



## **Positive development for the environment and companies**

*Bert Granderath, Vice President of the German Association for Swimming Pools & Wellness e.V. (bsw) and Executive Director of grando, will comment on future technologies & figures at the aquanale Press Conference in Cologne on 31 May 2017. He will talk about sustainable and digital solutions in the swimming pool industry and will present market data on the branch of industry:*

"The swimming pool and wellness industry has survived the prejudice that a private pool is an energy guzzler. Because energy efficiency is a common "green" theme throughout our market. I would like to illustrate this in five points.

Firstly: We have developed products that preserve energy. For example, today every pool should have a swimming pool cover. This stops the water from cooling down as quickly and thus considerably reduces the energy consumption required for the reheating process - depending on the size, usage intensity and location - by up to 80 percent. I would like to go into further detail here: People, who cover their pool over regularly, can save 12 tonnes of CO<sup>2</sup> in the swimming pool season between May and September - that is approximately as much as a car emits after driving 30,000 kilometres.

Secondly: One is betting on alternative sources of energy. The sun shines free of charge, without any harmful emissions. This is why our branch of industry offers manifold products that use natural heat - for example a heat pump or solar absorber. Or one makes energy preservers even more efficient using natural sources of heat. For example a swimming pool cover can be equipped with solar profiles, which absorb the heat of the sun and pass it on to the water in the pool. That is then heat generation and heat conservation in one.

Thirdly: Sustainable materials are used. One example here is stainless steel. The shiny material not only scores highly in terms of its aesthetics. It also convinces from an environmental point of view. Because stainless steel is durable and is 100 percent recyclable.

Fourthly: Products and technologies are becoming more energy-efficient overall. Among others, this is demonstrated by the pump. It is the centrepiece of the pool, which gets the circulation and cleaning circuits going. It needs energy to do so. However, modern technologies provide a higher level of efficiency - which means less power consumption for the same performance.

And fifthly: New technologies are advancing. For example, this is demonstrated by LED technology, which is not only popular in the house, in the meantime it is also implemented for the pool. LED lamps have two essential advantages compared to older techniques. They have a significantly higher service life and consume around 80 percent less energy.

The opportunities of the digitalisation also contribute towards economically and sustainably-run swimming pool establishments. Because the "smart pool" is more than just a technical gimmick. Of course, it is convenient to operate one's pool and wellness facility using a chic touchscreen or remote controlled from a distance. However, the "web world" is capable of much more: It can coordinate the individual sections of the swimming pool technology so that they optimally "interact" with each other - with the result that the system runs in the respective most favourable operating state and doesn't use unnecessary energy. The opportunities that the Internet brings with it are used to make pools safer and to protect the owners against damage.

These include monitoring systems for instance especially for public pools, here the alarm signals are transferred to the smartphone in the event of danger. Or – I allow myself to mention an example based on grando here – even "intelligent" covers that open automatically if a storm blows up - in order to avoid damage to property or which can be opened and closed per app regardless of the location.

The networking of devices and functions within the pool and the communication between the swimming pool and building technology is one of the major exciting themes at aquanale. And we can already say today: With its innovative ideas, the industry is geared up for the future. The market data also corroborates this.

After the results of the current bsw economic barometer, around 70 percent of the industry players assess the business situation to be good. In the case of the swimming pool construction specialised companies it is indeed almost 75 percent. More than 18 percent are satisfied with the economic situation and less than 7 percent assess their business situation as being poor. For more than half, the situation has improved again compared to the previous year, which already experienced a positive result. Only 3 percent of the questioned swimming pool construction specialised companies had to reduce their numbers of staff. 23 percent were even able to increase their headcount. Of course, our industry benefits from the overall positive economic development in Germany. However, remarkably the satisfaction in Germany still clearly lies above the ifo business climate index that applies for the overall economic mood.

Many of the framework conditions are running in our favour: On the one hand the high private assets in Germany of around 5.7 billion, the low interest phase that is allowing the real estate industry to boom and the fact that with around 740,000 private pools - but around 13 million home owners - there is a huge market potential. On top of that: the existing pools have an average age of around 20 years.

This means: modernisations are imminent. So the approx. 750 pool constructors, who create between 8,000 and 13,000 new pools every year have plenty to do."

The spoken word takes precedence.