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## DIRECT MAIL

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Direct mail is a simple, cost-effective way to drive traffic to your business. Using a targeted list of consumers, direct mail gives you both geographic and demographic flexibility. To support your efforts, Hayward® provides you with customizable postcards designed to assist your targeted direct mail campaigns.

### **OUR HAYWARD DIRECT MAIL SUPPORT SERVICES CAN HELP YOU WITH:**

- » Mailing list acquisition
- » Pre-qualified mailing list development
- » Print production
- » Mail preparation
- » Direct mail customization/design
- » Submitting your co-op claim form

*The thumbnail images on the following pages can be used as a quick reference guide to the hi-res files you will find in the Assets folder.*

Direct Mailers



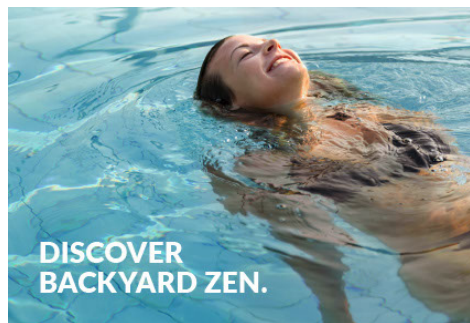
**BUILD  
BACKYARD MEMORIES.**

DM01 Hayward Mailer\_2018.pdf



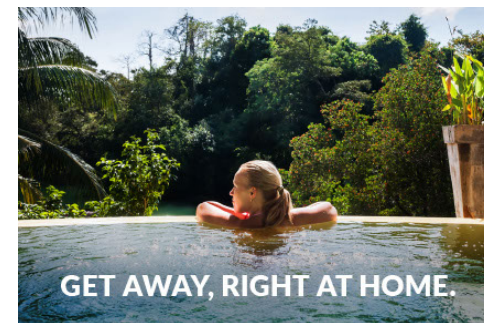
**MAKE  
EVERY DAY A  
POOL DAY.**

DM02 Hayward Mailer\_2018.pdf



**DISCOVER  
BACKYARD ZEN.**

DM03 Hayward Mailer\_2018.pdf



**GET AWAY, RIGHT AT HOME.**

DM04 Hayward Mailer\_2018.pdf



**THE ULTIMATE  
STAY AT HOME VACATION**

DM05 Hayward Mailer\_2018.pdf



**ONE LIGHT CHANGES EVERYTHING.**

DM06 Hayward Mailer\_2018.pdf



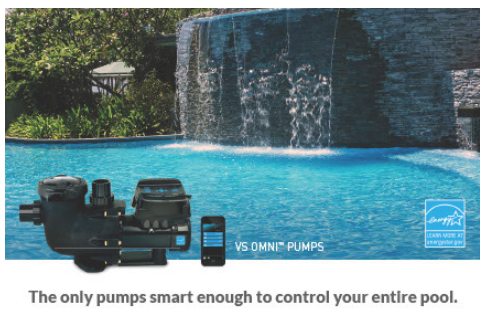
**THE HAYWARD® FAMILY OF POOL CLEANERS.**

DM07 Hayward Mailer\_2018.pdf



**TriStar® VS pumps are the most energy-efficient pumps of any leading brand.**

DM08 Hayward Mailer\_2018.pdf



**The only pumps smart enough to control your entire pool.**

DM09 Hayward Mailer\_2018.pdf

**LET US DO THE DIRTY WORK!**  
Whether you need a little service or a lot, we have the plan!

- Pool Chemicals
- Water Analysis
- Filter Cleaning
- Back Wash
- Equipment Replacement
- Upgrades
- Lighting
- Pool Covers

**HAYWARD**

YOUR LOGO HERE

YOUR PHONE NUMBER, ADDRESS, WEBSITE URL

RETAIL AD/COUPON HERE

RETAIL AD/COUPON HERE

**Pool Openings  
Call And Schedule  
Yours Today!**

weekly/monthly maintenance plans

RETAIL AD/COUPON HERE

RETAIL AD/COUPON HERE

COUPON OR SPECIAL OFFER HERE

DM10 Hayward Mailer\_2018.pdf

**Now Is The TIME to SAVE BIG On A New Pool!**

YOUR LOGO HERE

YOUR PHONE NUMBER, ADDRESS, WEBSITE HERE

**SUMMER SPECIAL!**  
FREE PRODUCT  
\*Minimum Spend  
New Pool  
\$5,000+ Only

**Retail • New Pools • Service • Maintenance**

Ask Us About Our Pool and Heater Special!

**HAYWARD**

DM11 Hayward Mailer\_2018.pdf

**TRANSFORM YOUR BACKYARD WITH A BRAND NEW POOL.**

Whether you're looking for upgraded family fun or luxurious grown-up ambiance, you can't go wrong with a swimming pool from (DEALER NAME) equipped with a Totally Hayward® System. Hayward's precision-engineered, built-to-last components operate as a fully integrated system, delivering maximum performance with minimal effort on your part. With (DEALER NAME) and Hayward, pool ownership is what it was meant to be—simple, affordable and fun. To learn more about pool models, shapes and sizes and the Totally Hayward System, call or stop by today.

**YOUR LOGO HERE**  
ADDRESS  
PHONE NUMBER

**HAYWARD**

DM12 Hayward Mailer Back\_2018.pdf

# Direct Mailers



YOUR LOGO HERE

ADDRESS  
PHONE NUMBER

If you've ever dreamed of owning a swimming pool, (DEALER NAME) and Hayward® are the best way to make it a reality. Working as a precision, high-performance unit, the Totally Hayward® System offers reliable operation, providing you with new-pool enjoyment for years to come. With a custom pool designed by (DEALER NAME) and outfitted with a Totally Hayward System, pool ownership is what it should be: simple, affordable and fun.

Contact us today to turn your dreams into reality with a custom swimming pool, from (DEALER NAME) and leading-edge equipment from Hayward.



YOUR LOGO HERE

ADDRESS  
PHONE NUMBER

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DM13 Hayward Mailer Back\_2018.pdf

DM14 Hayward Mailer Back\_2018.pdf