

Summer Entertaining: Parties with Pizzazz!

Montco/Main Line East

# HOUSE & HOME

YOUR #1 RESOURCE AND DESIGN MAGAZINE

**Eco-Friendly  
Pool Finish**

**The Magic of Paint**

**Get Grilling!  
Trendy Outdoor Kitchens**

**10 Innovations for Your Home**

**Exterior Matters—First Impressions Count**



Visit [www.HouseMagazine.com](http://www.HouseMagazine.com)  
to View Our Online Design Center

▶ There's no need to "borrow" your neighbor's copy!

Receive your own copy of *HOUSE & HOME*—FREE.  
Simply go to [www.sn.im/freecopy](http://www.sn.im/freecopy)



revolutionary  
*eco-friendly*



finish is the wave  
of the future for  
swimming pools

Top: This pool and spa are coated with two different finishes for a beautiful aqua contrast. The pool is finished in Baja blue and the spa in emerald blue.

Above: Indoor pool at the Spring Valley YMCA

For decades swimming pools have been coated in a silky brilliant white rubber-based paint finish. Besides the smooth texture and bright white look, this type of paint was known for durability against stains and imperfections. During the late 1980s, government regulations banned some of the most crucial ingredients for making this product maintenance-free. New paints were no longer free from imperfections; and blistering, chipping, peeling and fading began to appear in as little as six months. This forced swimming pool builders in this region to switch to plaster finishes. Plaster had its own issues, in the form of a long and complicated start-up process, staining, shrinking and cracking—to name a few.

In search for something better, companies developed aggregate finishes. The goal was to replace plaster with aggregates that would hide imperfections. This type of finish had its own drawbacks. It was expensive and colors were inconsistent and rough to the touch. Aggregate finishes also required a fair amount of maintenance in the form of pH balancing.

It took over 20 years, but a new product has now been developed which consists of the best features of paint, plaster and aggregate finishes. The EcoFinish™ family of pool finishes are pneumatically applied high-performance pool finishes that capture the strength, durability and maintenance ease of old school finishes, while maintaining the beauty and architectural color range of aggregate finishes. EcoFinish is also eco-friendly and is Volatile Organic Compounds (VOC)-free. It is stain- and crack-resistant and outlasts most traditional paint or plaster finishes for years to come. It's a great choice for homeowners, pool builders and pool dealers who are looking for a plaster alternative.

When plaster, basically a mix of Portland cement and sand, is applied to a swimming pool shell, it requires at least two to four weeks to cure, cutting into pool enjoyment and swim time. After a pool has been filled with water, another phenomenon known as calcium leaching, begins. This leaching requires the use of chemicals to balance the pH. Again, there is an additional wait to normalize the pool water.



This pool's finish was starting to show its age. Carlton Pools applied AquaBright™ in Tahoe blue to give the water a beautiful Caribbean look.

“I’m pleased to recommend EcoFinish™ as a finish to pools and spas based on our experience at the Spring Valley YMCA. This product has cured many operating issues we experienced. It is now saving us manpower, chemicals and downtime.”

~John P. Greenauer, vice president,  
Freedom Valley YMCA

The newer, revolutionary EcoFinish virtually eliminates the shortcomings of traditional plaster and paint coatings. EcoFinish is resistant to chipping, peeling and scratching. It cures in seconds, is extremely durable, and outperforms and outlasts most conventional finishes. Because there is no calcium leaching, there is no need for costly harsh chemicals. Plus, there's a large color palette of choices—all 99-percent fade-resistant.

Additionally, EcoFinish pool finishes contain no solvents and reduce waste associated with plaster and paint. There are no heavy trucks and equipment used to transport and apply, thereby reducing the use of fossil fuels.

Innovative EcoFinish...

- Is fade-resistant, chemical-resistant and formulated with UV inhibitors which make them virtually fade-free.
- Offers easy chemical start-up. It's simply: balance and swim.
- Will not mottle. Those cloudy discolorations are a thing of the past.
- Is scale-resistant. Hardwater scale is never an issue because there is no calcium contained in any of the finishes.
- Is spider crack-resistant. No more little cracks appear. When renovating, EcoFinish fills in and smooths over existing spider cracks.
- Is repairable. Although EcoFinish pool finishes are one of the most durable pool finishes available, sometimes accidents occur. If the finish is ever damaged, it's absolutely repairable with almost no trace.

Whether you're building a new swimming pool, updating or renovating an existing one, consider EcoFinish. It not only helps the environment, it's the wave of the future!

For more information on the benefits of EcoFinish™ pool finishes, visit [www.ecopoolfinish.com](http://www.ecopoolfinish.com) or call 800-333-1443. EcoFinish is available through Carlton Pools, headquartered in Warminster, PA. Visit [www.carltonpools.com](http://www.carltonpools.com) for additional information on Carlton Pools.

H&H