



A photograph of three young children in a swimming pool. One child in the foreground is wearing a yellow shirt and colorful goggles, laughing. Two other children are behind them, also wearing goggles. The water is blue and filled with white bubbles.

Focus on fun



What is The Gold Standard?

A simple system to improve water clarity & the pool ownership experience

- The ideal pool program makes pool care simple and water clarity sparkle
- This combination of products will increase bather comfort, improve water clarity, and ease maintenance frustrations that pool owners often face
- Combines products that are scientifically proven to make pool care easier than ever before!
- This unique approach enhances any pool program to obtain the ultimate water clarity and ease of pool ownership



Which Products Are Included?

A thoughtful combination of technologies



	Water Softener & Enhancer	Sanitizer (XTREME Tabs)	Pool Renew Maintenance	E-Z Clor Test Strips
What it is	Proprietary blend that includes sodium tetraborate	Multi-benefit blended trichlor tabs	Enzymes, phosphate remover, & water clarifier	5-Way Test Strips
When is it added	At season start-up at a rate of 2lb per 1000 gallons and as needed to maintain 30-50ppm (product only lost through splash out or dilution)	As needed to maintain a 2-4ppm chlorine reading	Initial dose of 16oz per 15,000 gallons followed by a weekly maintenance of 5 ounces per 10,000 gallons of pool water	Weekly water testing is required, whether at your E-Z Clor Pro OR with E-Z Clor test strips & app
Benefits	Softens pool water Dramatically improves water clarity to give the pool an unrivaled sparkle pH neutral	Multi-functional chlorine tablet containing many benefits in one tablet: -Algae control -Stain inhibitor -Scale preventative -Stabilizer -Clarifier	Enzymes to break down non-living waste like sunscreens & hair products Clarifier to improve filtration Removal of problem-causing phosphates	E-Z Clor's free app allows pool owners to test between store visits to their local E-Z Clor Pool Professional

Prescription for the Program-Step #1

Add Water Softener & Enhancer

Softens pool water and dramatically improves clarity for the best-looking pool water in town.

Initial Dose (plus top off as needed):

Add an initial dose of Water Softener & Enhancer at a rate of 2lbs per 1,000 gallons of pool water. For best results, add Water Softener & Enhancer in two applications 8 hours apart. Allow pool to operate normally for 24 hours and test to ensure the borate level is within the desired 30-50ppm* range.



**If levels drop, add 2lbs per 1,000 gallons until the desired borate level (30-50ppm) is achieved.*

Prescription for the Program-Step #2

Add XTREME Tabs

XTREME Tabs are a multi-benefit sanitizer treatment. Sanitizer level must always be in the proper range, consult your Pool Pro as needed. Refer to product label for full usage instructions.

Routine Maintenance:

Add tabs as often as needed, to the feeder or floater to maintain a constant free available chlorine level of 2-4ppm. Sunlight, rainfall, temperature, number of swimmers, and frequency of pool use affect the rate of chlorine residual loss so check the feeder or floater often and refill as needed.



Prescription for the Program-Step #3

Add Pool Renew

Weekly maintenance treatment that does a lot of the heavy lifting in pool care! This powerful blend works to polish pool water while reducing the frequency of filter cleaning & scrubbing of scum lines.

Initial Dose:

Add an initial dose of 16 oz per 15,000 gallons of water around the perimeter of the pool with all water features turned off (ex: waterfalls, overflow spas, and/or fountains) turned off. Allow at least 6 hours of continuous filtration. After 12-24 hours, bring a water sample to your Pool Professional for a complete water analysis.

Maintenance Dose:

Apply 5 oz of Pool Renew per 10,000 gallons of pool water each week (ensure chlorine level is below 5ppm before adding)



What else is required? Weekly Testing!

Proper water balance and 'as needed' products such as shock, algaecide, stain & scale preventative

Parameter	Range
Total Alkalinity	80-120ppm
pH	7.4 - 7.6
Free Chlorine	2 - 4ppm
Phosphates	Below 125ppb
Calcium Hardness	200 - 400ppm

Download the FREE E-Z Clor Water Care App!



How will we support?

Support will include:

- Display rack for qualifying customers
- Trade advertising (eblasts, print ads)
- In-store POP
- National digital marketing for pool season 2026



How will we support?

Trade Advertising

- Print and digital content is being shared through our trade partners
- Ask your dealers to opt in to receive our emails!

