

"Who Said Their Was No Such Thing As A FREE Lunch...Oops I Mean Spa Pool!"

From the desk of Doug Broughton

18th June 2010

6.07pm

Dear Friend

Thank you for giving us the opportunity to present to you our "Outrageous Special" ...
More details will follow so keep reading

Your pool is made right here in NZ and is 100% Fibreglass and comes with a 25 Year Structural Warranty. They are manufactured of the highest quality products and to exceed NZ/AUS standards. The pools flex without cracking to accommodate any earth movement unlike concrete and other preformed pools containing mineral fillers which have reduced flexibility. You'll find Laguna Pools in some of the best homes in NZ , but without the price tag of concrete and other types of pools.

The installation process is our strength here in New Zealand our installers have installed over 1000 pools. We use all top quality Hurlcon equipment, they are guaranteed to provide perfectly clean, clear healthy water for your pool. The pump circulates the water, the filter removes debris and organic material. A sanitiser is required to eliminate algae and bacteria this can be a chlorine or salt system. We are now able to introduce to you the latest technology available "The Viron Range" highly advanced, energy efficient Pumps, Cartridge Filters, Salt Chlorinators, pH Controllers and Chlorine controllers. These latest products are included in this special offer.

The Viron P300 Pump

3- stage, pump can save 70% of running costs.
Dramatically quieter than conventional pool pumps
Environmentally conscious-Savings
Utilizes state of the art permanent magnet brush-less DC motor
Developed and patented in Australia
Three year warranty against defects in materials and workmanship



The Viron Cartridge Filter

Crystal clear water is guaranteed
Viron's filtration system is finer than a sand filter
Once a year cleaning is all that is required for most residential pools
Save thousands of litres of water each year
No back-washing required



Hurlcon M25 Salt Chlorinator with PH leveller

Fully automated control system
Self cleaning – intelligent software program will reverse the polarity of it's plates
Controls PH with automatic dosing system
Programmable time clock

We know you want a new swimming pool so we've enclosed a detailed list of What your Pool Package includes.

Other costs to consider outside of the pool package -

Building Consent—we will prepare this and lodge at the council on your behalf

Excavation - estimated at \$2000.00 to \$2500.00 includes dig out and backfill material. The cost of soil removal will vary depending on where your property is located. This can be quoted once a site visit has been preformed.

Bullnose Coping Tile— there are a wide variety of tiles available . To tile the pool the prices would range from \$1500 upwards.

Pump/Filter shed

Fencing - many choices available aluminum starts at \$95 per m to \$175 per m, glass from \$320 so it really depends on the finished look your wanting to create for your pool area. Further information and prices can be supplied.

Electrical

"Here's one of our successful promotions!"

Mrs Donna Scatchard was the lucky winner of the brand new JEEP Patriot last year— Donna had a one in forty chance to win this fabulous prize . Donna said “she'd never won anything before” so she was blown away to win such an awesome prize.

There's no draws to enter for our current Outrageous Special
so don't wait give us a call now !

In closing, thank you again for the opportunity to let us present our information. Laguna Pools provides you with the most down to earth fair dinkum deal on the market. And here's how genuine we are if you get a written quote from another fibreglass pool company we'll beat it by \$2000.00 we can't be fairer than that.

If you have any further questions and would like to know more then call us now.
Remember this special offer is available for 10 days only.

Kind regards

Doug Broughton

Doug Broughton
Director

Ph 0800 Laguna (524 862)
Mobile 021 222 5450



**LUCKY WINNER OF THE
JEEP PATRIOT - MRS
DONNA SCATCHARD**

The “OUTRAGEOUS SPECIAL” POOL PACKAGE includes -

Pool Shell -100% Fibreglass, 25yr Structural Warranty, 3yr Internal Warranty

Skimmer box, - safety lid, basket and suction

3 Return jets

Hydrostatic Valve

Hurlcon Viron P300 Pump

Hurlcon Viron CL Cartridge Filter

Hurlcon M25 Salt – Chlorinator

PAL 2000 Lights x 2 LED

Filtration – all plumbing will be PVC pressure pipe 40mm and 50mm Class “D” pipes and fittings, valves, glue, silicone, backwash pipe to soak hole or gully trap.

Filtration Plumbing - Installed and fitted by qualified pool technician

Magnor Cleaning Kit - cleaning equipment: hose, handle, broom, vac head, leaf scoop and Test Kit

Installation/Labour /Materials – cement etc

Transport—pool shell to site within 150 km of Hamilton

Water delivered by Water tanker

Chemical Balance and Handover Programme – the technician will do the following - Start up and test all equipment. Test and balance the water and explain water chemistry. A full demonstration of the equipment and its operation.

Your FREE—Spa Pool—5 seater, portable



THERE ARE THREE PACKAGE SIZES TO CHOOSE FROM

Pool Package No: 1	8.5 metre	\$36,500.00
Pool Package No: 2	10.5 metre	\$39,850.00
Pool Package No: 3	12.5 metre	\$41,850.00

Pool Package price includes GST.

Order your pool now only a \$1000.00 deposit.

HERES WHY YOU SHOULD BUY A NZ MADE LAGUNA POOL

1. Our pool is the best fibreglass pool manufactured in NZ. We are using the latest Composite Design and Technology available.
 - Using the latest core technology which reduces any moisture between layers
 - Thickness made to exceed the NZ/AU Standards
 - like KFC we have a secret ingredient in our recipe, it adds strength without reducing flexibility
 - designed and engineered for NZ soil conditions
2. The moulds have been made to the highest quality. They are re-waxed and polished after every 20 pools thus producing a perfect pool every time.
3. Structural Design by a Specialist Composite Engineer with experience in advanced composite and production processes.
4. We have an Independent Survey Engineer perform an audit every six months of the factory and manufacturing practices. This ensures we are continually operating at our strict quality control and required standards.
5. Your pool will be made by the manufacturing team who are qualified boat builders. They have built million dollar yachts giving you reassurance of the quality and standard of their work. The manufacturing team jointly have 65 yrs manufacturing experience.
6. Our factory is purpose designed and we use heating to keep it at the correct temperature for optimal fibreglass manufacture.
7. **"25 year Structural Warranty"** This warranty is with us a New Zealand Manufacturer, who you can visit if you have any issues unlike the Australia Manufacturers. If you were to contact Consumer Affairs a Lifetime Warranty is in fact 20 yrs.
8. **"7 Year Internal Warranty"** - internal surface finishes are guaranteed for a period of 7 years provided that water chemistry has been in accordance with the manufacturer's instructions.
9. **"7 Year Installation Warranty"** - installation criteria as per the AS/NZS 1839:1994 Standard for Premoulded fibre-reinforced plastics.
10. **"Contract Works Insurance"** we have a insurance policy that covers any damages that could possibly occur during the installation process.
11. **"New Pool Guarantee"** - we will deliver a brand new, clean pool without spider cracking or a deformed shell that has been sitting in a paddock/yard for months
12. Our installation team have 28 years combined Installation experience. They have installed over 1000 fibreglass swimming pools all over New Zealand. We have two Australia pool installers that have installed over a thousand pools, who will be joining our team later this year
13. We own the transport operation so we can deliver the pool direct to you at the best price.
14. Why Fibreglass
 - Choice of 10 vibrant colours to choose from.
 - No fuss Installation - just 1 to 2 days
 - Super smooth gelcoat finish
 - No resurfacing required
 - Fibreglass has great thermal retention for the heating of pool using heat pumps, gas heaters or a solar system
 - Flexibility, strong and durable
 - Ultra hard wearing surface is non porous, stain and chemical resistant and of course is so easy to clean and maintain
15. We use the best filtration equipment and accessory's available.
16. Latest Technology - we are continually looking for the latest equipment and chlorination options available in the market place.
17. We are able to source and supply the coping stones, paving, fencing etc at our trade prices. We feel this helps keep your landscaping costs lower.
18. We support Sport Teams, community groups and charities.
19. We have great incentives to buy. Last year we had a Car Draw.
20. Environmentally Conscious Company
21. **"100% NZ Owned and operated"** - all profits support our NZ economy. Profits do not flow back across the Tasman.
22. **"100% NZ Made"**
23. Testimonials - we have video and written testimonials that we can send you and contact details if you wish to speak with someone.
24. Finance Available to approved customers
25. **"Best Package Deal"** we will beat any competitors written fibreglass pool quote (like for like) by knocking \$2000.00 off their purchase price.



References received from our past customers—

“Do Not Hesitate To Call Laguna Pools”

To whom it may concern

I have no hesitation in recommending Laguna Pools. They have been fantastic to deal with through out the whole process. It has been great dealing with people who have great values. If you have any questions please do not hesitate to call.

Grant & Megan Ferguson, Hamilton

“I Absolutely Love My Laguna Pool”

Hi this is to endorse Laguna Pools my family and I have spent the last two summers enjoying our Laguna Pool. It is everything they said it would be and more. I absolutely love the fact that the pool has become a place where my family and friends spend time together.

The Finlay Family, Hamilton

“Laguna Pools... Streaks Ahead”

I have three teenage boys who spend all there time watching TV, playing video games or using our computer. My husband also has a very stressful job and works long hours. I decided in June of 2008 to buy a swimming pool. We chose Laguna Pools over the rest as they were streaks ahead in both presentation and pool package. The pool was installed with no problems. The boys have spent all summer in the pool since. My husband swims nightly and this has allowed him to relax and unwind. I'm extremely happy, please contact me for more information.

Donna Scatchard, Matamata

“Would Recommend Laguna Pools To Anyone”

I would like to thank Linda Broughton for helping us with our Laguna Pool purchase. We are very proud of the finished result and would recommend Laguna Pools to any one looking at getting a pool. I'm willing to show my pool.

Wayne Gribble, Tauranga

“Pool Installed In Record Time”

This is a reference for Laguna Pools, we had already signed up for a pool from another company. But they kept us waiting for six months. A friend recommended Laguna Pools. After looking at the quote and pools they had installed in our area, we decided to go ahead with Laguna Pools. Our section is very difficult to access and excavation was not easy. The excavation was complete around five thirty, then the pool was lifted onto the property at six o'clock. I naturally thought the pool would be installed the next day. Damian the foreman said no mate this pool is going in tonight. The pool was backfilled, plumbed up, full of water at 11pm that night. We are thrilled with our pool and have no problem with people ringing or coming to your viewing our pool.

Darren Halesowen, Auckland

“Got A Quote From Laguna And Their Competitor... Their Quote Was \$6000.00 More But They Excluded More Than They Included...

Would I Use Laguna Pools Again—Definitely”

Hi my name is Scott my wife Amy and I live in West Harbour Auckland. Three years ago my wife and family were enjoying a day out at a friend's, where we spent the day swimming and barbecuing. We enjoyed the day so much we decided to investigate purchasing a pool for our family, our friend's pool was a Laguna Pool, they told us great things about their purchase.

I rang Laguna Pools, got not a representative to visit our home but the actual owners of the company. After an hour and a half of well-informed information we were very comfortable with the offer and what we could get for our money. They were completely professional throughout, even giving us suggestions that if they weren't successful they recommended one of their competitor's pools.

I then decided to get two quotes from other companies. They were nowhere near as professional, both pool quotes actually excluded more than it included, and prices varied from five to six thousand dollars more. I then mentioned to both companies I was probably going to purchase a Laguna Pool.

I was blown away by their response. Both told me that Laguna Pools were rubbish, that Laguna Pools were not of the correct standard, that they were crap and made from ice cream containers. One representative rang me four times in one week telling me buying a Laguna Pool would be the biggest mistake of our lives.

Looking back I don't believe what I had done. I actually believed this representative and decided to go ahead and purchase their pool.

On the night we were to sign the contract my wife Amy told me she wasn't comfortable buying from this company. She then reminded me that our friend had highly recommended Laguna Pools. She told me to recontact Laguna and ask if there was any truth to the claims of these other companies.

I spoke with Doug Broughton owner of Laguna Pools who told me that these sort of tactics happen regularly. He told me that it was common for some companies to downgrade other company products if they couldn't compete on price and quality. He also said the cost of taking legal proceedings would be too expensive and these tactics would be something his company was going to have to live with.

He emailed me some references from satisfied customers. I rang three and purchased a Laguna Pool five days later. Laguna Pools have been fantastic to deal with, I must make special mention to their install team Damien and the guys were great.

We are 100% happy with our pool, pool equipment, installation, and after care. We highly recommend if you are looking for a pool to at least contact Laguna Pools. I'm sure you will be happy with the outcome.

Would I use Laguna Pools again—Definitely!

Scott Phillips, Auckland