

JUNE 2008

Informing the pool and spa industry since 1959

# SWIMMING **pool** NEWS

ABOVE-GROUND POOLS  
RAISE ALL EXPECTATIONS!

ASTRALPOOL  
WOWS THE  
WORLD'S  
SWIMMERS

SPN TO LEAD  
THE WAY ON  
INDUSTRY  
RESEARCH

20

PAGES OF  
THE BEST  
NEWS  
COVERAGE

MOVING POOL

# FLOORS

HAS THE EARTH MOVED FOR YOU?

**PLUS**

POOL ART ■ AQUATRAC ■ WATER THERAPY ■ POOL INSULATION ■ ASTHMA RESEARCH  
CARBON FOOTPRINT ■ SAVE POOLS CAMPAIGN ■ SOCCER STARS SWITCH TO SPAS



# IN THE MONEY

## TOPIC SECURES £2M OF SUBSIDIES FOR THE POOL INDUSTRY

**Pool insulation company claims major savings are now in place for pool builders to benefit from a Government backed scheme which guarantees energy and carbon reductions**

**B**uilders and installers can benefit from up to £2m in Government subsidies following negotiations by pool insulation specialists Topic with Government departments working on reductions in carbon emissions.

In the same way that the cost of installing loft or cavity wall insulation can be subsidised, TOPIC has recently secured Government backed money which is now available to any domestic pool owner or pool builder carrying out domestic pool construction, renovation or even liner changes, to subsidise the cost of installing Thermapool insulation, an accredited and approved energy and carbon reducing system.

These subsidies, which range from £500 to £2,000 per pool depending on fuel and soil type and number of months heated per year, are limited to only 1,000 pools per year.

The subsidies can be used to reduce the end user cost, or to enhance margins for installers. Topic's Thermapool's So Soft Finish has been approved for this grant aid and can be installed in one day by two skilled plasterers or tilers. Installers will be able to increase installation prices by between £1,000-£1,500 for fitting the system because of the energy, and therefore cost, saving characteristics of Thermapool will mean that the pool owner will ultimately save money, as well as being

environmentally sympathetic. Explaining to pool owners that they should add Thermapool to the specification should be straightforward.

Topic have said that they will only sell Thermapool to trained pool builders for two reasons. They want to ensure that the system is correctly applied, and by selling direct rather than through distributors, the installer will be buying at the best possible price. Pool owners wanting the system will only be able to get it from a Topic trained installer. Competition to become a Topic approved installer will be high because of the additional sales they will make, and at higher prices.



			8% energy price rise	15% energy price rise	Carbon Saving
Length metres	10.0	Year 1	£478.00	£478.00	3.90
Width metres	5.0	Year 2	£516.24	£549.70	3.90
Depth metres	1.5	Year 3	£557.54	£632.16	3.90
Months used per year	7	Year 4	£602.14	£726.98	3.90
Pool size m <sup>2</sup>	95	Year 5	£650.31	£836.02	3.90
Outdoor pool		Year 6	£702.34	£961.43	3.90
Energy	Gas	Year 7	£758.53	£1,105.64	3.90
BRE energy saving 1st year	£478.00	Year 8	£819.21	£1,271.49	3.90
Yearly Carbon Saving	6.69	Year 9	£884.74	£1,462.21	3.90
Month Carbon Saving	0.56	Year 10	£955.52	£1,681.54	3.90
		Pool Temp	27°C	29°C	32°C
10 Year Financial Savings		15% energy price rise	£8,734.66	£9,705.18	£11,160.95
10 Year Financial Savings		8% energy price rise	£6,232.12	£6,924.58	£7,963.26
10 Year Tonnes Co <sup>2</sup> Saved			35.12	39.03	44.88

Thermapool is the highest energy saving product on the market. It is because of this that the grants of up to £2,000 have become available, and which are considerably more than grants for loft or cavity wall insulation, which are normal only around £50. However, even without a subsidy, the cost of Thermapool can be recouped in as little as two years in energy savings.

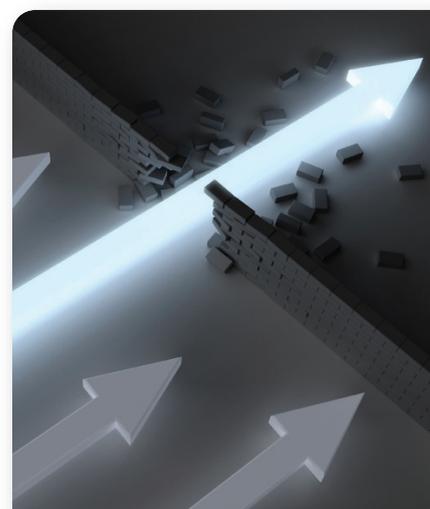
By installing 1,000 pools this year with Thermapool, pool installers and Topic will save over 10,000 tonnes of CO<sub>2</sub> from going into the atmosphere and save pool owners an estimated £11m over the next 10 years. These figures are based on work carried out in conjunction with the BSPF, the Building Research Establishment and the Government agency, Defra.

"We are all aware that the Government is committed to reducing carbon emissions to halt climate change and is investing money in many areas to do so," said Nigel Rose of Topic.

"Because the trade has not previously insulated swimming pools, we together with the Government, see this money as the best way to encourage pool owners to reduce the amount of energy that is used to heat swimming pools. The grants are also intended to help the pool industry to adopt and promote the benefits of approved insulation both within their own businesses and to their customers.

"Thermapool is already generating demand across the country from pool owners requiring the system. Topic is looking for pool builders that can install the system themselves and deal with these enquiries. Requests for Thermapool will only keep on increasing as the national media coverage from Government and direct marketing by UK power companies increases because of their own requirement to reduce CO<sub>2</sub> emissions. Thermapool is now part of this energy saving programme which you will have seen in all forms of media.

"The Pool Industry needs to take the current public agenda of carbon emission reduction seriously if it is not to face a backlash. Topic has undertaken to keep reinvesting profits to advise the trade and the



public on the best energy saving solution on the market.

"The Topic Thermapool system is a patented product which has taken over six years to develop and over £400,000 for formulation and testing to define the correct materials and means of application. It is sold by the square metre and comes in bags and boards. Bags of adhesive are mixed on site and applied to the wall. Insulation boards are fixed to the pool walls in continuous layers.

"It can have a liner fitted or have a render mix applied over the boards to allow for tile."

Topic believe that Thermapool will bring real environmental benefits and save pool owners significant sums on their energy bills. Pool installers who join the Approved Installer list are likely to see improved sales and margins as a result.

Strategic partners and investors who can assist in rolling out Thermapool across Europe and the rest of the world are next in line for Topic. **spn**

COMPANY NAME

☎ 08701 662 532  
 ✉ Nigel@topic-uk.com  
 ✉ info@poolinsulation.com  
 🌐 www.poolinsulation.com

**"THE POOL INDUSTRY NEEDS TO TAKE THE CURRENT PUBLIC AGENDA OF CARBON EMISSION REDUCTION SERIOUSLY IF IT IS NOT TO FACE A BACKLASH"**