

Looking Forward to 2021



What a year was 2020!

As we all know, the COVID-19 pandemic brought unprecedented challenges to

both our business activities and personal lives. We became acquainted with new expressions like social distancing, flattening the curve and “quarantining” while getting used to being at home. Tough times like these have shown us how connected we really are as a global community. We demonstrated that working together we have remarkable resiliency. We continue to pray for the safety and well-being of everyone.

In September the HaywardIMG office and the HaywardIMG team relocated to the larger facility that houses Hayward's **new Distribution Center** in Phoenix, Arizona. Thank you for your patience as we adjusted to our new location and welcomed our new **IMG Team Members: Jose Avila, Jamie Planche, Mark Saczynski, Carol Vigneron** and **Laura Roberts**.

Hayward remains fully committed to providing an

exceptional customer service experience and the delivery of innovative, reliable products.

In 2021, you can expect to see innovative new products in the categories of pumps, heaters, heat pumps, salt chlorinators, robotic pool cleaners and automation equipment, to name a few.

We also plan to introduce novel, joint marketing approaches to help you capture business opportunities as well as new procedures for simplifying our transactional activities.

Hayward is proud to have you as our business partners and there is a deep sense of pride in our long lasting relationships. We look forward to seeing you in 2021 as vaccines begin to reach everyone and our travel restrictions due Covid-19 are lifted. We invite you to visit any of our state of the art manufacturing centers.

With 2020 in hindsight, 2021 promise to be a rejuvenating and exciting year.

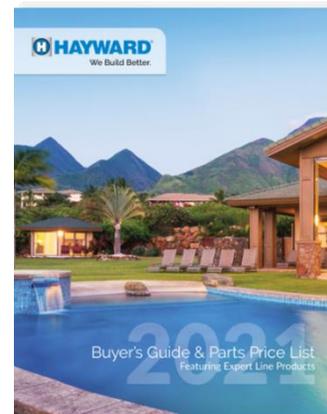
I join my Hayward IMG team in wishing you and your families good health and prosperity.

Happy New Year

Ray Denkewicz
Managing Director

2021 Hayward Buyer's Guide – Order your copy

Hayward® is proud of what was accomplished in the last year—the new products, the bold initiatives and so much more. To navigate all the upcoming product innovations and market



regulations, it is important to have a supportive team to help move your business forward.

The 2021 Buyer's Guide has

information on new product offerings including the Hydropure®, Gen 3 Variable Speed pumps, new commercial filters and information on the new US DOE regulations.

Access the **Hayward Buyer's Guide** online from anywhere. You can also download specific pages or the complete guide.

Contact your Hayward distributor or Hayward IMG Customer Service to order your copies.

Scan the QR code to view the Hayward 2021 Buyer's Guide online



IMPORTANT

2021 DEPARTMENT OF ENERGY (DOE) REGULATORY CHANGES



The U.S. Department of Energy (DOE) regulatory changes for dedicated-purpose pool pumps (DPPP) affect what can be manufactured after July 19, 2021. The purpose is to meet new legislative energy-efficiency standards. This is a DOE-driven initiative

EVERY manufacturer will be required to comply with for pumps to be made in the US. Responsibility for compliance falls on manufacturers. Dealer inventory and customer purchasing will not be directly affected.

July 19, 2021 is the date from which non-compliant pumps will no longer be manufactured. Dealers can still buy the older pumps and install them, as long as they can find available inventory. Customers will not have to return product—and they won't want to, because the non-compliant models will likely be in high demand from dealers who like their performance and relatively lower cost.

All Hayward Super Pump® and MaxFlo® XL single-speed pumps 1 HP and lower meet the new DOE energy-efficiency standards.

Hayward variable-speed pumps are the most energy-efficient on the market as measured by the new DOE weighted energy factor (WEF) standards, boasting the industry's highest WEF per published ENERGY STAR® data.

Contact your Hayward distributor or HaywardIMG Customer Service Representative to know what replacement options are available

SwimPro® Ball Filters

- The secret to crystal clear water

The value priced SwimPro® by Hayward ball high rate sand filter range is manufactured in the United States of rugged, durable, color-fast molded polymeric material to assure long life.



Available in 3 sizes for 6 m³/h, 10 m³/h and 14 m³/h flow rates, the filter includes the standard SP0714T Hayward multiport valve and features a high efficiency top diffuser and an innovative under-drain to assure balanced flow and maximized backwash performance.



Unique underdrain

The SwimPro filter is virtually maintenance free and value priced thanks to advanced US manufacturing efficiencies.

2021 DOE REGULATORY CHANGES RESOURCES

NEW DOE REGULATIONS HAYWARD FACT SHEET

NEW DOE REGULATIONS HAYWARD QUALIFYING PUMPS



Electric Pool Heaters

Coates has been the name to trust in quality and reliability for electric pool water heating equipment since the 1940s and continues to lead the industry in quality and performance. IMG is one of the international distributors for Coates Heaters.

The export model heaters are available from 12kW to 180kW and most can be ordered in single or three phase models.



These medium capacity pool and spa heaters feature a built-in flow switch to prevent operation when there is no water flow.

Heaters are also available up to 300kW for large commercial applications. The high capacity commercial pool installations incorporate design features that increase service life, dependability and provide ease of servicing. Corrosion resistant all stainless steel tank surfaces and low watt density incoloy elements provide long, trouble-free service life.



For more information on the products featured in Newsplash, please contact Hayward/IMG at

Fax: 909.444.0327, email: img@hayward.com or go to www.Haywardpool.com