

Flexible Solutions' New Product Announcement: Introducing a New & Improved, Bio-Based Heatsavr, liquid solar pool cover

Flexible Solutions is proud to announce that a new and improved formula for our Heatsavr, liquid solar pool cover, has been developed and will be ready for market as of Dec. 1st, 2011.

As a company committed to providing top-quality products that are environmentally conscious, we have improved our recipe by replacing Isopropyl Alcohol with Ethanol, a Bio-Based liquid made primarily from corn. Heatsavr has always been completely safe for all swimmers and pool equipment, and now it is even safer for the environment.

By reformulating Heatsavr, we have succeeded in providing a product that is 90% Bio-Based, which means it is made from corn and very environmentally friendly. The remaining 10% is our patented active ingredient which, as always, will biodegrade along with the Ethanol.



Liquid pool covers are biodegradable, and therefore need application on a daily basis in order to ensure the **best efficiency**. While a weekly dosage may, on the surface, sound appealing, if the efficiency suffers, we don't believe it is the best solution. As such, we have maintained our recommended daily dosage for Heatsavr.

Daily dosage can be achieved by installing an Automatic Metering System, such as our recommended HS115, or by applying the liquid cover directly to a swimming pool. Manual dosage is made easy with built-in dispensing chambers on each of our 35 ounce bottles. A daily routine that will take about a minute of a pool owner's time is certainly worthwhile when considering the immense savings achievable:

- Reduce overnight heat loss by approximately 50%
- Conserve HALF of the water lost to evaporation
- Lower heating costs by up to 35%

Flexible Solutions is the only manufacturer of liquid solar pool covers to offer substantial proof from field studies and client testimonials that our product lives up to its reputation. There is nothing worse than promising your customers more than you can deliver.

Flexible Solutions will be launching our new formula in all of our Heatsavr items. This new formula will produce the same high quality, tested and proven results that the industry has relied upon for the past 20 years. The part numbers, quantities and skus will not be changed.

Please direct any questions about this new formula to:

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