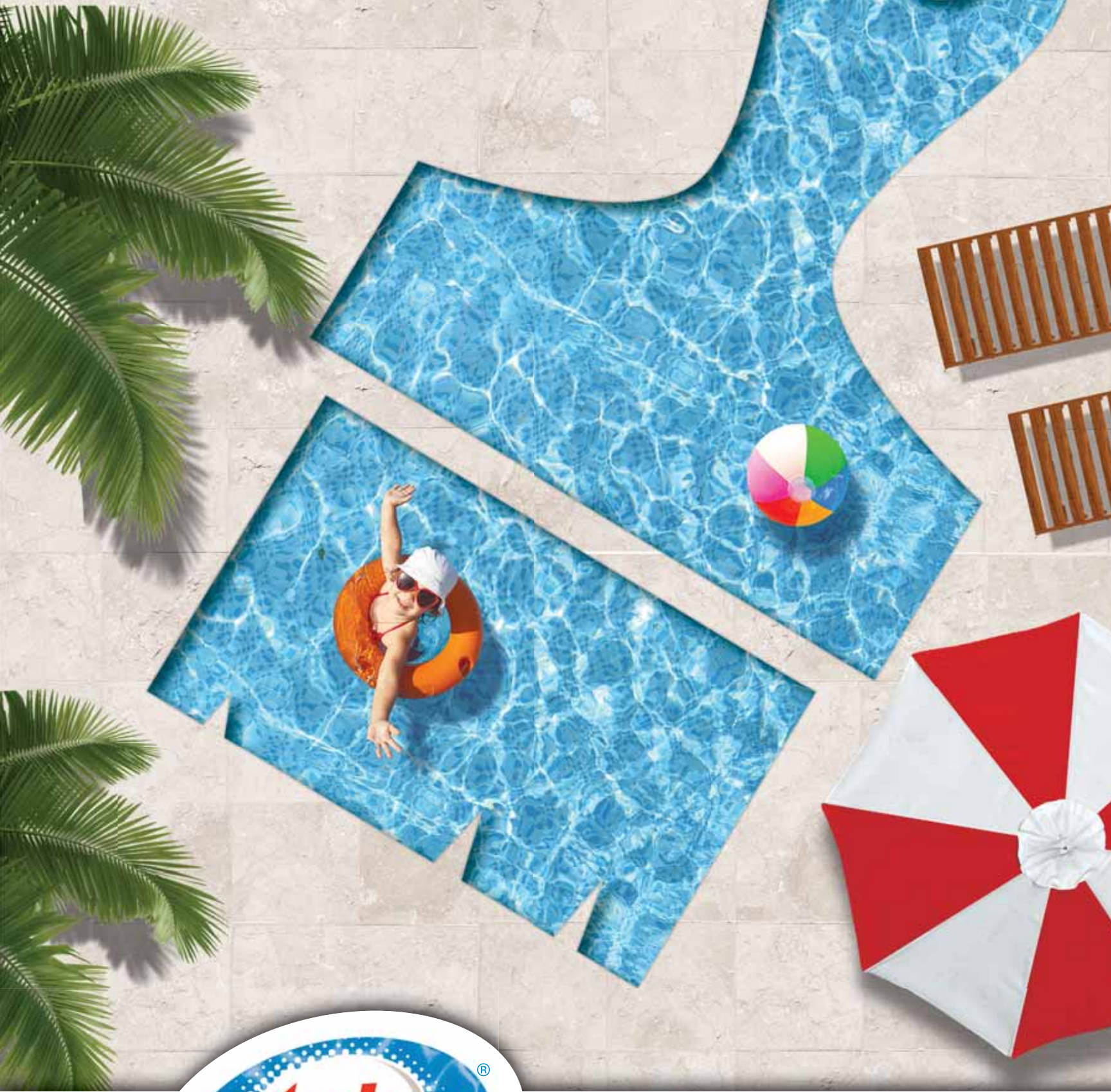


Destination hth[®]

The Trusted Tool for the Pool



HTH[®] Branding Guide

www.hthdealer.com



Destination HTH®

What better way to kick off summer than by spending time with family and friends by the pool? Whether you're grilling out or splashing in the pool, keeping pool water sparkling clear is essential to starting the backyard party.

So why not carry the pool and spa care brand that consumers rely on most?

The HTH® brand is the most recognized consumer pool brand in the industry and is the brand for consumers who'd rather spend time enjoying their pools and spas than treating them.

HTH® Pool Care

- Leading global brand
- Full line of high quality products
- Excellent product performance

You may be considering whether or not to add the pool & spa category to your store. Carrying this provides the chance to have a profitable category that drives traffic to your store.

Here are some key facts about the pool and spa market:

- The pool chemical market retail value is more than \$2 Billion (2013)*
- There are more than 8.5 million pools in the United States*
- There are over 5.8 million hot tubs or spas in the United States*
- Average purchase occasions per season: 2-3 (5-7 when testing water)
- Consumers make multiple pool category purchases during each shopping occasion
- Pool and spa chemicals create a profitable category – They can generate category margins of 35-40%

* 2014 U.S. Residential Pool Market Report, PK Data and 2014 Residential Spa Market Report, PK Data



HTH[®] Dealer Program

We value your business and will provide you with support. In fact, one of our highly trained in-store representatives will visit you annually. You will also have access to product knowledge materials and in-store training when needed.

What kind of support will I receive as an HTH[®] Dealer?

- Early buy program with extended terms
- Early buy program discounts for qualifying orders
- Access to co-op materials
- Annual visits from our in-store representatives
- Access to product knowledge materials
- Access to POP/merchandising materials

HTH[®] Elite Dealer Program


As an HTH[®] brand customer, you're not only gaining access to the most recognized pool care brand, you're also joining a team that is dedicated to enhancing programs, offering support and developing new products that will increase your pool & spa care business. And because we all love perks and discounts, we want to reward our HTH[®] Elite dealers that continue to remain our loyal and successful customers.

How do I become an HTH[®] Elite Dealer?

The deadline to achieve HTH[®] Elite Dealer status for the following year is December 31st. You'll want to ensure you meet each of the four criteria listed below in order to get the added benefits of being an HTH[®] Elite Dealer.

- Feature the HTH[®] brand as the primary brand in your store- 51% and/or 12 feet or more
- Offer water testing with the HTH[®] X-Revolution™ Lab
- Participate in the HTH[®] Parts & Equipment Program with a minimum of \$100 in purchases
- Participate in an annual training event

What sets an HTH[®] Elite Dealer apart from the rest?

- Additional Early Buy discount level/offering
 - Increased annual visits from our in-store representatives
 - Access to co-op materials with a co-op allowance of 2%
 - Early buy program with extended terms
 - Early buy program discounts for qualifying orders
 - Access to product knowledge materials
 - Access to POP/merchandising materials
- 



Early Buy Program

Drop Ship Discounts for HTH® Dealers:

- For drop ship orders greater than \$5,000 – receive July 1 terms*
- For drop ship orders greater than \$20,000 – receive bulk pricing (estimated 3% discount) and July 1 terms*

If you're an HTH® Elite Dealer, we make the offer even sweeter:

- For drop ship orders greater than \$5,000 – receive July 1 terms*
- For drop ship orders greater than \$10,000 – receive a 2% discount and July 1 terms*
- For drop ship orders greater than \$20,000 – receive bulk pricing (estimated 3% discount), an additional 2% discount and July 1 terms*

Order Window: Early Buy orders must be placed between September 1st and January 31st.

Ship Window: Early Buy orders must ship between January 1st and March 31st.

Contact your local HTH® in-store representative to learn more or call Customer Service at 1-800-654-6019.

*Please note that EB July 1 terms are Net with no additional cash discount.



HTH[®] Parts & Equipment Program

As a retailer of HTH[®] pool care products, you can now gain access to hthpartsonline.com, complete with over 20,000 pool care products with no minimum purchase required. What's more, you can become the one-stop pool care destination with the flexibility of carrying only the inventory that suits your specific needs.

Why carry pool parts & equipment?

- Natural extension to pool chemicals and accessories
- Increases store traffic and pool care purchases
- Makes retail store more of a pool care destination
- Can generate category margin of 35%-40%

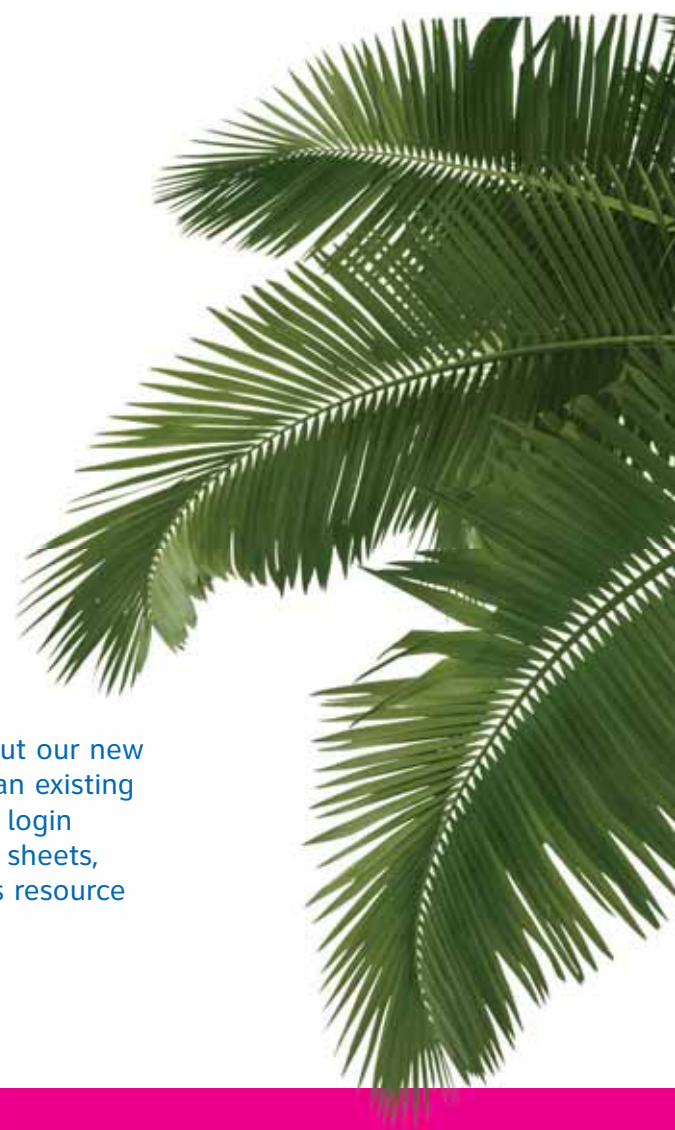
How does a store participate?

- Stores can place an opening order or special order for a customer online at www.hthpartsonline.com

Why should I participate?

- Access to over 20,000 items
- Satisfy any pool owner's needs
- Assist in overall customer satisfaction (one stop shop option)
- Parts are drop-shipped directly to the store
- No minimum store space or order quantities required
- Program offers 4 ft., 8 ft., or larger section/assortment

HTH® Dealer Website



Visit the HTH® Dealer Website at www.hthdealer.com to learn about our new products, programs, water testing, and more. In addition, if you're an existing HTH® retailer, you can login using your Parts & Equipment program login to access co-op design materials, co-op rules, product information sheets, product images, logos, etc. We're excited to be able to provide this resource to you, accessible 24/7.

What if I don't know what parts & equipment to carry?

- We have developed recommended assortments with top selling items for key regions.
- If you need further advice on customized assortments, we will be happy to help develop the perfect assortment for your store.

To find out how to get started with the HTH® Parts & Equipment Program and receive your personal login, please contact the HTH® Hardware Helpline at 1-800-722-3484.



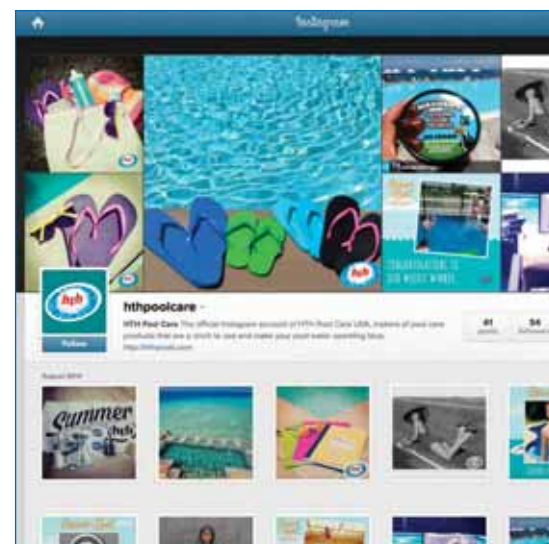
hthpartsonline.com

Username: _____

Password: _____



HTH® Pool Care Splashes into



hthpoolcare



hthpoolcare



@hthpoolcare

The emergence of social media has given brands a more personal way to engage with their consumers online. In an effort to make sure consumers are able to engage and connect with the HTH® brand at all times, we have expanded our reach to some of the most popular social media platforms available. The following percentages reflect pool owners who shop in mass retailers, that utilize these social media platforms on a regular basis:

- Facebook™ 97%*
- Youtube™ 55%*
- Pinterest™ 39%*
- Twitter™ 36%*
- Instagram™ 14%*

These social media channels offer consumers a way to interact with the HTH® brand and learn more about pool care. Consumers visiting our branded social media platforms are able to:

- Watch HTH® branded how-to videos explaining everyday pool care
- Learn about 4-step product information
- Post questions about pool care maintenance
- Participate in current promotions
- Receive helpful troubleshooting tips for taking care of pool water
- Chat live with a pool or spa care expert
- Connect and share with other pool owners

We encourage you to “like” and “follow” HTH® Pool Care posts and share them on your own Social Media business pages. And lastly, we want to ensure that your store is listed on our HTH® brand website retailer locator. If you are not listed currently and would like to be added, give us a call at 1-800-722-3484.

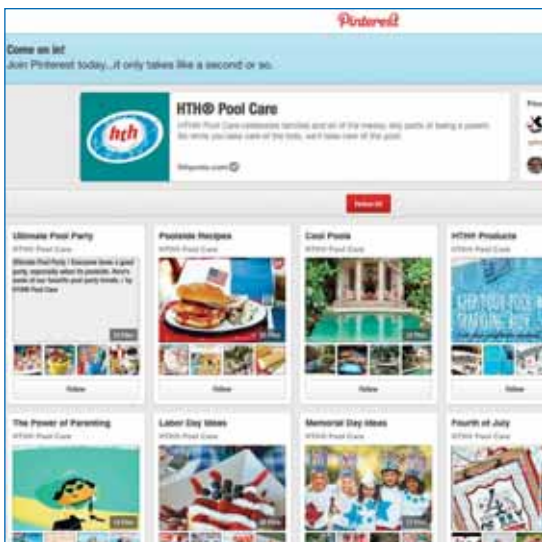
HTH® Customer Care Center

Phone: 1-866-HTH-POOL (866-484-7665)

HTH® pool and spa care specialists are available 364 days a year (closed December 25) from 8AM to 10PM ET to answer consumer inquiries. The Customer Care Center is also available by live chat. Use this feature to chat with one of our pool and spa care experts. Log on to www.hthpools.com and click the chat icon.

*2013 Usage & Attitude Report-Mass Segment

the Online Spaces



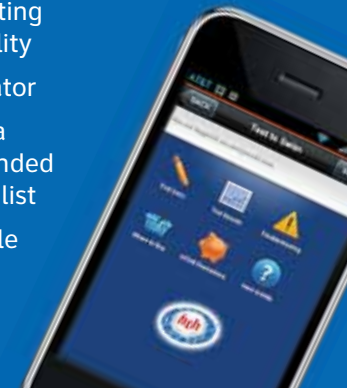
[hthpoolcare](https://www.pinterest.com/hthpoolcare)



[@HTHPoolCare](https://twitter.com/HTHPoolCare)

HTH® Test to Swim application

- Pool volume calculator
- Water testing functionality
- Store locator
- Provides a recommended shopping list
- Compatible Android and iOS platform





Innovation

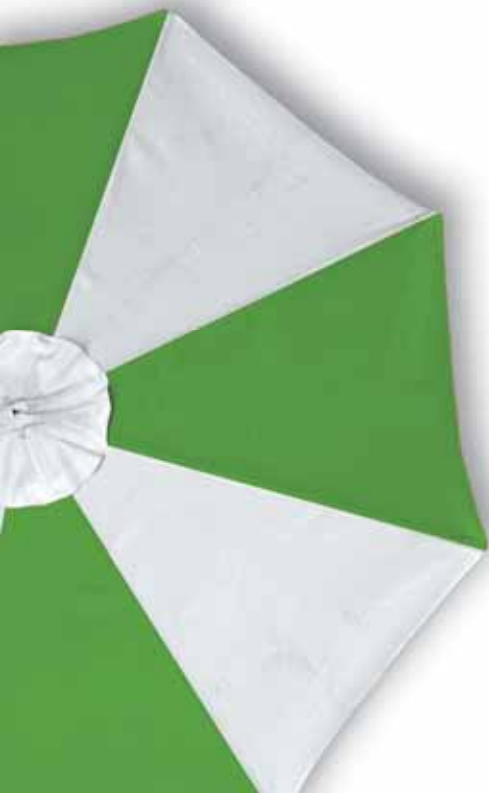
When selecting a primary pool and spa brand, consumers should select a manufacturer that is dedicated to **research and innovation**. At Lonza, we strive to produce industry-leading products through our ongoing research and development projects.

Because we are equipped with product **testing facilities globally**, we are able to implement testing all-year long. And the icing on the cake is our **multi-million dollar** research and development lab in Alpharetta, GA. We have relocated research scientists from throughout the company and from different business units, such as personal care, to work in one location to further stimulate innovation and **out-of-the-box** thinking. Because of this, we are confident that there will be more exciting projects coming down the pipeline.

Products

HTH® 4-Step Program

Through extensive research and testing, the HTH® brand team launched the HTH® 4-Step Program to assist consumers in their pool care routine. HTH® pool care products are color-coded to make it easy for your customers to find the products they need and to follow our HTH® 4-Step Pool Care Program to maintain sparkling blue, crystal clear water. By simply looking at the package, your customer can see which step they are completing in the HTH® 4-Step Pool Care Program.



Step 1: Test & Balance

This step includes balancers that ensure swimmer comfort and sanitizer efficiency, as well as specialty products that create clear, balanced water.



SKU	Description	Size	Case Pack
61301	HTH® pH Plus®	5 lb	3
61302	HTH® pH Minus	7 lb	3
61315	HTH® Alkalinity Plus	5 lb	3
61316	HTH® Stabilizer & Conditioner	4 lb	3
61317	HTH® Calcium Plus	4 lb	3
66501	HTH® Metal Control	1 qt	6
66105	HTH® YellowRid®	2 lb	6
66505	HTH® Super Concentrated Clarifier	1 qt	6
66510	HTH® Natural Clarifier	1 qt	6
66521	HTH® Filter Cleaner	1 qt	6
66522	HTH® Multi-Surface Cleaner	1 qt	6
66523	HTH® Phosphate Remover	1 qt	6
66525	HTH® Enzyme Cleaner	1/2 gal	3
4111	HTH® Power Pods™ - Weekly	8 oz	8
4112	HTH® Power Pods™ - All Clear	8 oz	8
61200	HTH® Party Potion	8 oz	6
61201	HTH® Flocculant	1 qt	6



Step 2: Sanitize

Water must be sanitized to kill or prevent harmful bacteria. HTH® pool care offers two types of chlorine-based sanitizers; stabilized and unstabilized. We carry a variety of sanitizers, including granular and tablet options, as well as, value and multifunctional offerings to meet every consumer's need.

SKUs	Description	Size	Case Pack
28205	HTH® 3-in-1 Chlorinating Skimmer Tablets	4.3 lb	6
21114	HTH® Super Chlorinating Granules	2 lb	6
21115	HTH® Super Chlorinating Granules	5 lb	6
28209	HTH® Super Chlorinating Granules	16 lb	1
21116	HTH® Super Chlorinating Granules	50 lb	1
21117	HTH® Super Chlorinating Granules	80 lb	1

SKUs	Description	Size	Case Pack
41227	HTH® 1" Chlorinating Tablets	5 lb	3
41228	HTH® 3" Chlorinating Tablets	24.5 lb	1
41229	HTH® 3" Chlorinating Tablets	37.5 lb	1
41233	HTH® Super 3" Chlorinating Tablets	9.6 lb	1
41234	HTH® Super 3" Chlorinating Tablets (Individual)	.375 lb	64
41235	HTH® Super 3" Chlorinating Tablets	15.75 lb	1
41236	HTH® Super 3" Chlorinating Tablets	4.81 lb	6
41237	HTH® Super 3" Chlorinating Tablets	24.5 lb	1
41238	HTH® Super 3" Chlorinating Tablets	37.5 lb	1
41244	HTH® Ultra 3" Chlorinating Tablets	3.5 lb	6
41245	HTH® Ultra 3" Chlorinating Tablets	8.2 lb	1
41246	HTH® Ultra 3" Chlorinating Tablets	15.2 lb	1
41250	HTH® Extended Skimmer Sticks Individual Tab	8 oz	24
41249	HTH® Extended Skimmer Sticks Square Pail	9 lb	1



Step 3: Shock

Shocking is a powerful treatment that controls algae and destroys organic contaminants.

The HTH® brand offers numerous shock products with varying strengths. We provide products for maintaining the pool during the season, troubleshooting an issue, and closing the pool for the winter months.

SKU	Description	Size	Case Pack
51105	HTH® Shock 'N Swim	5 lb	6
51109	HTH® Shock 'N Swim	1 lb	18
51436	HTH® Super Select Shock Treatment	1 lb	15
51437	HTH® Super Select Shock Treatment	5 lb	6
51441	HTH® Ultra Complete Shock	5 lb	15
51442	HTH® Ultra Complete Shock with HTH® Shock Test Strips	1 lb	6
91922	HTH® Green to Blue® Super Shock System	each	2
7076	HTH® Super Select Shock Treatment - Pallet Pack w/Dump Bin	1 lb	240



Step 4: Prevent Algae

Algaecides treat and prevent algae growth.

SKU	Description	Size	Case Pack
61117	HTH® Super Algae Guard™	1 qt	6
66514	HTH® Super Extended Algae Guard™	1 qt	6
66515	HTH® Algae Guard™ 3X Concentrate	38 oz	6
61202	HTH® Super Algae Free*	1 qt	6

*HTH® Super Algae Free is not available in NY.

Kits

SKU	Description	Size	Case Pack
91906	HTH® Pop-Up Pool Start-Up and Maintenance Kit	each	6
91917	HTH® Pool Care Kit (Opening or Closing)*	each	2

*Product availability is dependent on state product registrations.

HTH® Salt Pool Care

Don't forget about your customers that may have a pool with a salt chlorine generator. HTH® branded products are compatible with salt chlorine generator pools and we offer a selection of items to target specific needs. Despite what these customers may have been told, it is still very important for them to follow a maintenance routine to ensure they have properly balanced chlorine pool water. And by using many of our products, they will be prolonging the life of the cell, which can be costly to replace.

SKU	Description	Size	Case Pack
66517	HTH® Salt Pool Care 3-in-1 Start Up	4 lb	2
66518	HTH® Salt Pool Care Restore & Balance	8 lb	2
66511	HTH® Salt Pool Care Cell Saver	1 qt	6
4084	HTH® Salt Pool Care Test Strips Dual Pack	each	6



Pop-up Pools

We offer a variety of products tailored for in-ground, above ground, and pop-up pool use because you never know what type of pool a potential customer may own. There are six SKUs to treat smaller bodies of water, specifically pop-up pools.

SKU	Description	Size	Case Pack
41230	HTH® 1" Chlorinating Tablets (Pop-Up Pools)	1.5 lb	6
51114	HTH® Shock 'N Swim (Pop-Up Pools)	2 lb	6
4400	Hey! Cool Pool® Flip Plop® System	each	3
4401	Hey! Cool Pool® Flip Plop® Refill	each	6
4407	Hey! Cool Pool® Flip Plop® XL System	each	3
4408	Hey! Cool Pool® Flip Plop® XL Refill	each	4



HTH Spa™ Care Program

STEP 1

We understand the peace of mind and enjoyment your customers get from a soothing spa. And wouldn't they rather spend more time relaxing in their spa and less time maintaining it? That is why we made it easier than ever to choose and use our products.

STEP 2

- To keep the water clean and clear, your customers should follow these three steps when following a routine maintenance schedule.

STEP 3

- o Step 1 Balance (color coded green)
- o Step 2 Sanitize (color coded blue)
- o Step 3 Shock (color coded pink)

enhance

Additionally, we provide two other categories to ensure you have everything needed to take care of your spa throughout the year.

- Prevent - These products were formulated to eliminate or prevent any other spa problems. This line of products is color-coded orange for easy recognition at-shelf.

prevent

- Enhance - These enhancement products have been created to elevate spa experience. They are color-coded purple within the HTH Spa™ Care Program.



Maintain Step 1 - Balance

SKU	Description	Size	Case Pack
86226	HTH Spa™ pH Decreaser	2.5 lb	6
86227	HTH Spa™ pH Increaser	2 lb	6
81107	HTH Spa™ Brom-Start	2 oz	12

Maintain Step 2 - Sanitize

SKU	Description	Size	Case Pack
86104	HTH Spa™ Brominating Tablets	1.65 lb	6
86105	HTH Spa™ Brominating Tablets	5 lb	3
86220	HTH Spa™ Chlorinating Sanitizer	2 lb	6

Maintain Step 3 - Shock

SKU	Description	Size	Case Pack
86228	HTH Spa™ Shock	2 lb	6
86233	HTH Spa™ Non-Chlorine Oxidizer Tablets	1.75 lb	6

Enhance

SKU	Description	Size	Case Pack
81215	HTH Spa™ Aromatherapy Variety Pack	each	6
81216	HTH Spa™ Green Tea Aromatherapy	7 oz	6
86235	HTH Spa™ Moisturizer	6 oz	6

Prevent

SKU	Description	Size	Case Pack
86216	HTH Spa™ Defoamer	1 pt	6
86221	HTH Spa™ Clarifier	1 pt	6
86224	HTH Spa™ Metal & Stain Control	1 pt	6
86234	HTH Spa™ Enzyme Cleaner	1 pt	6
86229	HTH Spa™ Non-Foaming Algacide	1 pt	6



Accessories

From leaf rakes to vacuum heads to scrub brushes, the HTH® brand offers a full line of pool and spa care accessories for a full range of needs.

Maintenance Accessories

SKU	Description	Size	Case Pack
4100	HTH® 4'-10' Telescopic Pole	each	8
4098	HTH® 16" Curved Wall Brush	each	6
4403	HTH® Leaf Skimmer	each	6
4404	HTH® Leaf Rake	each	6
4080	HTH® Leaf Skimmer with Telescoping Handle	each	6
4405	HTH® Vinyl Pool Repair Kit	each	6

Pro Accessories

SKU	Description	Size	Case Pack
4090	HTH® Pro 10" Algae Wall Brush	each	6
4092	HTH® Pro Leaf Skimmer	each	6
4093	HTH® Pro Leaf Rake	each	6
4094	HTH® Pro 18" Curved Wall Brush	each	6
4075	HTH® Pro 8' to 14' Telescopic Pole	each	8

Floaters & Thermometers

SKU	Description	Size	Case Pack
4086	HTH® Spa Bromine Floater	each	8
4087	HTH® Pool Tablet Floater	each	6
4088	HTH® Small and Pop-Up Pool Floater	each	9
4099	HTH® Thermometer	each	8
91010	HTH® Character Thermometers	each	12



Vacuums & Filter Media

SKU	Description	Size	Case Pack
13099	HTH® 50' Pool Backwash Hose	each	5
4082	HTH® Multi-Surface Vacuum Head	each	4
4083	HTH® Spa & Small Pool Vacuum	each	4
4095	HTH® Universal Swimming Pool 35' Vacuum Hose	each	2
61306	HTH® D.E. Filter Aid	25 lb	1
61307	HTH® D.E. Filter Aid	10 lb	1
61308	HTH® Pool Filter Sand	50 lb	1

Testing

SKU	Description	Size	Case Pack
1070	HTH® 3-Way Test Kit	each	6
12070	HTH® 3-Way Test Kit Refill	each	6
91905	HTH® 6-Way Test Kit	each	3
30507	HTH® 6-Way Test Strips	50 ct	12
1008	HTH® Time to Shock? Test Strips	25 ct	12



Product Stewardship Materials

- Storage and Handling Guide 49680
- Incompatible Material Poster 49784 (11" x 17")
- Dumpster Sign 49545 (8" x 8")
- Hardware Helpline Sticker 49450
- Fire Extinguisher Sign 49547 (6" x 6")
- Safety Contact Card 49550 (6" x 8")



Contact Us

If you have a chemical spill or an emergency, please contact the Lonza Emergency Action Network at **1-800-654-6911**. Available 24 hours a day, 7 days a week, and 365 days a year.

Water Testing

As a retailer you can offer comprehensive water analysis, using the state of the art testing device the X-Revolution™ Lab by the HTH® brand. The test results provided by this system are then automatically added to the associated software and provide complete step-by-step instructions on what products to use, how much to use and when to use them.

- Facilitate purchases of recommended products for your customer's pool and spa
- Instill consumer confidence you, the hardware retailer, as an expert they can rely on for pool or spa advice
- Encourage repeat visits by the consumer for additional water testing and assistance
- Increase store traffic and grow sales outside of the pool chemical category
- Differentiate yourself from the "mass" competitor

We aim to always provide the latest and best in water testing technology to our hardware retailers, so that you can provide the best prescriptive analysis for your pool and spa customers. Together we can grow the pool and spa category.

Water Testing Merchandising Materials:

- Water Sample Bottles 49451 (36/case)
- Shelf Talker/Wobbler 20134
- X-Revolution™ Lab Brochure 49823
- Floor Decal 20136
- Generic Banner 20133

If you would like to learn more or have a troubleshooting question regarding your HTH® X-Revolution™ Lab, call the HTH® Hardware Helpline at 1-800-722-3484. And to view our X-Revolution™ Lab training video, visit www.hthdealer.com.

X-REVOLUTION™
LAB



The HTH® Hardware Helpline:

Phone: 1-800-722-3484

- Water Testing Support
- SDS/Product Safety Information
- Damaged Container
- POS Material or Literature
- Place an Order
- Speak with an Account Representative

Safety Data Sheet Support

Email: chemicalsmsds.arch@lonza.com

Phone: 1-800-511-6737

Fax: 423-780-2999

To ensure you have the necessary safety information for every HTH® product that you carry, we have SDS forms available. Trained specialists are available 8:00AM to 4:00PM ET, Monday through Friday, to provide technical expertise and assist you in interpreting an SDS form. During off hours, please leave a message and your request will be processed the following business day.

HTH® Customer Service

Phone: 1-800-654-6019

Fax: 1-877-321-2724

For complete customer service support, product ordering and merchandising assistance.

Available 8:00AM to 4:30PM ET,
Monday – Friday.



POP & Merchandising Materials

To complement the all-inclusive line of pool and spa care products, the HTH® brand has point-of-purchase merchandising aids that keep consumers informed of maintenance information and solutions to common pool and spa care problems. Simplifying the shopping experience and educating consumers helps maintain the retail shelf for optimal sales revenue.

Consumer Education:

- Literature Holder 49459
- Spa Care Guide 49463 4" x 9"
- Pool Care Guide 49529 4" x 9"
- Easy Pool Care Tear Pad 49532 11" x 18"

Retailer Education:

- Storage & Handling Guide 49680
- HTH® Branding Guide 20131

In-Store Advertising:

- Horizontal HTH® Banner 49515 5' x 3'
- Spa Products Static Cling 49423 11" x 17"
- Parts Program Shelf Talker 20132

POP Hardware:

- Screw w/nut for Literature Holder 49461
- Metal loop/shower hooks (used for attaching tear pads at shelf) 49456

Place your order today on www.hthdealer.com



www.hthdealer.com • 1-800-722-3484





www.hthpools.com
www.hthdealer.com
1-800-722-3484