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FINISH OF THE FUTURE

No cracking, blistering, chipping, peeling or fading. A pool finish virtually free of imperfections is what Joe Solana was in high search of. The finish would need to be revolutionary as his demands were steep - old school quality with a modernized green approach.

As a Bucks County swimming pool-builder for over twenty years, Joe Solana has witnessed the evolution, though not necessarily the advancement, of concrete pool finishes. For decades swimming pools were coated in a silky, brilliant-white rubber based paint finish; a paint that was widely celebrated for its durability against stains and imperfections. However, during the late 1980's, government regulations banned some of the most crucial ingredients which enabled this product to be maintenance-free. Thus, swimming pool builders in this region were forced to switch to alternatives. And the result has been, well, sub-standard.

Plaster finishes, the immediate alternative, bore its own set of problems with its lengthy curing process as well as staining, shrinking and cracking issues. Aggregate finishes were soon to follow but, have to, suffered their own drawbacks - expensive with inconsistent colors as well as being described as rough to the touch.

Fast-forward to 2009 and Joe Solana found his answer in the form of plastics. The result is ecoFINISH, a pneumatically applied high performance pool finish that captures the strength, durability and maintenance-ease of old school finishes while lending itself to a wide range of architectural colors. This revolutionary pool finish virtually eliminates all of traditional plaster and paint coating shortcomings. It is resistant to chips, peeling, scratching and cures in seconds not weeks. In addition, ecoFINISH provides the green component the pool builder readily required. It is VOC (Volatile Organic Compounds) free and, perhaps more importantly, pH neutral. With ecoFINISH, there is no calcium leaching as found in plaster finishes. And thus, no harsh chemicals are needed to balance the pH levels in the pool water. "The more I install this product, the more impressive it becomes," Solana says, "and we're excited to share it with our customers."

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