Spring has sprung! There is a lot to love about Spring besides the pollen, sneezing and sinus pressure, especially for us here at CL Industries headquarters in sunny Florida. Spring marks the beginning of the swimming pool season and typically our busiest time of the year.

In this edition of our Spring E-Newsletter we check in with builder extraordinaire, Chris Walton of Island Watershapes, welcome our new VP and General Manager, Tommy Addison, check out some alternative uses for our pool finishes and much more. Dive in, the water is warming up!

For more information about our company and products please visit our website, www.clindustries.com. You can also stay in touch with us in real time with Facebook, Twitter (@CL_Industries), Youtube, Flickr, and Pinterest.

Thank you for following us!

Attention Distributors, Plasterers, and Builders: we are always seeking your feedback and knowledge... Please send submissions for newsletter content, news, and trends/innovations in your area to newsletter@clindustries.com.
**CL Industries** is much more than a company that manufacturers pool finishes. We see ourselves as a large extended family, made up of diverse individuals. The people we hire and employ are every bit as important as the products we manufacture.

With the new season upon us we asked a few of our CLI family members what they loved most about Spring.

**Karen House**, Customer Service
- Spring is the beginning of pool season!

**Blaine Johnson**, Western Sales Manager
- The look and smell of fresh cut grass in yards and baseball fields!
- Outdoor activities; jogging, hiking, swimming, and gardening.
- Increased sales and commissions!

**Jimmy Herring**, Southwest Sales Manager
- The start of baseball/softball season.

**Donnie Pugh**, Southeast & Caribbean Sales Manager
- Warmer ocean water temperatures means no more wetsuits for surfing! Longer days to enjoy being outside after work!

**John Zita**, Northeast & Midwest Sales Manager
- Other than the fact that snow is falling right now, I love the buzz from our customers. Spring is an exciting time in the Northeast because everyone is anticipating the rush of new business.
Welcome to the Team

Tommy Addison

We’re excited to announce we’ve hired a new General Manager and Vice President for CL Industries. Tommy Addison will also serve as Vice President of our parent company, Consolidated Minerals. Mr. Addison has over 20 years of experience in the aggregate industry. After graduating from the University of Florida with a BS in Business, and a minor in marketing Tommy went on to work at Standard Sand & Silica. He was with the company for 22 years, holding a variety of positions from sales, to plant management, and finally corporate acquisition. His extensive experience with raw materials and aggregates made him the perfect candidate for the position.

Tommy is also a private pilot and family man. He’s been married for 28 years, and he and his wife are proud of their only son who is in his senior year at the University of Florida. In his spare time, Tommy can be found flying high above the central Florida live oaks and pines in his vintage yellow 1946 Piper J-3 Cub. Back on solid ground, if he’s not filling the freezer full of Colorado elk, deer, or turkey he’ll be tossing slot reds in the cooler.

We hope everyone will extend Tommy a warm CL Industries’ welcome, and we look forward to continued growth and success!
Chris Walton started working in the swimming pool industry when he was only 19 years old. His first job was working as a plumbing installer for a local pool builder in Jacksonville Beach, FL. He eventually worked his way up to the design department. When the opportunity came to run the pool division with a custom home builder he didn’t hesitate. Chris set out with the goal to create outdoor living spaces that exceeded their customer’s expectations. This experience would prove to be invaluable, but he wasn’t fully utilizing his talents.

In 2010 Chris left the security of his job and created Island Watershapes with the singular mission of giving homeowners the outdoor living spaces of their dreams. Walton understands that no two clients are alike. He and his team thrive off of creating spaces that are as unique as the families and friends that gather to enjoy them. To accomplish this feat Chris has developed a three prong approach to developing designs for his clients.

1. **Function vs. Aesthetic**: How will the client utilize the space versus how they want it to look? Some clients envision a design that doesn’t suit their wants/needs.

2. **Formal vs. Informal**: Geometric design versus freeform? Geometric shapes and round freeform pools function differently.

3. **Depth & Texture**: How can the space be enhanced to add depth and texture? Typically by utilizing elevation changes and color contrast.
Chris also asks his clients to compile a photo library of pools they like. This helps to develop the color pallets early on. He then designs an outdoor living space based on the compilation of his research. Sometimes projects are scaled back to fit a particular budget and other times upgrades are realized.

Island Watershapes has used CL Industries pool finishes (primarily pebble and polished marble) since the company’s inception, and praises the products durability, versatility, and reliability. He says, “Hands down, the Limited Lifetime Warranty is the number one reason for using the product. The LLW is only available through an Authorized Applicator, and using a CL Industries Authorized Applicator ensures Island Waterscapes is getting the highest quality craftsmanship available.” Walton also said, “Quality is in the details, and using an Authorized Applicator prevents me from having to oversee every trowel line. Every application is guaranteed and if there is an issue it’s covered by the warranty.”
Trowel & Error
Alternative Applications

Our finishes have been used in every type of pool imaginable, from small backyard pools to huge commercial pools and every thing in between. A few years ago, some skateboarders began building pools and using our pebble and polished marble finishes to surface what they called a swimmer/skater. Pool and Spa news recently wrote a great article on this phenomenon. Jon Temple and Dave Libhart of Tempool Inc, our Authorized Applicators from Northeast Florida, were featured in the article. They even included a video from our digital campaign “A Finish for Every Pool.”

This article led us to search for alternate applications of our products. We didn’t have to look much farther than Northeast Florida. Recently, Tempool Inc was honored by the city of Jacksonville and The Haskell Company to plaster a WWII Memorial Fountain on the newly remodeled St. Johns Riverwalk. Perched a top the cascading fountain is a bronze statue of a WWII Navy Seaman. They plastered the fountain with Hydrazzo Maui Midnight to match the bronze color of the statue. The fountain is unique in the fact that the circular concrete structure has water constantly spilling over it into a catch pond. The circumference of the entire structure is plastered with the Maui Midnight finish and about an 1/8th inch of water flows over it.

You can read the full article here.

Watch the video of the project from a unique perspective.
http://vimeo.com/120524434
Tempool has also pioneered the application of Hydrazzo for molded coping in skate bowls. Skateboarders utilize the coping to grind their trucks and slide their boards across it, so the smoother the coping the better the grind or board slide. Standard coping is typically made from concrete which over time chips away and requires heavy applications of clear coat spray to give skaters the grind they are looking for. The light bulb went off for Tempool to use Hydrazzo for coping because of its smooth texture, and the added benefit of polishing after the exposure process. Pool finishes are designed to be submerged in water, and many other products don’t hold up well when not under water. However, Tempool has had great success with Hydrazzo and CrystalStones holding up for years in swimmer/skaters.

A close friend of Tempool project manager, Dave Libhart was building a wooden skate bowl in his back yard and asked for assistance with the coping. Dave and a few other Tempool employees who just happen to skateboard volunteered their time to help. The guys created a mold and poured the Hydrazzo finish and then troweled it. After the finish cured the guys removed the mold. Six months later the finish had held up great and guys who were able to skate the bowl raved about the coping being the fastest and smoothest they’d ever skated.

For more information on the use of Hydrazzo for coping click this link: http://www.tempoolinc.com/the-endless-grind/

Video of the coping in action:

http://vimeo.com/84801482
Even during the Spring, applicators in the Southeast are faced with 80-90 degree days. Sometimes, when the heat is on, a portland cement based pool finish can set faster than normal limiting the time a crew has to trowel. For applicators in the hotter climates, we developed **Mor-Life** to improve the performance of quartz and pebble pool finishes. With just a few scoops of **Mor-Life** you can extend the troweling time for superior results. The product is compatible with all Portland cement based pool finishes and will improve the strength and look of interior finishes while making applications easier for your plaster crew.

- Extend troweling time for a better exposed aggregate result.
- Mixes can use less water.
- Years of proven success.
- Excellent storage stability.
- Remains a free-flowing powder with no lumps.
- Compatible with all Portland based pool finishes.
- The leading choice of professional swimming pool interior finish applicators.
- Specifically designed to improve performance of Quartz aggregate and pebble swimming pool finishes.

### Product Spotlight

**Mor-Life**

<table>
<thead>
<tr>
<th>POOL WALLS</th>
<th>AIR TEMPERATURE</th>
<th>POOL FLOORS</th>
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<tbody>
<tr>
<td>Mixing directions for Pebble Applications (5) 94-lbs. Portland Cement bags per batch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 to 4 Scoops*</td>
<td>70-80°F (21.1-26.6°C)</td>
<td>6 to 8 Scoops*</td>
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<tr>
<td>4 to 5 Scoops*</td>
<td>80-100°F (26.6-37.8°C)</td>
<td>8 to 10 Scoops*</td>
</tr>
<tr>
<td>6 to 8 Scoops*</td>
<td>Above 100°F (37.8°C)</td>
<td>12 Scoops Maximum</td>
</tr>
</tbody>
</table>

Mixing directions for Quartz Finishes (13) 80-lbs. Quartz bags per batch

| 1 to 2 Scoops* | 70-80°F (21.1-26.6°C) | 3 to 4 Scoops* |
| 2 to 3 Scoops* | 80-100°F (26.6-37.8°C) | 4 to 5 Scoops* |
| 3 to 4 Scoops* | Above 100°F (37.8°C)  | 7 Scoops Maximum |