

## Upping the Quality

### Growing Pool & Spa Market Calls for Widespread Waterproofing & Code-Compliant Solutions

After several years of stagnant market growth, the pool industry is set to rebound. According to a recent report distributed by the Association of Pool & Spa Professionals (APSP), owners installed more than 400,000 pools, above-ground pools, and hot tubs in 2015, which is about a 1.5 percent increase from 2014. Hidden in these overall market statistics, industry observers report real market growth for high-end pools, spas, and water features.

This potentially highly profitable market segment is driven by the incorporation of the designs of pools and spas found in water parks and resorts into luxury condos, residences, and clubs. Pools and spas with this European flair use non-traditional geometric shapes. These water features work in unison with other outdoor living features, such as bars, fire pits, gardens, and patios.

Pools are not only for recreational use. Many owners are adding nature pools to enhance their outdoor experience. Owners use babbling brooks, reflective waterfalls, and ponds with lily pads to create their own space.

Vanishing pool edges, weirs, tanning ledges, perimeter overflows, and catch basins have specific waterproofing requirements. Architectural waterline features, such as decorative bands with glass tiles and other adhesive veneers, require their own waterproofing procedures. And when owners add non-traditional features such as rock features, slides, built-in stools at a poolside bar, fire elements, and beach-like entries, waterproofing can become more complex.

#### **INCREASING CODE REQUIREMENTS**

Another emerging trend in pool and spa construction is the ever-tightening permitting



requirements on water use. The water used in pool and spas can account for 15 percent of a community's use of outdoor water. Code officials are focused on design details which prevent water loss through leaks, requiring pool and spa owners to be more attentive to water conservation. Even a small leak in the pool's structure represents a substantial waste. According to the Alliance for Water Efficiency, an inch-a-day leak in an average pool can waste approximately 102,000 gallons per year.

"We first noticed the trend in waterproofing professionalism several years ago," says Trevor Foster, Miracote's Director of Training. About six years ago, Miracote began their quest to become the leading manufacturer of waterproofing products specifically designed for pools and spas. "These unique water feature designs require a comprehensive waterproofing approach from design through installation," says Foster.

#### **THE COMPLETE WATERPROOFING SYSTEM**

Miracote has developed an exclusive full-product program for waterproofing. Their offerings begin with customized specifications

for waterproofing pools and spas. "Designers can refer these files for the most current approaches to waterproofing pools and spas," says Foster. "Miracote can offer this unique service because they have a full-range of products for each construction aspect. Designers are assured that products work in conjunction with each other, eliminating any concerns of poor interaction," says Foster.

Miracote's unified approach to waterproofing aids contractors as well. Product application techniques are consistent and cohesive. Miracote's technical staff can answer any project-specific questions. When new products are required, Miracote's trainers work with dealers to provide the proper installation training. "Our one-stop shop offering makes waterproofing easier even on the most challenging projects," says Foster. ■

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