO ELEMENT WAS OVERLOOKED

This design elevated the space into a whole new backyard retreat. To top it off, the clients, who had an eye for detail, requested a custom fence design with privacy screens placed throughout. This not only broke up the composite fence with design flare but allowed a breeze to move through the space.



THE PROJECT PROCESS

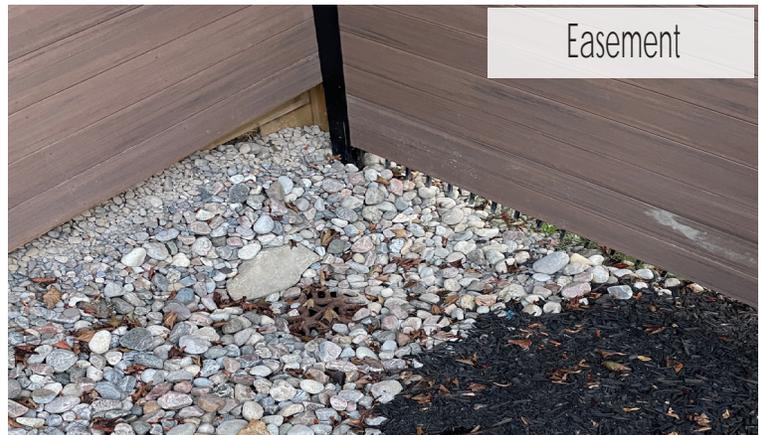
For this yard, the need for a pool permit (fence enclosure) was not required because it was considered a renovation. That said, securing permits for the structure, deck, and detailed locates, including the easement, all had to be obtained before the project could commence. The removal of the pool starts with the excavator pulling the existing panels into the pool. Then, the concrete was broken up and removed. Pool Craft's team prefers to first break a hole in the bottom of the hopper for drainage before starting the removal process. While the orientation of the new pool was the same as the original, the shape and size changed.

In this case, the installation team used 51-mm (2-in.) stone to create a new shelf, bring up the hopper, and reshape the walls. Determining the pool's height was relatively straightforward due to the pre-existing pool. However, a drain located in the back corner meant additional considerations for landscaping, elevation, and drainage.

To maximize the space, the new pool was moved back as far as possible, and structural supports were required next to the easement. The company's landscape and pool teams came together to construct a retaining wall within the pool over-dig, just outside the easement, with freeze protection for the foundation in mind. Although this sounds like a simple task, these nuances required careful planning and execution.

Next, the new pool and spa walls were installed with specialty box-style supports. The structural foundation was poured and packed with stone, then plumbing pool and spa lighting, and the recirculation system were all added. This project had an added layer of complexity with plumbing, as the team need to consider the hydraulic requirements of the pool, spa, and water features.

Since the original power supply was not strong enough to accommodate all the backyard's new features, gas and electrical had to be trenched in. All equipment in this case was upgraded, including a two variable-speed pumps, a cartridge filter, a new heater, and a pool automation control system.



Finally, the concrete was poured. While the pool was ready for the liner at this stage, Pool Craft's best practice is to hold off until the project is closer to completion. The chance of liner damage due to construction is high and this was a risk the installation team prefers not to take.

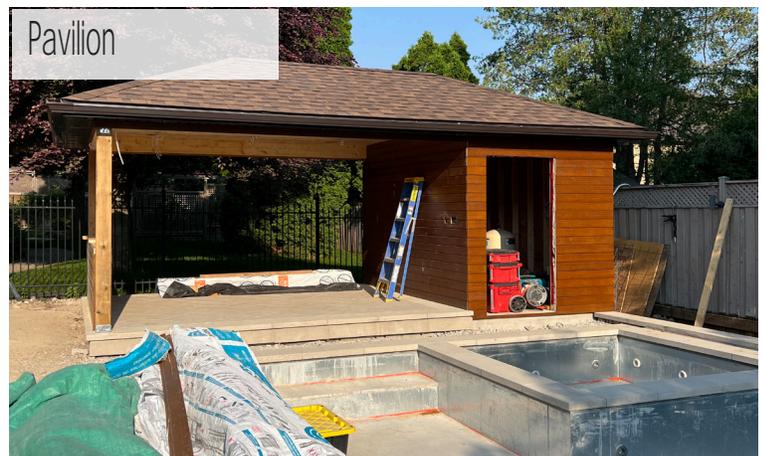
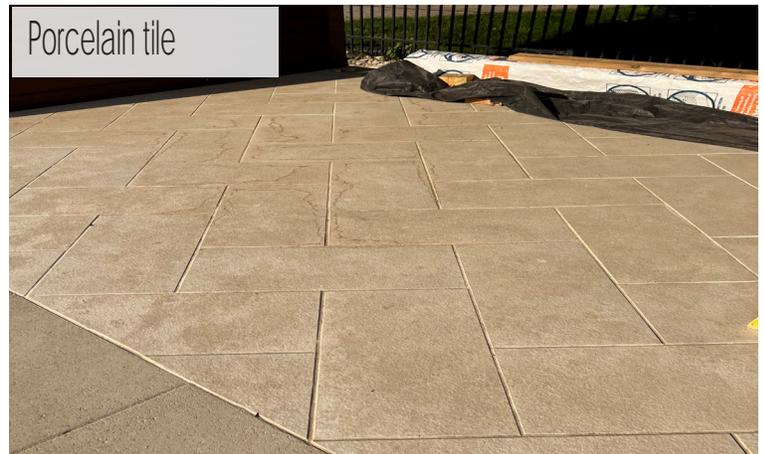
The Stone Craft landscape team then took over. This project features the 305-mm (12-in.) Melville coping and an 84-m² (900-sf) patio in Mega-Melville, all in amber beige. Stone steps leading to the walk-out basement were laid, and the water feature wall was also finished to match.

For the pavilion floor, an imported porcelain tile was laid in a herringbone pattern. Softscaping was then planted, complete with landscape lighting.

Once the pavilion floor was completed, carpenters on the Timber Craft team were able to start their portion of the project. The pavilion was erected with a hip-style roof, and finished with Maibec, in Muskoka Brown, with a cedar ceiling. The storage side housed the equipment, with lots of room left for floaty toys and chemicals. The carpentry team also installed the Maibec privacy screen, centered with the middle of the pool to as a feature wall, ready for the outdoor TV.

The composite deck, custom glass railing, and custom fence and gates were all completed at this stage as well.

The finishing touches from subcontractors included the kitchen and cabinetry team who installed the built-in BBQ, pizza oven, bar fridge, and pavilion built ins. Lastly, roll up privacy screens were added to the pavilion. The dream becomes reality.



 **ROLLERUP**

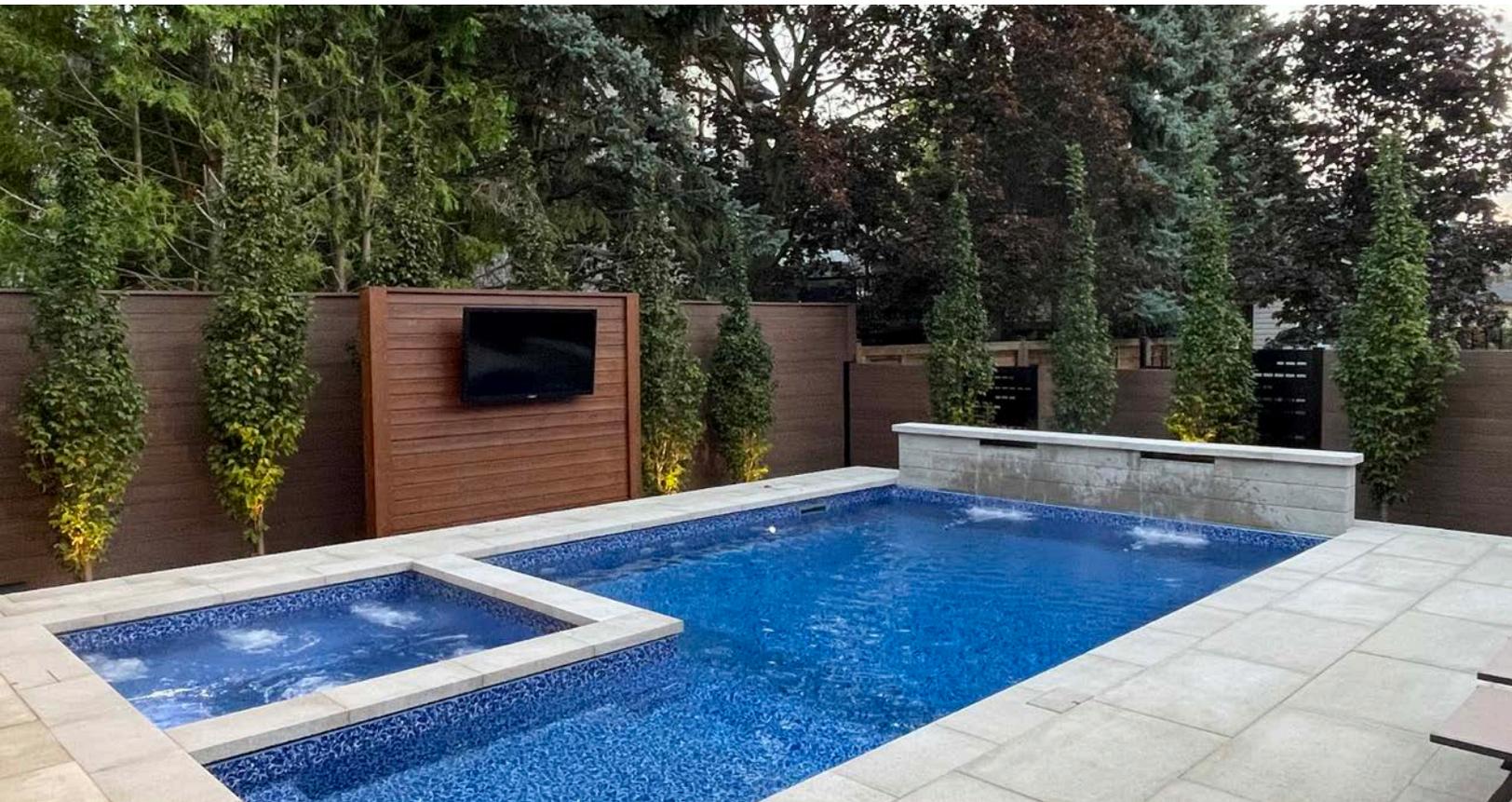
OUTERIORS
OUTDOOR KITCHENS & CABINETRY



The construction process started at the end of March and wrapped up at the end of July, taking approximately four months. This scope of this project involved the combined efforts of all the company's teams, as well as some subcontractors.

Co-ordinating a project of this nature demands a delicate balance that must be completed in stages. When relying on the weather, various teams, and specialized materials, one must anticipate some unforeseen challenges.

Sometimes it is easy to get lost in the process and lose sight of the end game. Fortunately, quality work speaks for itself, and this project will ensure this family has many more outdoor stories to tell.



Liner Spotlight



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.



GREYSTONE

Greystone is a grey based liner that shows aqua water reminiscent of the Caribbean. This soft water colour suits neutral surroundings.



WHITE BEACH PEBBLE

A vivid blue that is both bright and subtle. This versatile pattern suits modern and traditional backyard designs.



POOLSTYLE[®] SUPREME

PROFESSIONAL GRADE MAINTENANCE EQUIPMENT
FOR THE SAVVY POOL OWNER



TAN DEL CARIBE

BUILT-IN KITCHENS WITH PIZZA OVENS
Outdoor kitchens have been all the rage for a while. The elevated version we're seeing more and more of today includes a pizza oven.



OUTDOOR SHOWERS
Built-in outdoor showers can be completely enclosed or open "rinsing off" areas. Whether your vision is replacing your morning shower after an outdoor workout, or just a way to rinse off body oils or chemicals after a swim.

OUTDOOR LIVING *Trends*



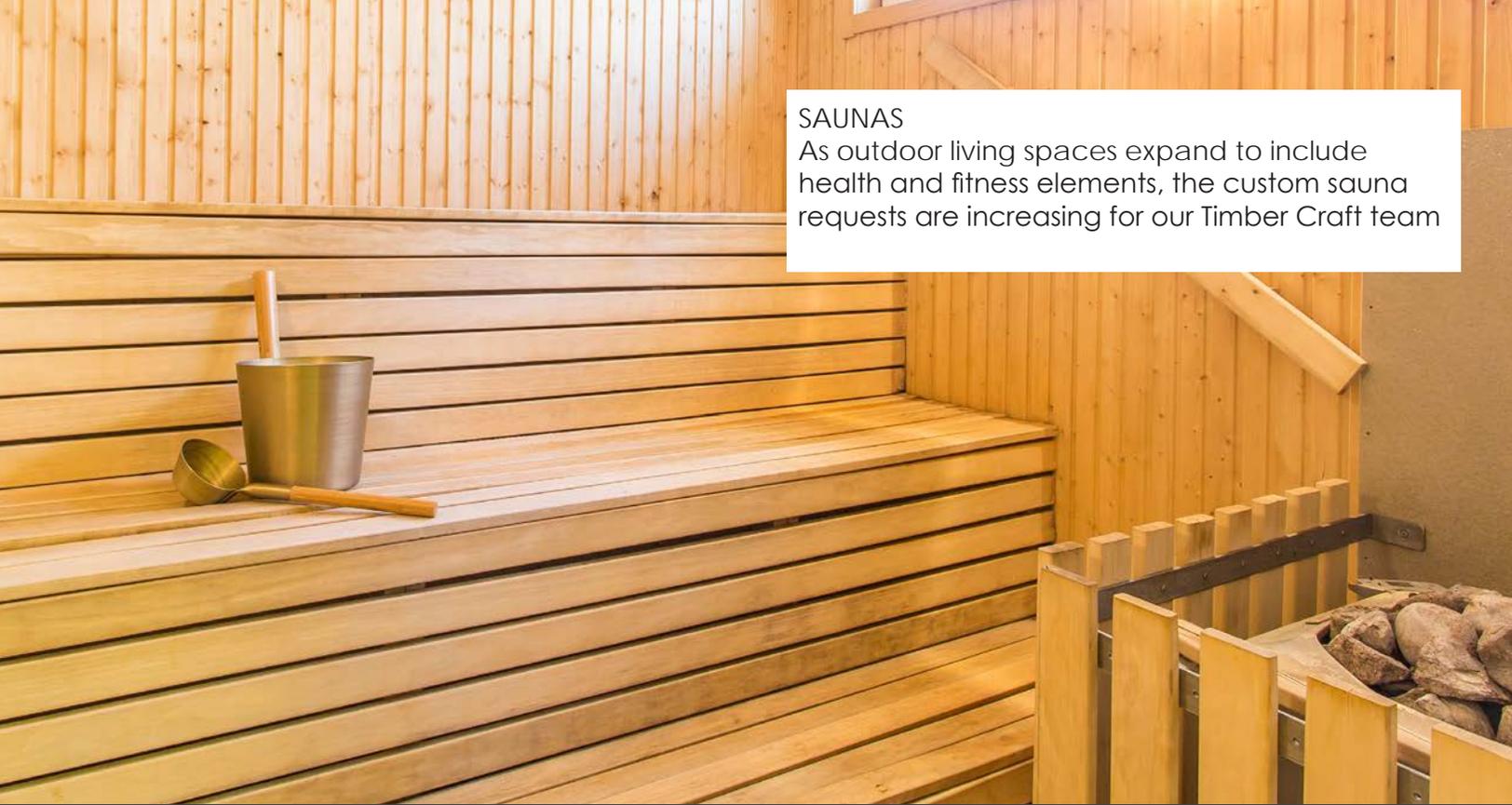
COLD PLUNGE
Cold therapy involves immersing the body in cold or ice water to stimulate health benefits and treat health conditions. The premise being that cold water eases pain by causing blood vessels to constrict and reducing blood flow to the area (which is the reason ice reduces swelling and inflammation). Pictured above is Canada's own Coldturs, coldturs.com.



SOLAR LIGHTING
Looking for some outdoor lighting that won't break the bank? These solar lights from Costco were a big hit for a client last summer.

SAUNAS

As outdoor living spaces expand to include health and fitness elements, the custom sauna requests are increasing for our Timber Craft team



TYPES OF SAUNAS

There are several types of saunas, including the following:

Wood burning saunas: Located outdoors, separate from the home, these saunas use wood as fuel to increase the temperature of the room. They may have an internal wood-burning stove or an area underneath the structure where a fire is used to heat the space.

Electrically heated saunas (picture above): These saunas typically have a small heater with rocks sitting on top. When the rocks get hot, users can splash water on them to provide humidity in the room. Wood burning and electrically heated saunas are known as Finnish, or traditional, saunas. Users should limit sessions to 20 minutes.

Infrared saunas: Far-infrared saunas (FIRS) use light rays to emit radiant heat, which is absorbed directly by the body instead of heating the surrounding air. The infrared heat penetrates the body more than traditional saunas, warming it from the inside out. These sessions can last 20 to 60 minutes.

Steam saunas: Steam rooms, or wet saunas, use a steam generator to produce moist heat. They use a lower heat and higher humidity than traditional saunas, so sweating occurs more rapidly. Maximum recommended steam room session is 10 minutes.



SMALL SPACE

Big impact

CITY ESCAPE

BIGGER ISN'T ALWAYS BETTER

After spending countless hours in the car commuting to work and to the cottage, this family sold their northern getaway for an escape at home. The trade in kept their kids in sports and activities they were thriving in, close to friends, without spending all their time (and money) on the highway.

The checklist for their midtown Toronto backyard space included all the cottage elements they loved: somewhere to float their cares away, outside with friends and family, with a space to dine and relax.

The result:

- An 11x15 rectangle pool, with interior 6x4 steel steps
- A raised water feature wall with 2 x spigots
- A 500 sq ft patio with a raised deck for dining outside
- A 10 x 19 Cabana with Roller Ups, and a built-in bar
- A privacy screen that hides the pool equipment tucked in the back



CABANA FINISH: Maibec Coastal charcoal exterior, Muskoka Brown Maibec interior with a cedar vaulted ceiling

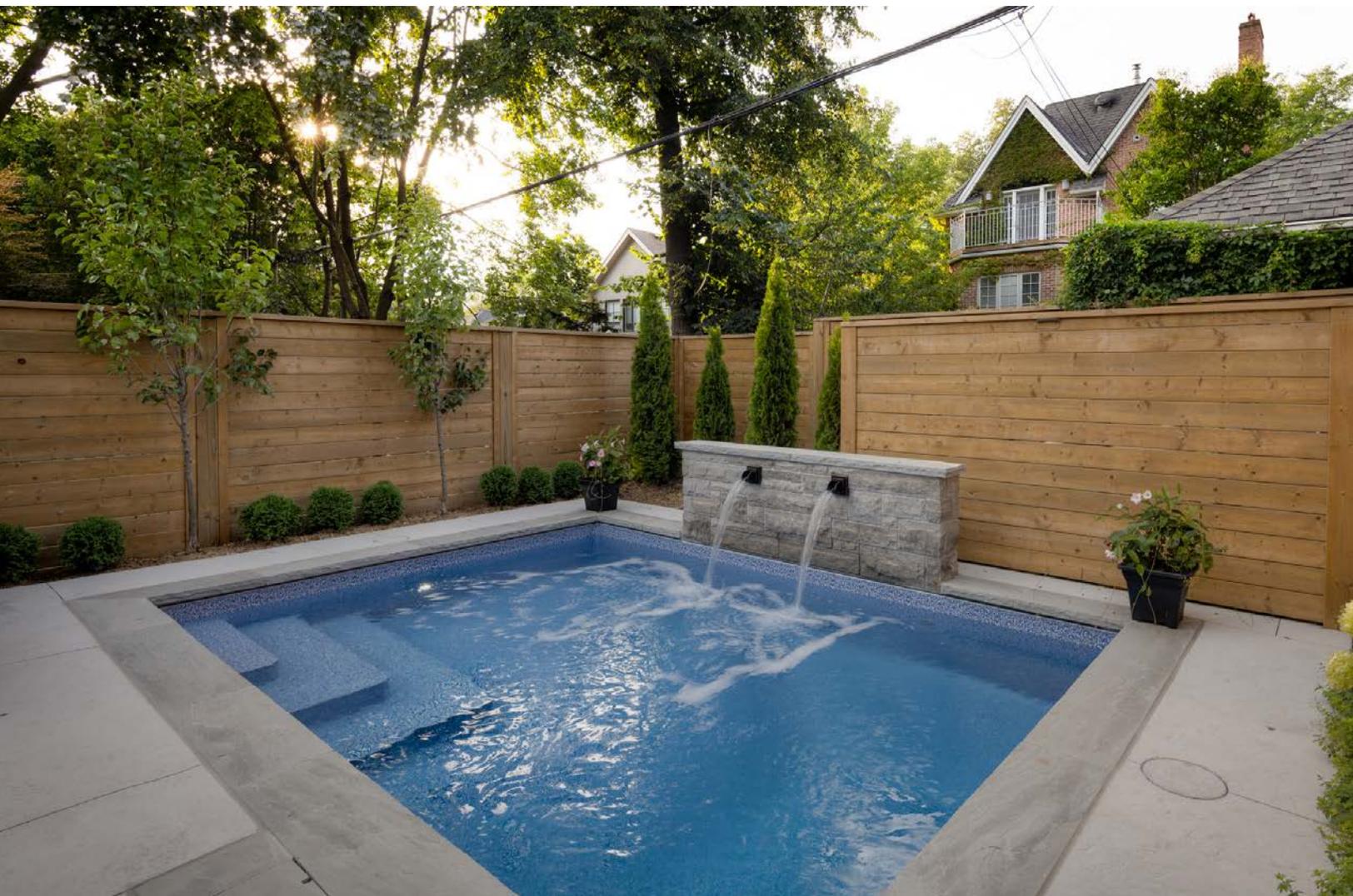
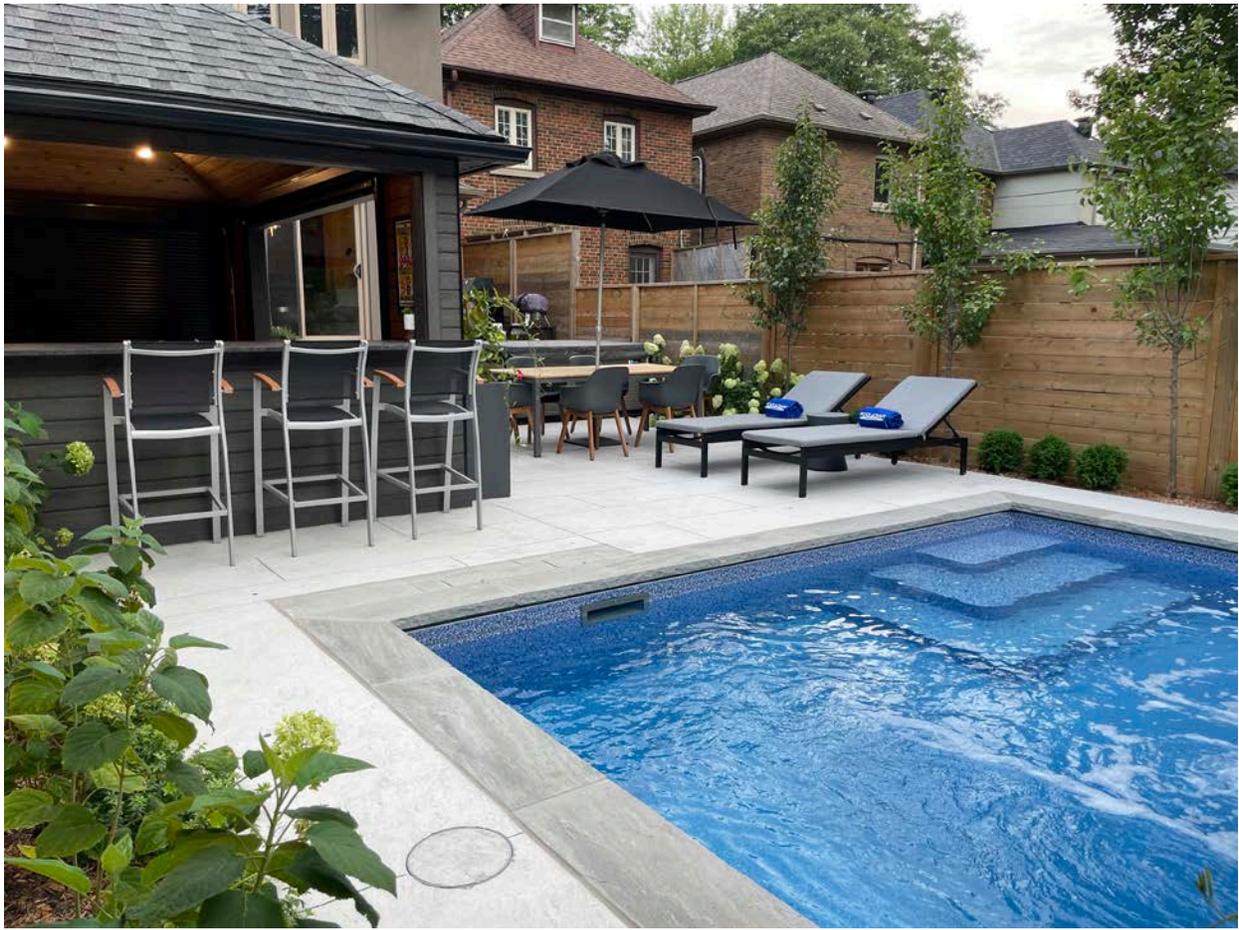
PATIO: Poured Concrete

NATURAL STONE COPING: Banas Dove Grey

RETAINING WALL: Owen Sound Tiger Stripe

POOL LINER: White Beach Pebble





The Crafters

THE POOL CRAFT GROUP



Jim Perkins/
Owner & V.P Jason Mitchell/
Owner & President



Rick Johnson/Sales



Chris Kouressis/ New Pool
Construction Manager



Jessica Jennings / Landscape
Manager



Chris Boake/ Partner: Timber
Craft



Maverick Muir/ Partner: Timber
Craft



Geoff Doherty/ Service Manager



Alex Day/ Sr. Service



Olu Egunjobi/ Estimator & Designer
BCIN



Meagan Hulshof/ Customer
Service Manager



Bobby Winger/ Opps
Manager
22



Jon Steele/ Landscaping Pro



Ian McEllistrum/ Sr. Pool Tech



Sandy Perkins/ HR



Jeremy Bird/ Pool Build Pro



Mike Czwierinski/ Sr. Pool Tech



Aura Huckle/ Service Manager



Hayden/ Pool Tech



Mark Robins/ Sr. Pool Tech



Amber Muir/ Business Manager



Damo McDonnell/ Carpenter



Colin Perkins/ Pool Build Pro



Chris O'Donnell/ Marketing



Carson Guddat/ Carpenter



Jacob Colucci/ Carpenter



Brey Gibsan/ Sr. Pool Tech



Amy Clein/ Designer

