

MAR 2026 | ISSUE 20

POOLNATION

SPOTLIGHTS & INSIGHTS



HERITAGE
LAUNCHES

HERITAGE
PRO

SERVICE

HERITAGE LAUNCHES
HERITAGE PRO SERVICE

MEET DON DOUGLAS
FOUNDER REVDUP APPAREL

WELCOME LETTER

Hello Pool Nation! Happy Women's History Month! We are thrilled to celebrate the incredible women who continue to empower and strengthen the Pool Nation community.

We also want to give a special shoutout to all the women working in the field, in distribution, in leadership, and behind the scenes every day. Your dedication, resilience, and willingness to forge a path forward continue to inspire and move this profession ahead.

On the business side, the Pool Nation team has been busy traveling and connecting with pool professionals across the country. Over the past few months, we attended the Western Pool & Spa Show, the Southwest Pool & Spa Show, and the Everything Under the Sun Expo. These events remind us why we're in the business and it's been a blast to see everyone.

As you'll see throughout these pages, we have a lot happening this year. From leadership initiatives to expanded education and new programs, we are continuing our mission to support and elevate the pool industry. We're excited about what's ahead.

Your Friends,

Edgar, Zac and John
Pool Nation

HERITAGE POOL SUPPLY GROUP LAUNCHES

HERITAGE PRO SERVICE TO ELEVATE THE POOL SERVICE INDUSTRY



**HERITAGE
PRO
SERVICE**

If you run a pool route, you know the reality. Most days you're working solo, solving problems on the fly, and figuring out the business side of things as you go. For years, many service professionals have said the same thing: the people maintaining pools every day deserve more support, better education, and a way to be recognized for the work they do every day.

Heritage Pool Supply Group is here to answer that call with the launch of Heritage Pro Service, a loyalty platform built specifically for service technicians and service companies.

Designed to go beyond traditional rebate programs, Heritage Pro Service focuses on strengthening the service channel through a combination of rewards, education, and digital engagement. The program creates a structured way for service professionals to earn while also gaining access to tools that support long-term business growth.

"Service professionals are the backbone of this industry," said Michelle Cooke, Director of Channel Management for Heritage Pool Supply Group.

GET REWARDED FOR WHAT YOU ALREADY BUY

“For too long, many have operated without the recognition, resources, and education that help businesses scale. Heritage Pro Service is about changing that.”

At its foundation, Heritage Pro Service is a spend-based loyalty program. Service professionals earn rewards on qualifying purchases made through Heritage Pool Supply with tiered earning levels that increase as annual spend grows.

Participants can track their purchases, tier progress, and reward earnings through the Heritage Pool+ platform, providing visibility into performance. Rewards are distributed monthly via a reloadable prepaid debit card, offering flexible access to earned funds.

“This is how the industry moves forward by investing in the people doing the work every day and giving them a clear path to grow, succeed, and lead.” said Zac Nichlas of Pool Nation.



However, rewards are only one part of the program. The central focus of Heritage Pro Service is expanding access to practical, real-world education for service professionals.

Members gain access to a growing library of training resources covering water chemistry, equipment diagnostics, troubleshooting, as well as business operations. The intent is simple: provide knowledge that can be applied immediately in the field while helping service professionals strengthen and scale their businesses.

The program also introduces ongoing, vendor-supported learning sessions designed to connect manufacturers directly with the service community.



HERITAGE PRO SERVICE

Heritage Pro Service is Heritage Pool Supply Group's spend-based loyalty rewards program designed exclusively for professional pool service companies. The program rewards your annual qualifying purchases while supporting your business through education, promotions, and digital tools.

HOW HERITAGE PRO SERVICE WORKS

1. Register for free through Heritage Pool Plus
2. Purchase qualifying products from Heritage Pool Supply Group
3. Earn rebates based on your annual spend tier
4. Track progress digitally through HP+



EARN MORE AS YOU GROW

Annual Spend Tiers and Heritage Pro Service rewards increase as your business grows.

SERVICE PRO	ELITE	LEGACY
\$0 – \$24,999.99	\$25,000 – \$74,999.99	\$75,000+
2% BACK	3% BACK	4% BACK

Tier status is based on cumulative annual qualifying purchases from participating Heritage Pro Service items.

WHO CAN JOIN

- Professional pool service technicians and service companies purchasing from Heritage.
- *Certain accounts or customer types may be excluded based on program eligibility requirements.*

REBATE PAYOUTS

- Rebates are issued electronically (e.g., prepaid card or digital payment)
- Processed monthly (timing may vary)

MORE THAN REBATES

Heritage Pro Service members may also receive access to:

- Product education and training opportunities
- Vendor-funded promotions and incentives
- Digital tools including tier tracking and progress visibility
- Program-exclusive events and experiences

Participation in education or promotions does not impact rebate eligibility unless stated.

MANAGE EVERYTHING DIGITALLY

Participants can view tier status, qualifying spend, and rebate activity through Heritage Pool Plus.



**REGISTER TODAY AND START EARNING
WITH HERITAGE PRO SERVICE!**



FRIDAY **PRO**Talks

BY HERITAGE PRO SERVICE

“When service professionals have access to real education and real conversations with industry leaders, it changes the trajectory of their business,” said Edgar De Jesus, of Pool Nation. “That’s what they are trying to create here.”

Known as Friday Pro Talks, these weekly sessions bring together vendors, industry experts, and experienced technicians for focused, practical discussions.

Held every Friday, sessions cover key topics such as equipment diagnostics, water chemistry, troubleshooting techniques, and strategies for running a more efficient and profitable service route. Each session includes access to subject matter experts and problem solving.

Sessions will be available on demand through Heritage Pool+, allowing service professionals to learn when it works for them—whether that’s between stops, during lunch, or on the drive to the next job.

Heritage Pro Service is powered by its vendor partners, whose investment in education, training, and engagement helps bring the platform to life and deliver meaningful value to service professionals.



CONNECTION IS ANOTHER CRITICAL PILLAR OF THE PROGRAM

For many service professionals, the day-to-day work can be isolating—moving from pool to pool with limited opportunity to collaborate, share insights, or learn from others in the field.

Through the Heritage Pro Service platform and Pool Nation’s expanding network, members can engage with other service professionals, manufacturers, and industry leaders through training sessions, discussions, and events.

The goal is to foster a more connected, informed, and collaborative service community, one that raises the standard of the profession as a whole.

For Heritage Pool Supply Group, Heritage Pro Service represents more than a program. It reflects a broader commitment to the people who maintain pools every day.



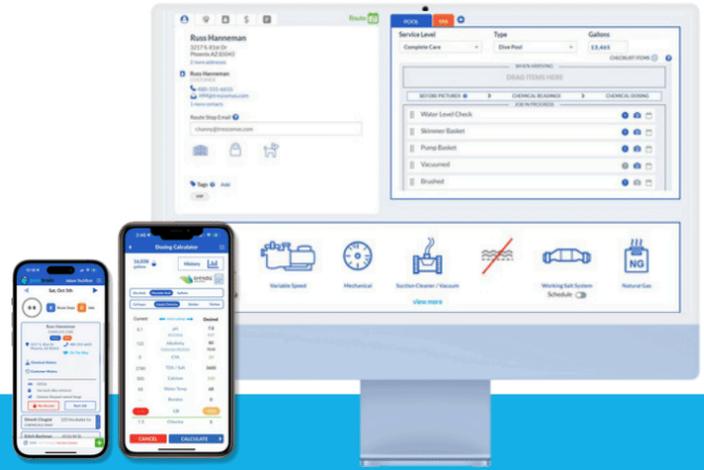
By combining rewards, accessible education, and meaningful community engagement, the platform is designed to provide service professionals with the tools, resources, and support needed to grow their businesses and advance their careers.

“Our goal is simple,” said Cooke. “We want service professionals to feel supported. When pool pros succeed, the entire industry succeeds.”

To learn more or get started, visit HeritagePoolPlus.com.



poolbrain
Game Changing Pool Software



NEW INTEGRATION



HERITAGE
POOL SUPPLY GROUP

Integrated Product Ordering

Order products from Heritage without ever leaving Pool Brain!

Order products, track shipping, receive purchased items directly into inventory for trucks or locations, check branch inventory, and create new products in Pool Brain using Heritage info as an auto-filled starting point.

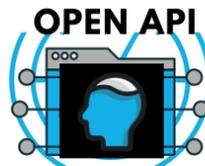
Other Integrations



Auto-dose or adjust for LSI with Orenda built right in



Advanced integration with automatic 2-way sync



Build your own integrations



Get Spin Touch readings into Pool Brain with one tap



Get data and trigger alerts with daily remote monitoring

THE STATE OF THE COMPANY

CELEBRATING SIX YEARS OF SERVING POOL PROS

By: Tamara Jolee

When Pool Nation launched in 2020, the idea was simple. Three pool professionals, Edgar De Jesus, John Chakalis, and Zac Nicklas, sat down behind microphones each week to have honest conversations about the realities of running pool service companies. There was no grand strategy or roadmap for what it would become. It started as a conversation among people who believed pool professionals deserved better education, stronger leadership, and a place to connect and grow together.

Today, the organization serves thousands of pool professionals across the country and hosts some of the profession's most respected training events and gatherings. "We recognized there was a gap," De Jesus explained. "Pool pros spend a lot of time by themselves on their routes. We wanted to create a place where people could learn from each other and grow." Week after week, the founders showed up to record the podcast, sharing lessons from their own businesses and



discussing the challenges of scaling service companies. As listeners began to discover the conversations, something started to take shape. What began as a podcast gradually evolved into a community, and before long it was clear the platform was resonating with pool professionals across the country.

The Pool Nation Podcast, which airs weekly on Fridays, remains the foundation of the platform and continues to bring pool professionals together from across the country. “The podcast is really the heartbeat of Pool Nation,” De Jesus said. “It’s where the community comes together to talk about the real challenges of running a pool service company and to learn from one another.



This year we’re excited to introduce a fresh lineup of guests, many of whom people may not have heard of yet but they’re building thriving businesses. We want to highlight innovation happening across the profession, especially in regions we haven’t covered as much before. We’re also thrilled to see our Latin America and Spanish-speaking audience continuing to grow.”

Today, Pool Nation looks very different from what those early days might have suggested. That growth was not driven by a rigid plan or a push to monetize the platform. Instead, the founders allowed the company to evolve organically based on what pool professionals were asking for.

Over time, new initiatives began to emerge. The Pool Nation Awards created a place to celebrate excellence and recognize the individuals and companies moving the profession forward. Pool Nation Boot Camps followed, offering hands-on training events where service professionals sharpen both technical skills and business strategy. The organization also introduced the Women’s Summit and LeadHERship Drive, initiatives designed to support leadership and mentorship opportunities for women across the profession. More recently, Pool Nation

launched the \$10K Pool Pro Challenge, a competitive program designed to showcase the skill, knowledge, and professionalism of pool technicians while giving top performers the opportunity to compete for one of the profession's most exciting prizes.

Another milestone arrived in early 2026, when Pool Nation and Heritage Pool Supply Group announced the launch of the Heritage Pro Service platform, a new initiative designed to support independent pool service professionals through loyalty rewards, weekly education, and community-driven resources. The collaboration represents a significant step forward in expanding professional support and recognition for service technicians across the country. As the organization expanded, the team grew as well. Doreen King joined as Vice President of Business Development, helping lead partnerships and strategic initiatives. In addition, Pool Nation is supported by countless professionals across the country who volunteer their time each year to help bring its events and initiatives to life. At its core, the organization remains focused on strengthening the pool service profession by helping business owners build profitable, sustainable companies.

“What started as a conversation has become something much bigger than any of us imagined,” John Flawless shared. “But the mission hasn’t changed. We’re here to help pool pros succeed.” And for the trio behind Pool Nation, the work of building that future is only beginning.



OTHER KEY EVENTS

RAYPAK BOOT CAMP 2026

Date March 27–28, 2026



About the Boot Camp

The Raypak Boot Camp 2026 is an immersive two-day training experience designed specifically for pool professionals who want to sharpen both their technical skills and business knowledge. Hosted at Raypak's headquarters in Oxnard, California, the event brings together hands-on equipment training, real-world troubleshooting, and business education that pool pros can immediately apply in the field.

Day one focuses on technical, hands-on instruction, where participants will work directly with equipment and learn installation and troubleshooting techniques for pumps, heaters, automation systems, and variable-speed motors. The goal is to give technicians practical experience that builds confidence and improves efficiency on service calls.

Day two shifts to the business side of the pool industry, featuring sessions led by the Pool Nation team, including Edgar, Zac, and John. These sessions explore the operational and financial realities of running a successful pool business and offer practical strategies for improving profitability, efficiency, and service quality.

Among the topics attendees will explore are mastering operational efficiencies, understanding what your business numbers are really telling you, pricing services with confidence, and diagnosing water issues before they turn into costly equipment or surface problems. The sessions are designed to give both technicians and business owners tools to strengthen their operations and build sustainable growth.

Raypak Boot Camp continues to be one of the industry's most valuable learning experiences, combining hands-on technical training with business leadership education in one focused event. For pool professionals looking to grow their knowledge, improve service quality, and build stronger companies, the Boot Camp offers a rare opportunity to learn directly from industry leaders while working with real equipment.

DAY 1 – TECHNICAL TRAINING

March 27 | Pool Tech Courses

- Pump Installation
- Heater Installation & Troubleshooting
- Automation Installation and Programming
- Variable Speed Motor Installati

DAY 2 – BUSINESS & OPERATIONS

March 28 | Business Classes

- Unlock New Revenue With The Best Thing for Pool Decks
- What Your Business Is Really Telling You
- Pricing Without Panic: Charging What the Business Needs
- The Foundation to Water Balance: Is Your Pool Fighting You Here's Why
- Diagnosing Water Problems Before They Become Surface or Equipment Issues

LOOKING AHEAD
**OTHER POOL
NATION EVENTS**

WOMEN'S SUMMIT

AUGUST 20-21

HOSTED BY HERITAGE POOL SUPPLY GROUP

POOL NATION AWARDS NOMINATION NIGHT

AUG 19

POOL NATION CONFERENCE & EXPO

NOVEMBER 17-18-19

NEW ORLEANS, LOUISIANA

POOL NATION AWARDS

NOVEMBER 18

\$10K POOL PRO CHALLENGE

QUALIFIERS: NOVEMBER 17

FINALS: NOVEMBER 19



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CHEMISTRY**®

an enhanced spa experience

with Natural Chemistry®

Discover our complete line of spa water care products—designed to keep spas clean, balanced, and inviting. From essential maintenance to specialty treatments, we have everything needed for crystal-clear, perfect water.

Relax with confidence!



SECOND ANNUAL \$10K POOL PRO CHALLENGE

**COMPETE FOR THE
INDUSTRY'S TOP PRIZE**

Boot Camp participants have the opportunity to qualify for the \$10,000 Pool Pro Challenge, one of the most exciting competitions in the pool service industry. The challenge recognizes technicians who demonstrate exceptional technical knowledge, troubleshooting ability and professional skill in the field.

Qualifying events throughout the year allow top-performing pool professionals to earn a place in the final competition held during the Pool Nation Conference. Competitors will face real-world scenarios designed to test their ability to diagnose issues, apply water chemistry knowledge and demonstrate the technical expertise required to succeed in today's pool service industry.



Key Dates

- **Qualifying Events:** Throughout the year at select Pool Nation Boot Camps
- **Final Competition:** November 19, 2026
- **Grand Prize:** \$10,000

LEADERSHIP DRIVE LAUNCHES TO HELP WOMEN POOL PROS GROW, LEAD, AND SUPPORT ONE ANOTHER

Every August, the Pool Nation Women's Summit brings together women from across the pool profession. Service technicians, store managers, distributors, and business owners gather to learn from one another, build relationships, and share what it's like to grow a career in a field that has traditionally been male-dominated. But once the summit ended and everyone returned home, the same question kept surfacing: What happens next? Many of the women who attended said they didn't want the conversations and encouragement to stop when the event was over.

They wanted more opportunities to keep growing throughout the year. They wanted mentorship, honest conversations about confidence and career growth, and a community they could stay connected to long after the event wrapped up. In response, Pool Nation partnered with Heritage Pool Supply Group to launch a new initiative designed to keep that momentum going year-round.

The program gives women across the pool profession ongoing opportunities to learn, connect, and develop their careers beyond the annual summit.

The first training session launched February 26, bringing participants together virtually for an interactive workshop focused on building confidence and strengthening professional skills. "This is not another program designed to check a box," said Doreen King, Vice President of Business and Leadership Development for Pool Nation, as she welcomed participants to the inaugural session. "Confidence is not a title. It's built through development, clarity, practice, and accountability. Our goal is to create a space where women in this industry can grow together and support each other."

BUILDING CONFIDENCE THROUGH ACTION

Rather than a traditional webinar, the kickoff session was structured more like a collaborative classroom. Participants were encouraged to share their experiences, ask questions, and engage in small breakout discussions with other women working across the profession. The group represented a wide cross-section of the industry, including service professionals, store managers, distribution team members, and leaders from a variety of organizations.

During the session, King introduced four foundational ideas that will guide the program moving forward. The first is self-awareness, understanding who you are as a leader and recognizing

both your strengths and the areas where growth is needed. The second is setting clear intentions by identifying goals that provide direction for professional development. The third is committing to growth with purpose rather than waiting for opportunities to appear. The fourth is accountability, the discipline required to follow through on the goals that are set. One of the most engaging discussions of the session centered on a simple question: What is the difference between teaching and training?

Participants noted that teaching often focuses on delivering information, while training focuses on developing skills through practice and experience. The distinction served as a reminder that leadership confidence does not grow from information alone. It develops through application.



THERE'S STILL TIME TO JOIN: WHAT'S AHEAD

If you're looking for a place to grow, connect with other women in the pool profession, and sharpen your leadership skills, there's still time to get involved. The program is designed to unfold throughout the year, with each session building on the last and giving participants practical tools they can apply right away. The next session takes place in May, where the focus will shift to team leadership and operational management.

Participants will explore how to lead people effectively, manage projects, and navigate some of the real challenges that come with growing in your career.

In August, many participants will come together in person at the Pool Nation Women's Summit, continuing the conversation with deeper collaboration, shared experiences, and expanded leadership development. The year will wrap up with a December session centered on business and financial leadership. It will also be a time for participants to reflect on the goals they set earlier in the year and look at how far they've come. Pool Nation leaders say the program will continue to evolve as participants share feedback and shape the direction of future sessions.

The goal isn't simply to offer another training series. It's to build a community where women across the pool profession can learn from one another, support each other, and help mentor the next generation entering the field. In many ways, the most powerful part of the experience may not be the curriculum itself, but the relationships that form along the way. Participants are encouraged to connect with peers, find mentors, and eventually become mentors themselves, strengthening both their own careers and the profession as a whole. If you're ready to grow, LeadHERship Drive offers something many women in the industry have been asking for: a place to learn, connect, and move forward together.

Interested in joining? Visit PoolNation.com



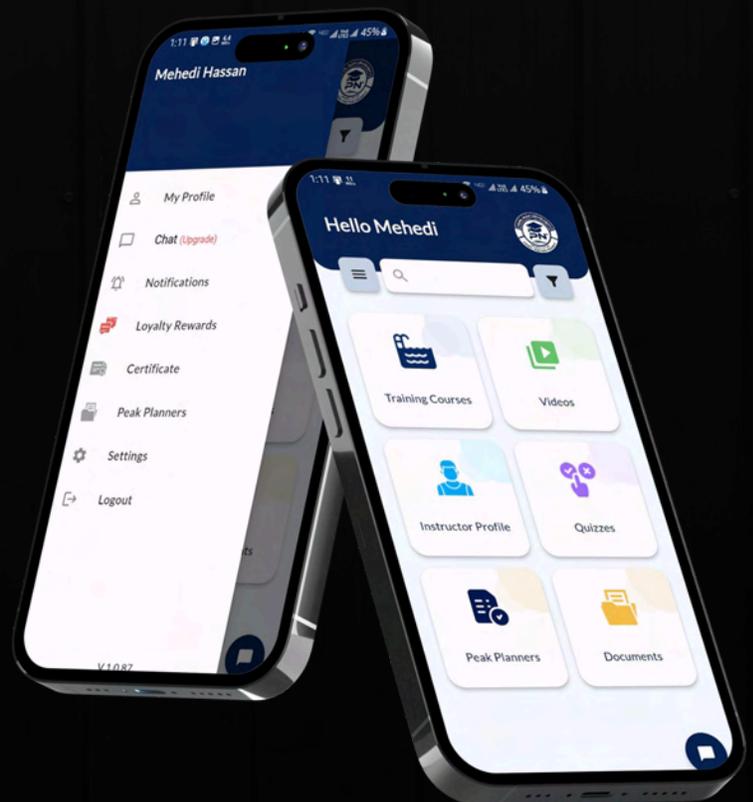
NEW IN 2026

POOL MAN UNIVERSITY OFFICIALLY EXPANDS

Pool Nation has introduced a powerful new resource for the industry with the launch of Pool Man University, a digital learning platform designed to help pool professionals sharpen their skills, train their teams, and grow stronger businesses. Built as both a web platform and mobile app, Pool Man University provides a structured way for pool pros to access training videos, education courses, quizzes, and certifications, all in one place. The platform was created with a clear purpose: to bring practical, consistent education to an industry that has traditionally relied on informal, on-the-job learning.

Pool Man University allows individual professionals to build their own knowledge while also giving company owners the ability to manage team development more effectively. Through a simple dashboard, owners can add employees, assign courses tailored to their roles, and track their progress as they complete training modules.

“Pool Man University is about giving pool pros the tools to become better operators, better technicians, and better leaders,” said Edgar DeJesus. “For years we’ve talked about raising the standard of professionalism in this industry. Education is how we do that. When companies have a clear system to train their teams, everyone wins, the business owner, the technician, and ultimately the customer.”



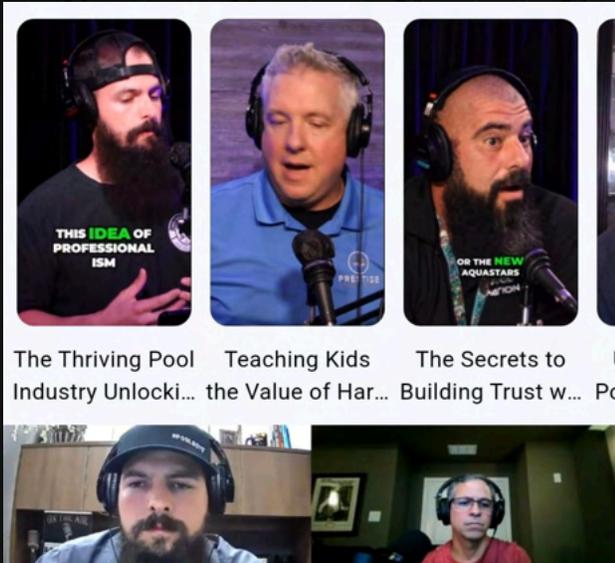
The platform is designed to work for both individual professionals and companies. Pool technicians and owner-operators can use the system to strengthen their technical and business knowledge, while larger companies can implement it as a fulllearning management system (LMS) to create consistent training standards across their teams. Courses can be assigned by role, quizzes reinforce learning, and employees can earn certificates as they progress through training. Pool Man University offers flexible pricing designed to make the platform accessible across the industry.

A free plan allows users to explore foundational training content, including videos, courses, quizzes, certificates, and loyalty rewards. For professionals seeking more advanced content and tools, a Content Plan is

available for \$25 per month, offering premium training resources and business tracking features. Companies looking to train teams can use the Company Plan at \$80 per month, which includes employee accounts, course assignments, progress tracking, and accountability tools to support company-wide training.

Beyond education, the platform includes features designed to help companies operate more effectively. Business owners can manage employees, assign structured learning modules, monitor progress through quizzes, and reward achievements through a built-in loyalty rewards system. A live chat feature and additional business tools help teams stay connected while developing their skills. Pool Man University also connects to the broader Pool Nation

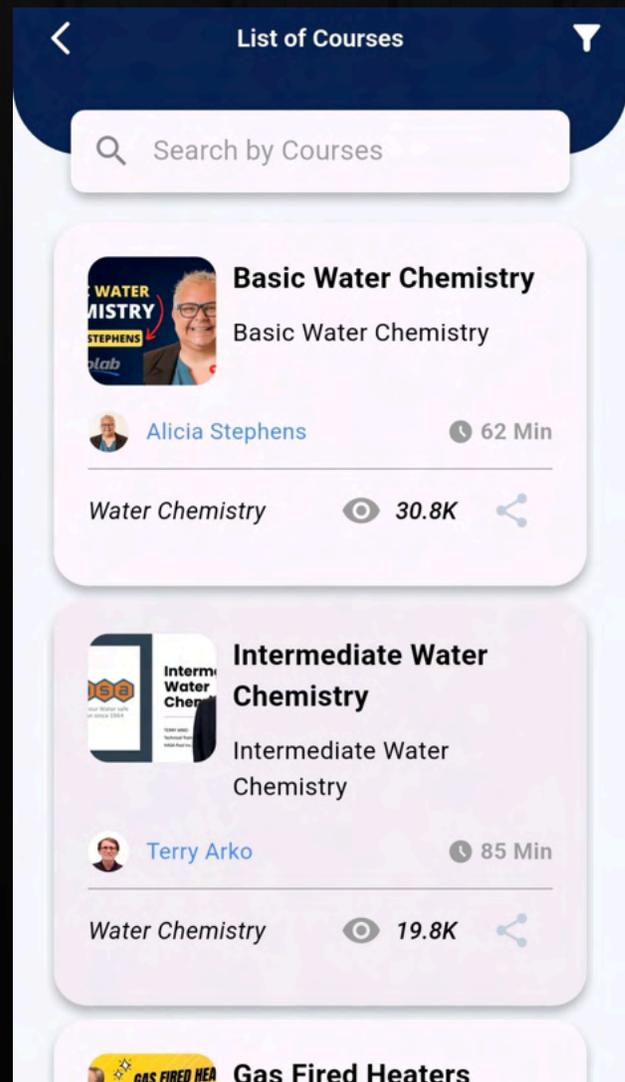




community and membership ecosystem, which includes mastermind groups, financial development programs through the Pool Nation Matrix, mentorship opportunities, and access to conferences and boot camps throughout the year. The goal is to create a place where pool professionals can continuously grow, both individually and as part of a larger community.

The launch is supported by several key industry partners committed to advancing professional education in the pool industry, including Raypak, Heritage Pool Supply Group (HPSG), the Swimming Pool Pro Alliance (SPPA), BlueraY XL, Natural Chemistry, and Hayward. With the Pool Man University app already available, pool pros can access training anytime, whether they are in the office, on the road between service stops, or at home reviewing new material.

As Pool Nation continues to expand its educational initiatives, Pool Man University represents a major step forward in building a more skilled, confident, and connected generation of pool professionals.



DOREEN'S CORNER

BUSINESS INSIGHTS TO HELP YOU FLOURISH IN 2026

WHAT LAST YEAR'S NUMBERS ARE TRYING TO TELL YOU

This time of year creates a natural pause for many pool professionals. The busiest part of the season is behind you, the next one has not fully ramped up yet, and for a short window you have something that is hard to come by during peak months. You have space to think. Most owners use that space to start setting new goals right away. That instinct makes sense. A new year always brings fresh motivation.

But before jumping straight into what comes next, one of the most valuable things you can do is spend a little time looking closely at last year's numbers and really listening to what they are trying to tell you. Those numbers are not just records of the past. They are signals that can guide better decisions for the year ahead.



NUMBERS DON'T JUDGE. THEY INFORM.

For many business owners, reviewing financial numbers can bring a certain level of discomfort. It is easy to focus on what did not go as planned or where things felt tight. But numbers are not a measure of your worth as a business owner. They are simply information.

When you approach them with curiosity instead of judgment, numbers become one of the most valuable leadership tools available to you. They reveal where your business created stability and where it quietly created stress. Financial well being does not come from avoiding your numbers. It comes from understanding them and allowing them to guide your decisions.

LOOK BEYOND REVENUE

Revenue matters, but it rarely tells the whole story. Two pool businesses can generate the same top line revenue and still experience very different levels of profitability, pressure, and long term sustainability. That is why it is important to look deeper than total sales.

- As you reflect on last season, consider questions like these.
- Which services were actually the most profitable and not just the most frequent?
- Where did your time feel well spent and where did it feel draining?
- Which customers respected your processes, pricing, and boundaries?
- When did your business feel smooth and manageable and when did it feel overwhelming?

Questions like these begin to reveal patterns that revenue numbers alone cannot show.

COMMON BLIND SPOTS POOL OWNERS MISS

Many pool professionals stay so focused on staying busy that some of the most important indicators get overlooked. Things like profit per job compared to total volume, routes that quietly waste time and fuel, services that are priced too low for the effort involved, or customers that require far more energy than they return in value.

When schedules are full and phones are ringing, it is easy for inefficiencies to hide in plain sight. Everything feels urgent, and that urgency can make it difficult to see what is quietly costing your business margin, time, or momentum. Taking time to review your numbers helps bring those blind spots into focus.

TURNING SIGNALS INTO SMARTER DECISIONS

Numbers only become valuable when they lead to action. The information from last year should help guide several important decisions as you move into the next season.

Pricing is one of the first places to look. Are your rates aligned with the value and expertise you provide?

Staffing is another. Are there areas where the right support could reduce bottlenecks or remove unnecessary pressure from you as the owner?

Routes are worth examining as well. Are they structured for efficiency or simply based on habit? And finally, consider your service mix. Which services strengthen the long term health of your business and which ones quietly drain resources? Strong businesses are not built on guesswork. They are built on informed choices.



A SIMPLE FIFTEEN MINUTE REFLECTION EXERCISE

Clarity does not always require complex spreadsheets. Sometimes a simple reflection exercise can reveal powerful insights. Start by identifying three moments from last year when your business felt strongest. Then identify three moments when it felt most strained. After that, ask yourself one simple question.

What was different about how time, money, or decisions were being managed during those moments? When you look at your business this way, patterns tend to appear quickly. Those patterns can help shape how you operate moving forward.



RAISING THE INDUSTRY THROUGH INFORMED OWNERSHIP

When pool professionals truly understand their numbers, the impact goes beyond a single business.

- Customers experience greater consistency and professionalism.
- Teams gain clarity and direction.
- And the industry earns greater respect as a skilled trade built on leadership and expertise.

This is how pool businesses move from simply surviving season to season and begin building operations that last. As this year begins, take a moment to reflect. What are last year's numbers asking you to change? What decision, if made early, would most improve your business this season? Your numbers are not reminders of the past. They are guides for the future. When you take the time to listen, they can give you the clarity needed to build a stronger and more sustainable business while helping raise the standard for the entire pool industry.



POOL NATION SPOTLIGHT

MEET DONALD DOUGLAS, FOUNDER OF REVDUP APPAREL



Ask Donald Douglas what surprised him most during his early days servicing pools in Tampa, Florida, and he points to something simple. His shirts never stood a chance. "I went out and bought the nice PFG shirts and had them embroidered," Douglas said with a laugh. "After my first week of service, my wife looked at them and said, 'Congratulations, you ruined every shirt.' Chlorine stains and acid holes had eaten right through them."

That frustrating discovery sparked the idea that would eventually become REVDUP Apparel, a custom apparel company built specifically for the pool industry. What started as a search for better workwear quickly turned into a growing business designed to help pool professionals look professional

while wearing gear that can actually handle the realities of the job. "I realized it was hard to find apparel that truly worked for what we do," Douglas said. "Most uniform companies require minimum orders of twelve or twenty four pieces. That doesn't work for the solo pool professional who just needs a few shirts to get started." Douglas built REVDUP Apparel around solving exactly that problem.

Today the company creates fully custom, dye sublimated uniforms designed to withstand the chemical exposure, sun, and daily wear that pool professionals face in the field. The apparel is made from breathable synthetic materials that resist chlorine, acid, fading, and heat while

remaining lightweight and comfortable in hot climates like Florida, Texas, and Nevada. “The beauty of the process is that we can decorate the entire garment,” Douglas explained. “Instead of just putting a logo on the front or back, the design is infused directly into the fabric. We print the design first, then laser cut the material and sew the shirt together. Every piece is completely custom.” However, durability is only part of the story. For Douglas, REVDUP Apparel is also about helping pool professionals build a recognizable brand for their business.

Many service companies operate as single truck operations or small teams, and looking polished in front of customers can make a real difference. “We work with pool pros to help design their brand and logo,” he said. “Once the design is finalized, we host their apparel on our website so they can order whenever they need. That way they are not forced to buy a large batch all at once.” This on demand model eliminates the traditional min



This on demand model eliminates the traditional minimum order requirement that often prevents smaller service companies from investing in branded apparel. Pool professionals can order as little as one shirt at a time and expand their wardrobe as their business grows. “You might start with two or three shirts,” Douglas said. “Later you might add collared shirts for estimates or customer meetings. It allows you to look professional without making a huge upfront investment.”

REVDUP Apparel is also designed with the outdoor working environment in mind. The fabric provides UV 50 sun protection while remaining breathable and lightweight, helping technicians stay comfortable throughout long days in the heat. The apparel also doubles as a marketing tool. One feature many companies are using is the option to include QR codes directly in the shirt design. “If you’re cleaning a filter and

a neighbor walks over asking for a card, they can just scan the QR code on your shirt,”

Douglas said. “It instantly takes them to your website or contact information. Your uniform becomes part of your marketing.”

REVDUP Apparel was founded by pool professionals who understand the daily challenges of the trade. The company works with both independent operators and growing service companies, offering apparel that helps teams stay comfortable while presenting a strong, professional image. In addition to custom shirts, REVDUP also produces hats, beach towels, rally towels, embroidery services, and additional branded merchandise. Logos, flags, QR codes, and personalized names can all be incorporated into the designs to create a fully branded look for each company. Feedback from pool professionals has been overwhelmingly positive.

Many service companies say the apparel holds up far better than traditional embroidered work shirts. “If you're in the service industry and need high quality workwear that actually lasts, don't waste your money elsewhere,” said Tyler Welch of Tampa Bay Pool Service. “These are the gold standard for anyone working outdoors.” Others highlight how easy the design process is.



“The process was so easy and they helped us every step of the way,” said Laci Davis of The Grit Game. “We made edits and design suggestions and REVDUP ran with it every time. The final products are awesome.” REVDUP Apparel also stays connected with the community it serves, attending industry events and gatherings whenever possible to meet the professionals who wear their gear every day. For Douglas, the mission remains simple. Build apparel that works as hard as the people wearing it. “We’re part of this industry,” he said. “We understand what pool pros deal with every day. Our goal is to give them something durable, comfortable, and professional that helps represent their business the right way.”

360 DEGREES

CUSTOM

SPF 50



REVDUP
APPAREL

make a splash!



REVDUP
APPAREL

*Elevate your **summer style,**
one tank at a time*



REVDUP
APPAREL

GEAR UP FOR THE OUTDOORS



REVDUP
APPAREL

POOL NATION WRITING CHALLENGE FOR MARCH

HOW TO ELEVATE YOUR BUSINESS STORYTELLING

SHARE YOUR ORIGIN STORY.

Post on social media about how you got into the pool industry and tag Pool Nation. Tell people where you started. Maybe it was one small route and a truck. Maybe you grew up working in the family business. Maybe you left another career and took a chance on something new. Share something that might encourage someone else who is on the same path. It could even be a Motivational Monday post that your customers and peers will relate to. Bonus points if you share a challenge or hurdle you faced early on and how you worked through it.

WRITE ONE SHORT BLOG POST

ON YOUR WEBSITE. If you have a website, write a short post answering a question customers ask you all the time. It might be

about cloudy water, algae issues in your area, or something unique to your climate. This is powerful because it can improve your Google rankings, which simply means helping your business appear on the first or second page when someone searches for pool services. Search engines use algorithms to determine which websites are the most helpful and relevant. When you consistently post useful information that answers real customer questions, your website becomes more valuable in their eyes. This also helps with something called local SEO, which means helping search engines understand where your business operates. When you write about pool issues specific to your city, climate, or region, Google connects your company with people searching in

SHOW THE HUMAN SIDE OF YOUR BUSINESS.

Introduce a team member. Share a moment from the field. Post a before and after of a pool that looked impossible to fix. Maybe it started out swamp green and ended crystal clear. Those are the moments pool pros understand and appreciate. Customers love seeing the people and stories behind the work. Most importantly, write like a human and ditch the corporate speak.

We often talk about authenticity, but what really matters is relatability. Speak and write the way you would if you were explaining something to a friend. We look forward to seeing what you create in the months to come! Make sure to tag us on social media!



THANK YOU, POOL NATION

As you turn the final page of this issue, we simply want to pause for a moment and say thank you. On behalf of the entire Pool Nation family, we are deeply grateful for the support so many of you have extended to us over the years. From the very beginning, this community has been built by people who believed that the pool industry could be something more.

When we first started, the idea of Pool Nation was not always welcomed. Some believed there was no room for a new voice or a different perspective. But we believed in something bigger than ourselves. We believed the industry did not have to stay divided or operate in silos. We believed pool professionals could come together, share knowledge, lift each other up, and help one another succeed.

That belief is what started this journey, and it continues to guide everything we do.

As Pool Nation has grown, our mission has remained the same. It has never been about the biggest companies, the largest numbers, or the loudest voices. Our heart has always been for the individuals who wake up each morning, load up their trucks, and head out to take care of their routes. We are passionate about the professionals who are working hard to support their families while building something meaningful for their future. Those are the people we think about every day. We are also excited about what lies ahead. There are some big things on the horizon that we are currently putting the finishing touches on, and we cannot wait to share them with you soon. As this community continues to grow, our commitment remains the same. To create a place where pool professionals can learn, connect, and build better businesses together.

The best chapters of this story are still being written.
*With gratitude,
Edgar, Zac, and John*

WE WANT TO HEAR YOUR STORY

One of the best parts of creating Pool Nation Magazine is highlighting the people who make this profession so special. As we look ahead to 2026, we want to feature more voices from across the pool community, especially those who haven't been spotlighted before. Whether you're a one-poler running your own route, building a growing service company, or leading a larger team, your story matters.

Many in this profession started with a truck, a route, and a vision for something bigger, and those are the stories we love to share. If you'd like to tell us about your journey or nominate someone doing great work, reach out and connect with us at tamara@poolnation.com



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