

Aqua Finger (31330) Multi-Purpose Microfibre Broom

New Product Memo (NPM160)

3 September 2019



 Aqua[®]
Fingers

New Product Memo

Date: 03 September 2019
Memo: NPM160 (11)
Subject: Aqua Finger (31330) Multi-Purpose Microfibre Broom

Waterco has released a world-first swimming pool broom engineered specifically for smooth surface pools. Designed by stay-at-home mum Connie Gerace and licensed and manufactured exclusively by Waterco, the granted patent¹ Aqua Fingers® is set to revolutionize the industry by making pool maintenance quicker and easier.

This is a truly innovative addition to the pool cleaning accessories category as nylon pool brooms have been in circulation for 80 years and consumers haven't had a choice of a broom that better suits the make of their pool, until now.

As you will be aware traditional pool brooms are made from heavy-duty nylon bristles. Aqua Fingers® however uses premium Microfibre chenille to gently remove dirt and algae. This makes cleaning smoothed surfaces such as fibreglass, tiled and vinyl-lined pools more efficient as the surface area is thoroughly covered by the revolutionary attachment.

Furthermore, the broom body is made from flexible ethylene-vinyl acetate (EVA), which can be bent to shape to enable pool owners to clean hard-to-reach places.

Special features of Waterco's Aqua Fingers® fibreglass pool broom:

- Made from flexible ethylene-vinyl acetate (EVA), which makes it easier to clean curved corners, ridges, crevices and steps.
- Premium Microfibre chenille attachment is gentle on smooth surfaces.
- Flexible toggles manoeuvre freely, dislodging particles from tight areas.
- Ideal for cleaning fibreglass, tiled and vinyl-lined pools.
- Can be used to clean glass pool fences, glass windows and pool covers.

¹Aqua Fingers® has granted patent in Australia with patents pending in Europe, the United Kingdom, New Zealand, , and the USA.

Interesting Product Development Process:

Stay-at-home mum's lightbulb moment:

In January 2017, Connie Gerace from Abbotsbury in Western Sydney, NSW returned home from a four-day vacation to find her fibreglass pool was lined with algae on the walls and floor.

"I tried sweeping it off with my pool broom, but it proved unsuccessful," she recalls. "The next day I called our local pool guy to come over and after treating it with chlorine, I asked if there was a better way to clean it. He replied, 'If you come up with an idea, let me know.' That's when a lightbulb went off in my head."

That night, Connie tied a Microfibre cloth to a broom and used it to wipe away the algae on the surface of her pool. "I could see it working and, even though I had no idea where to start, I believed in my idea."

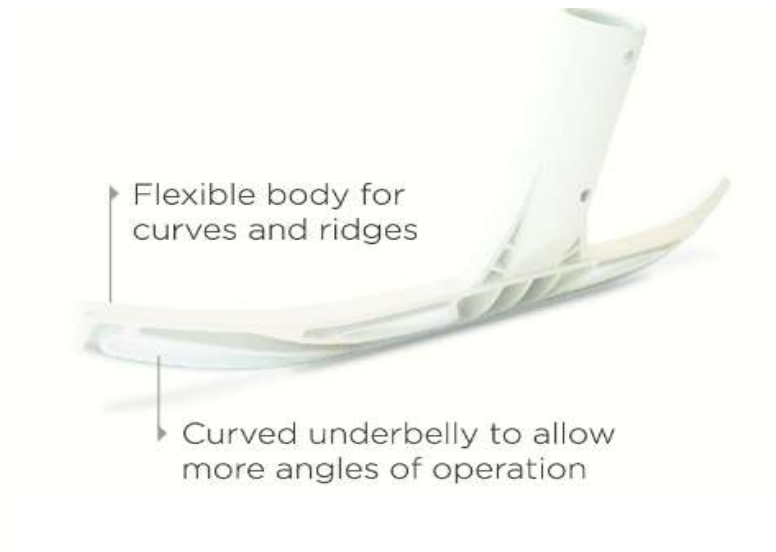
After developing a prototype with an industrial designer and pitching her idea to industry experts, Connie approached Waterco's R&D division, who immediately saw the potential in her unique invention.

"As a pool owner, I know how important it is to keep it clean, inviting and easy to maintain," she says. "With Aqua Fingers®, all it takes is a quick sweep to dislodge dirt or algae."

Product Feature & Benefits:

Aqua Finger - the Multi-Purpose Microfibre Pool Broom.

- The first broom specially designed for fibreglass, tiled and vinyl-lined pools.
- Aqua Fingers® features a high-density microfibre attachment that makes cleaning smooth surface pools easier and quicker.
- Premium microfibre chenille attachment is gentle on smooth surfaces.
- Flexible head easily dislodges particles from tight areas.
- Ideal for cleaning automatic covers.
- Suitable for cleaning glass fences and pool coping.
- Replacement chenille attachment available.



Product Packaging:

The Aqua Finger (31330) is individually packaged in plan brown recycled cardboard. The packaging is totally recyclable and the Recycling Mobius is displayed on the packaging.



The Aqua Finger is supplied in a shipping carton x 12 units.



The Aqua Finger Replacement Sock (31331) is individually packaged with a plain brown recycled Header Card and in a clear plastic bag.

The packaging Header Card is totally recyclable and the Recycling Mobius is displayed on the packaging.



Logistics

The Aqua Finger Replacement Socks will be supplied in a shipping carton x 12 units.



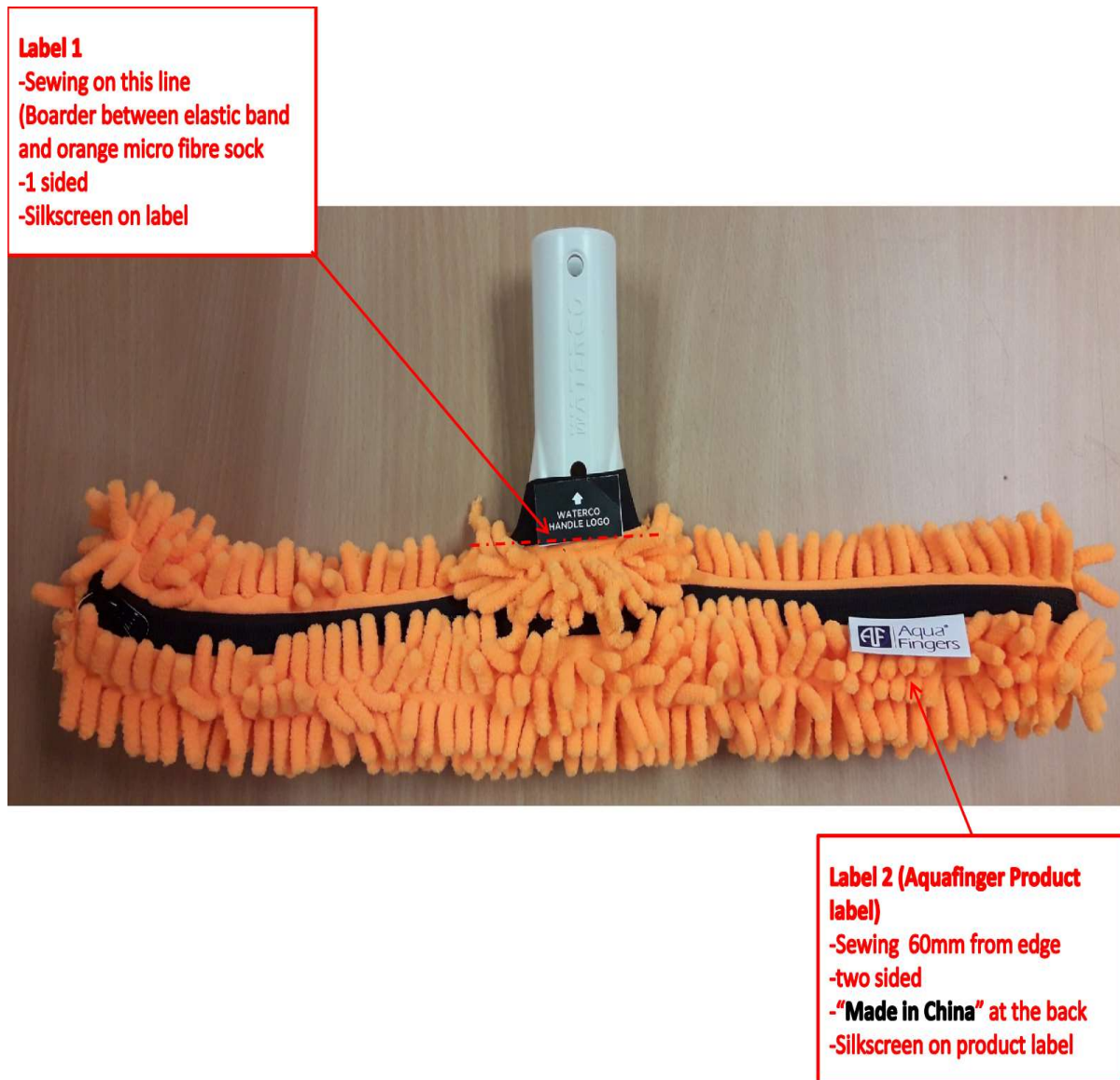
Product Packaging Weight:

- Aqua Finger (31330) individually packaged *Weight:* Approx 0.5kg.
- Aqua Finger Supplied shipping carton x 12 units: Approx 8.5kg.
- Aqua Finger Replacement Sock (31331) individually packaged: Approx 0.12kg.
- Aqua Finger Replacement Socks Supplied shipping carton x 12 units: Approx 2.5kg

Product Support Labelling & Identification:

The following are the labelling that the Aqua Finger PRO Complete will have for branding and correct installation guidance.

1. To ensure the Aqua Finger microfibre sock is installed correctly, a label is attached to the top section that an arrow needs to align with the handle Waterco Logo.
2. An Aqua Finger Label will be attached to the zipper edge as per the following details:



Aqua Finger is supported with a full-colour A4, 2 pages (double-sided) product brochure. The Aqua Finger A4, 2 Page Brochures: Waterco Document Code ZZB1960.



To further support the new Aqua Finger Waterco have produced a sales video that fully presents the Aqua Finger features and benefits, refer to the following link to the marketing drive.

Warranty:

