

2011 International Swimming Pool of the Year



HIGHLAND PARK WINS 2011 INTERNATIONAL AWARD



ECOsmarte has selected the **Highland Park Community Pool of Endwell, NY** as its 2011 International Swimming Pool of the Year. The award is has been given annually since 1994 to the swimming pool worldwide that reduces the greatest amount of chemicals, saves the most water and provides the safest swimming environment. Previous winners of note include the European elite athlete training center in Zaragoza Spain (2000), The Athens Olympic Lake (2004), The Millenium Center in Orlando Florida (2010). These winners can be viewed at www.ecosmarte.com and all use ECOsmarte's proprietary natural oxygen, ionic copper, carbon dioxide and Glasspack filter media technology. The sale and installation of the system was accomplished by ECOsmarte's New York/Pennsylvania authorized distributor, Pure Water Sciences, LLC.

"The 2011 award will be presented to the appropriate personnel and management responsible for the success, represents the most sustainable and safe approach to public pool sanitation and comes with a nominal replacement parts stipend designed to reward the local personnel for the implementation and operation of the pool," said Michael Dewar Regional Manager for New York and Member of ECOsmarte's Board of Directors

"First class plumbing work by New York tradesmen was instrumental in getting immediate success in Endwell. The Turkish Pool Highland competed with blended mountain runoff water, well water and town

water as part of the water conservation effort by avoiding salt and associated backwash volume," he added. Additionally, Villa Homes in Antalya, overlooking the Mediterranean required factory fly-in assistance, Dewar continued.

Highland Pool ECOsmarte Plumbing done by New York Tradesmen



4 ECOsmarte Controllers & 8 Cu/Oxy 2" Anode Chambers

"The key to the success at Highland Park is **the virtual elimination of chloramines or chlorine byproducts** with the ECOsmarte system and the Glasspack Filter Media," said Larry Couture Chief Technology Officer at Minnesota based ECOsmarte. The Glasspack filter media used at the Highland Park site recently received NSF 61 approval, the drinking water safety standard, he added.

"We are now going far beyond the NSF 50 Public Swimming Pool Standard as reported by The Water Quality Association of Naperville, Illinois (WQA). ECOsmarte has manufactured all components in the US since 1994 and now has product installed in all 50 US States and 106 Countries. Pure Water Sciences, LLC of Endicott/Binghamton introduced the ECOsmarte product line to the Binghamton region in late 2010.

Longtime community residents and businessmen Robert Smithgall and Bob Watts are the operating partners for Pure Water Sciences and both successfully operate their personal swimming pools without regular or residual chemical using the ECOsmarte technology. It is estimated that the pool will save 120,000 gallons of backwash water this season alone and has already reduced its chemical costs by one-third, a saving of at least \$6000 for the 100 day season.

Further information on all of ECOsmarte's products can be seen at www.ecosmarte.com, www.glasspackfilter.com, www.poolpurewater.com or via email at larryc@ecosmarte.com ECOsmarte® and Glasspack® are registered U.S. Federal Trademarks in over 26 countries of ECOsmarte Planet Friendly, Inc.