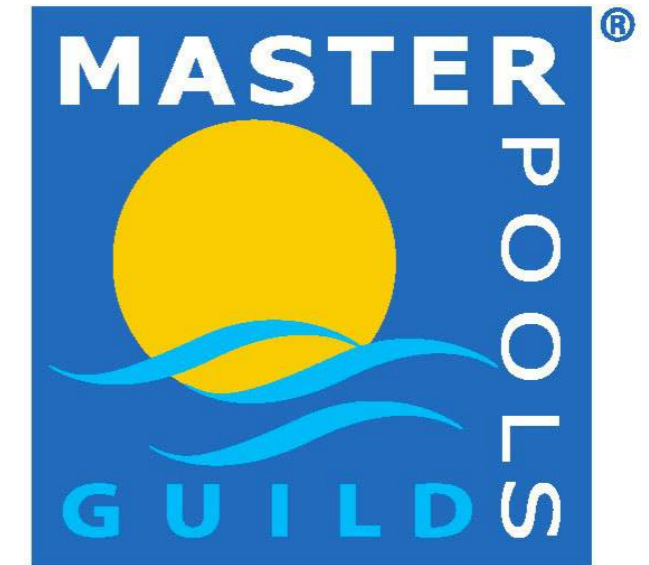


*Top Trends In
Swimming Pool
Design 2015*





WELCOME!

TOP 10 TRENDS IN 2015

The concept of outdoor living has never been more popular as today's families strive for a healthy and active lifestyle, but, the definition of outdoor living is changing. When today's consumer chooses to add a swimming pool to their home, the choice includes embracing a lifestyle. It is a movement toward more family time and being more active.

As members of the Master Pools Guild we live that lifestyle ourselves. It is our privilege and our pleasure to share with you a little inspiration and a few insider insights that can enhance the investment you are making in your home. We hope you enjoy this look into the Top 10 Trends In Swimming Pool Design for 2015.



Photograph by Holger Obenaus

Trend # 1

The Edge Of Glory

This is the first year that the “edge” has appeared atop our trends list but its rise in popularity makes this ranking no surprise. Whether infinity or knife edge, the sleek, sophisticated lines of water in transit make this design element the 2015 favorite.

The infinity pool design (also referred to as a vanishing edge or perimeter overflow pool) made its first appearance decades ago in luxury homes that afforded huge panoramas. Today’s swimming pool professional, has fine tuned this design allowing its incorporation into much smaller spaces. When the water surface visually blends with the sky view beyond the end result is breathtaking and often makes a small space seem quite a bit larger.



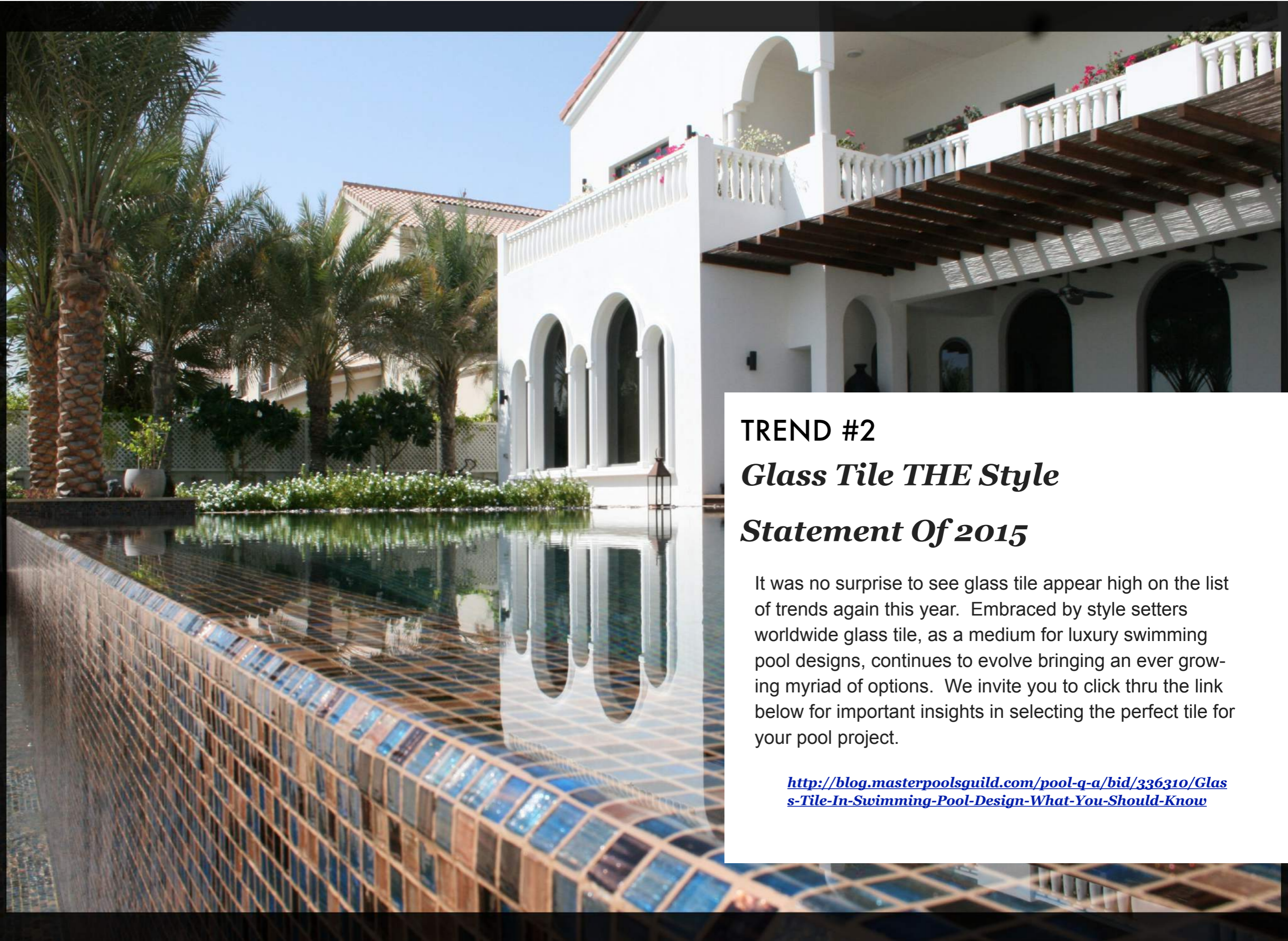


The "knife edge" is one of the most complex of edge techniques used in swimming pool design and construction. What makes this design so unique, is that there is virtually no edge material or coping. The design is in essence a "knife's edge." The water disappears into a slim slot opening contributing to the sleek mirror effect.









TREND #2

Glass Tile THE Style Statement Of 2015

It was no surprise to see glass tile appear high on the list of trends again this year. Embraced by style setters worldwide glass tile, as a medium for luxury swimming pool designs, continues to evolve bringing an ever growing myriad of options. We invite you to click thru the link below for important insights in selecting the perfect tile for your pool project.

<http://blog.masterpoolsguild.com/pool-q-a/bid/336310/Glass-Tile-In-Swimming-Pool-Design-What-You-Should-Know>





If there is magic on the planet it is contained in the water. Loren Easley



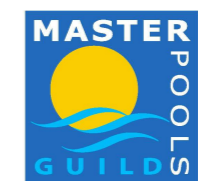
TREND #3

Raising The Fun Factor With A Baja Ledge

Often referred to as a thermal ledge or a lounging ledge, these shallow spaces are perfect places for:

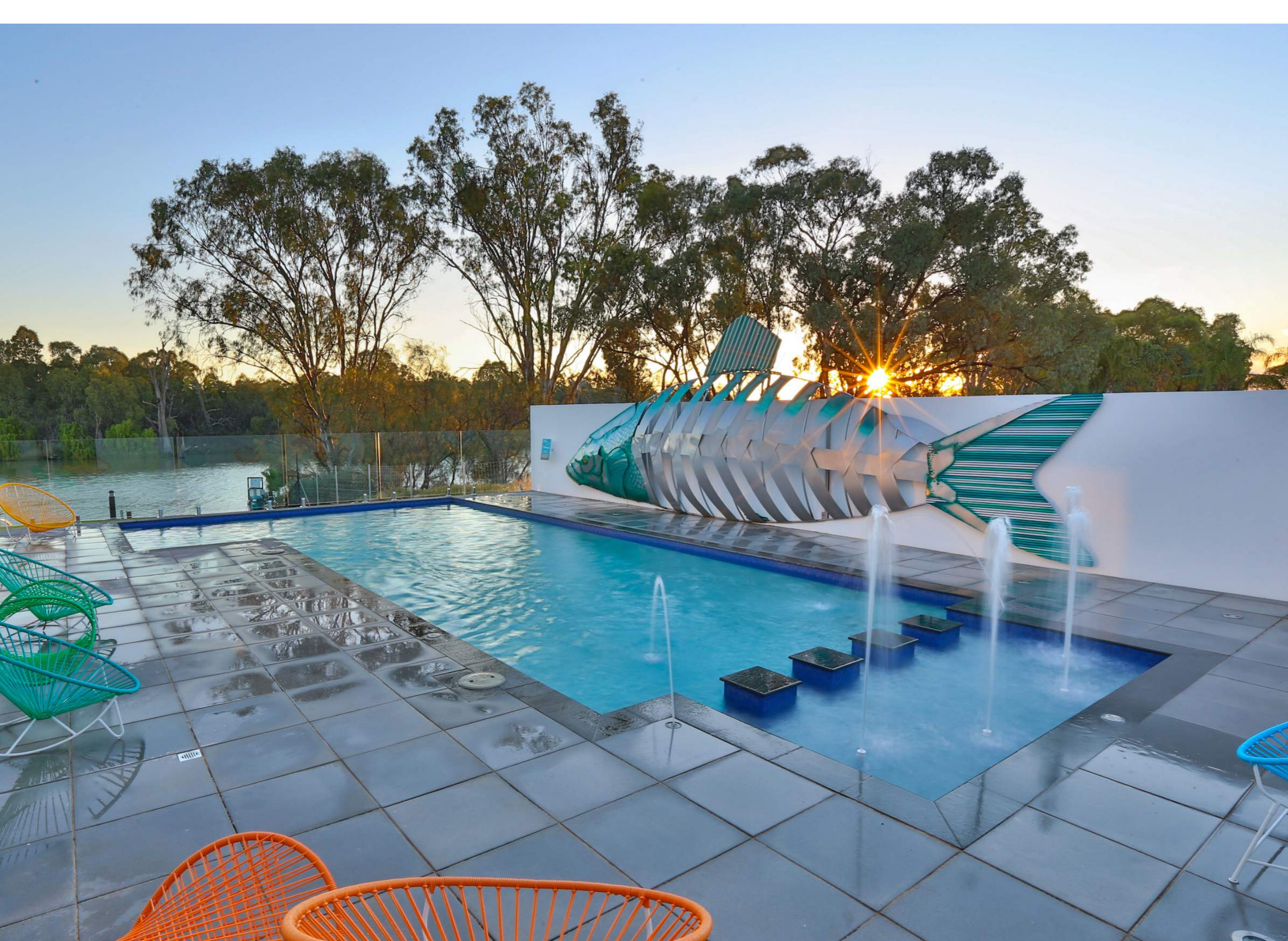
- * Toddler Splash Areas
- * Launch Platforms For Floats & Floating Toys
- * The Perfect Place For Adults To Lounge In The Pool

Bubblers and Umbrellas Sleeves Are Great Additions To A Baja Ledge!









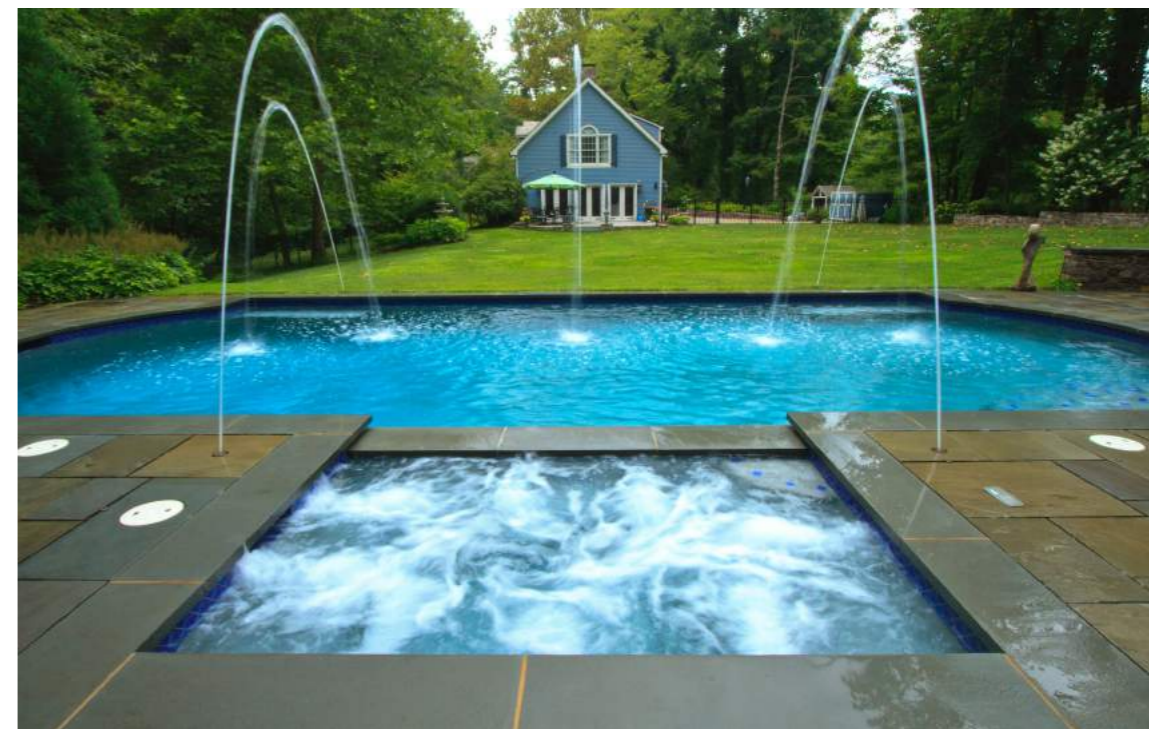


TREND #4

Magic Of Moving Water

Nothing enhances an outdoor space like the soothing sound and shimmering sight of falling water. Today's consumers are finding it easier and more affordable than ever to include spectacular water features in swimming pool designs.

Beautiful fountains, waterfalls, wall accents, rain walls, jets, bubblers, many of which include LED lighting, can transform your poolscape into a romantic oasis or a fun family water park, the choice is yours. Automation & mobile controls of these features are truly icing on the cake! Add a subtle decorative piece or create a breathtaking focal point, the ultimate in flexibility, water features make your outdoor space uniquely you.





Laughter
Joy
Relaxation





TREND #5

Start With A Luxurious Finish!

Crushed Pebble Aggregate Finishes have been used in resort pools and luxury spas for years. Today's consumer understands more of the process and the benefits of this luxury finish. Comprised of the finest crushed pebbles and seashells from around the world this finish is relatively low maintenance and the slight texture makes for a slip-proof surface. Aggregate pool finishes are gaining a reputation for striking beauty and long-lasting durability.





Family, nature and health all go together. - Olivia Newton-John



TREND #6

Inside Out Seamless Spaces

Outdoor living spaces can bring traditionally indoor gathering areas such as family and dining rooms outside. This practice has become one of our most popular design trends. Often with the swimming pool as the focal point, homeowners appreciate the ability to extend their entertaining and living spaces adding an array of customizable features that include lighting, music, fireplaces, kitchens, the list is endless.





Expanded outdoor spaces:

- * Outdoor kitchens***
- * Outdoor living/media rooms***
- * Outdoor dining rooms***
- * Custom built-in spas!***





TREND #7

View To A Thrill With LED Lighting

LED lighting can transform your outdoor environment and create a backyard ambiance that reflects your mood and style. From brilliant LED arcs of water and light to remotely controlled arrays of multicolor lighting effects in and around the poolscape, LED lighting is clearly a trend that is here to stay.







TREND #8

The Hidden Benefits of Automatic Covers

Automatic pool covers have been around for a while but this is their first year among the list of top ten trends. We believe today's research savvy consumers understand not only the obvious benefits of automatic pool covers but also the hidden benefits. The biggest of which is SAVINGS, and automatic pool covers provide quite a list of savings



Saving: Energy

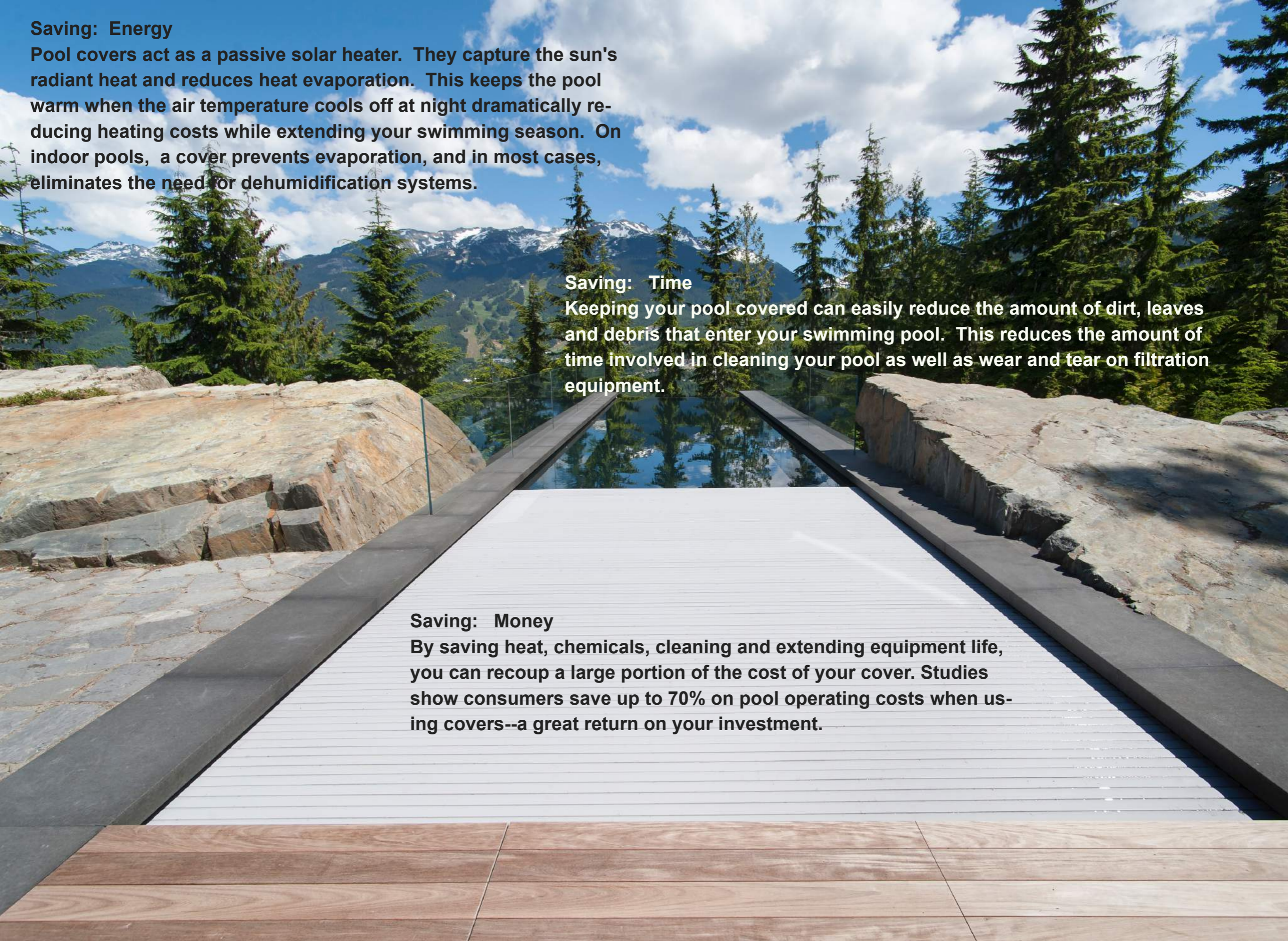
Pool covers act as a passive solar heater. They capture the sun's radiant heat and reduce heat evaporation. This keeps the pool warm when the air temperature cools off at night dramatically reducing heating costs while extending your swimming season. On indoor pools, a cover prevents evaporation, and in most cases, eliminates the need for dehumidification systems.

Saving: Time

Keeping your pool covered can easily reduce the amount of dirt, leaves and debris that enter your swimming pool. This reduces the amount of time involved in cleaning your pool as well as wear and tear on filtration equipment.

Saving: Money

By saving heat, chemicals, cleaning and extending equipment life, you can recoup a large portion of the cost of your cover. Studies show consumers save up to 70% on pool operating costs when using covers--a great return on your investment.





TREND #9

Set In Stone: Travertine

Travertine has a history of being used in some of the world's most prestigious buildings. The Romans mined deposits of travertine for building temples, aqueducts, monuments, bath complexes, and amphitheatres including the Colosseum which is the largest building in the world constructed mostly of travertine.

The stone is characterized by pitted holes and troughs in its surface. Although these troughs occur naturally, they suggest signs of considerable wear and tear over years. It can also be polished to a smooth, shiny finish when desired.



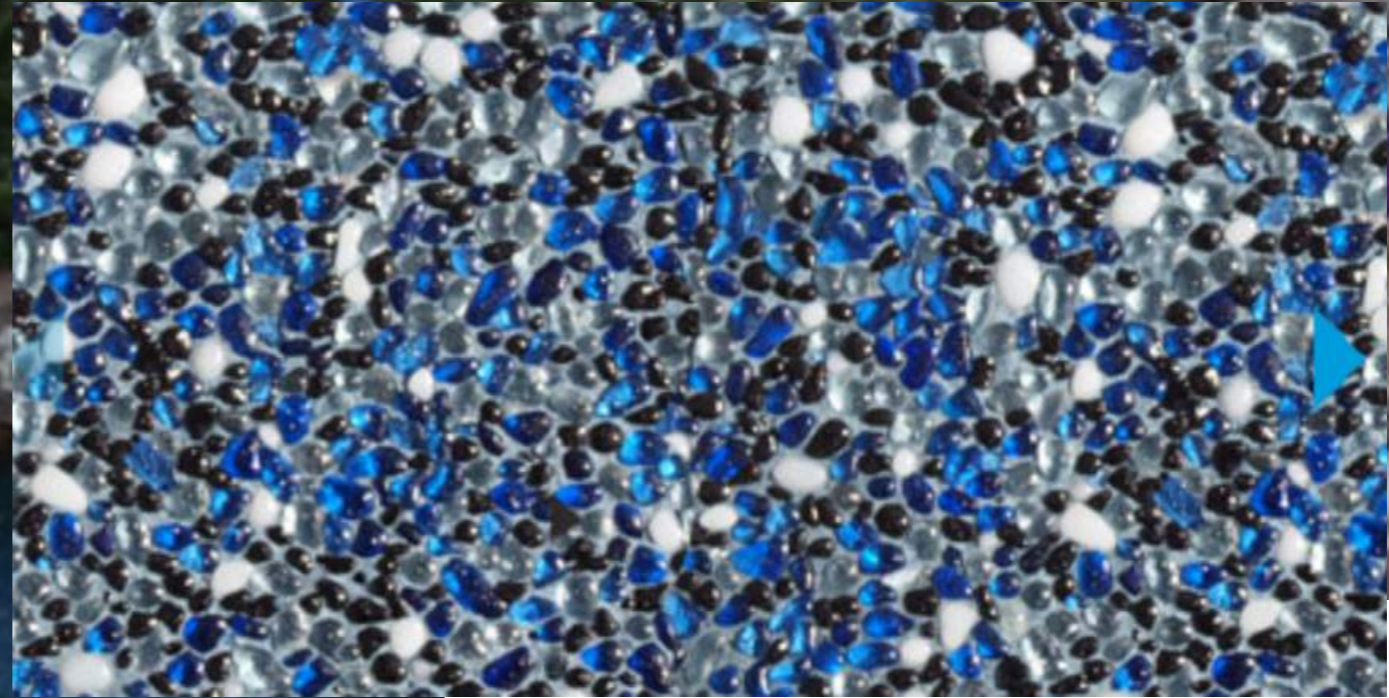
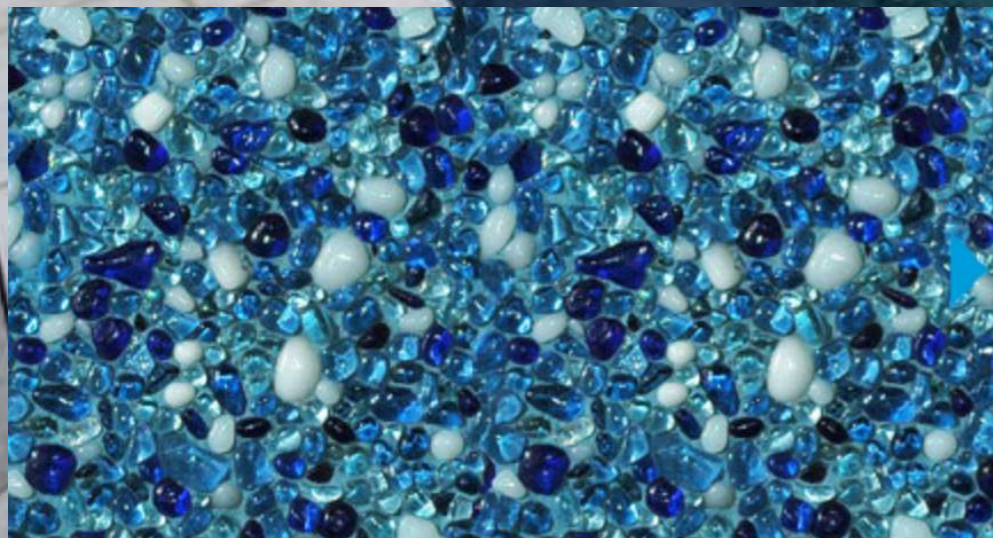
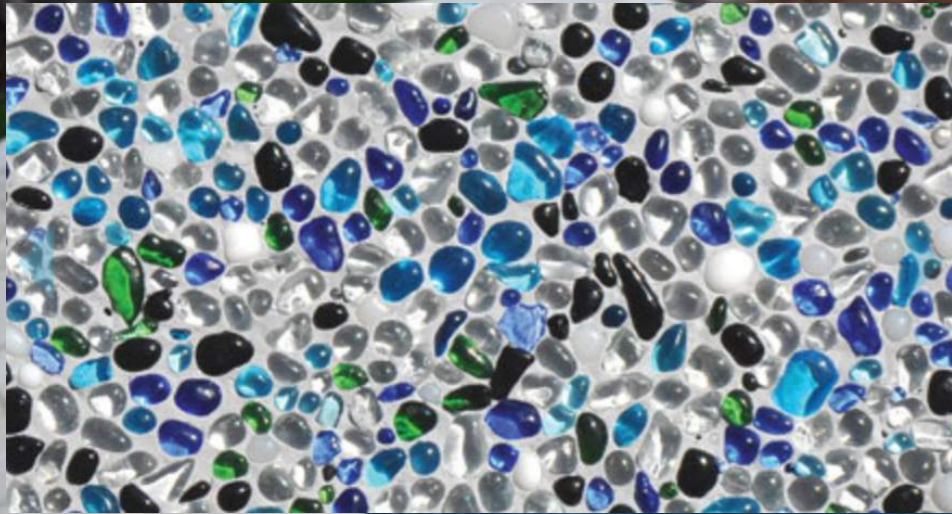
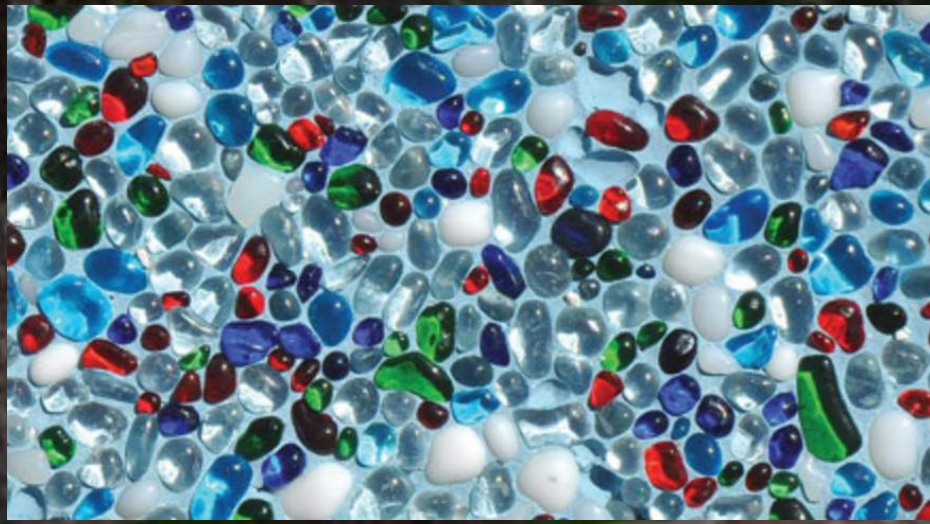


TREND #10

The Art of Fire

Fire and water. Two elements that naturally compliment each other. Today's top designers bring them together to create artistic perfection in outdoor design. Fireplaces, fire pits, fire bowls not only provide the beauty of dancing flames but also offer warmth as the temperatures cool allowing extended seasons and time spent living poolside.





TRENDS THAT ARE ON THE HORIZON

BEADCRETE

Beadcrete® is the latest development in concrete pool finishes. Beadcrete® contains solid, inert, glass spheres locked into carefully graded aggregate matrix by polymer-modified cements creating a truly unique 3-dimensional effect bringing you a unique finish that is durable, beautiful, and elegant.





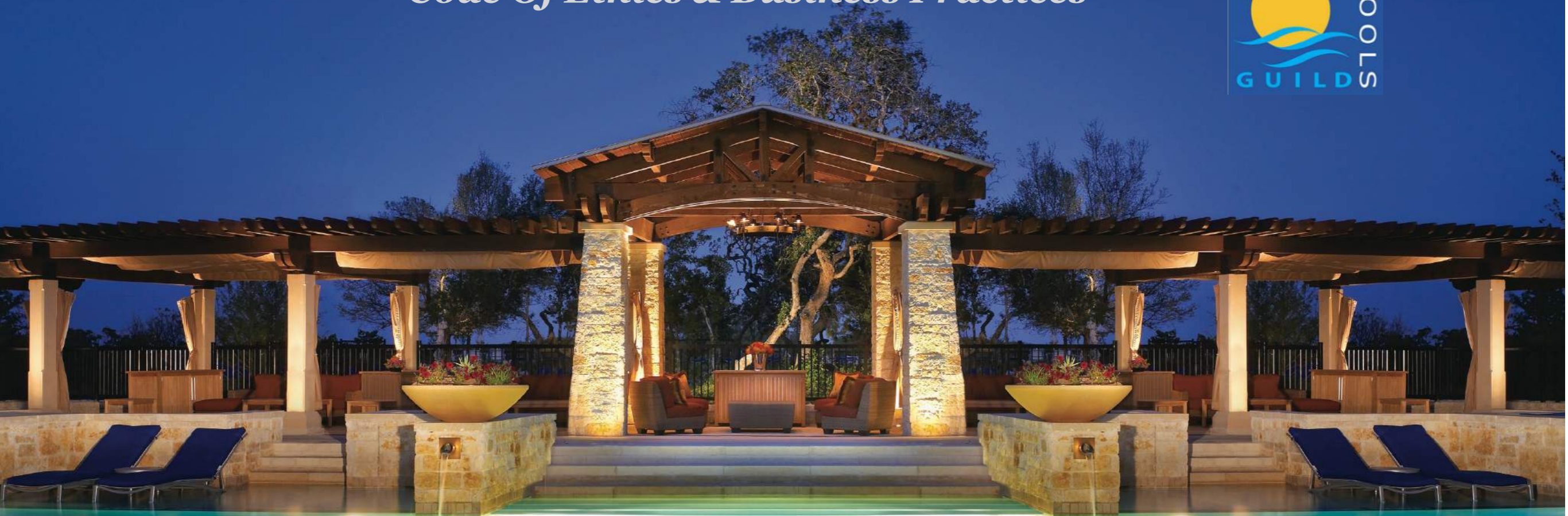
UV SANITATION SYSTEMS

The majority of residential pool owners use some form of chlorine to sanitize the water. Normally, chlorine levels are maintained in a range that runs from 1 part per million to 3 parts per million. With the implementation of a UV System pool owners can save up to 70% in the cost and use of chlorine.

UV systems use innovative technology that incorporates ultraviolet light in the sanitation process. As water passes through the chamber the ultraviolet lamp destroys pathogens by altering their DNA. Algae and bacteria are eliminated resulting in clean and clear water for you to enjoy.

WHO WE ARE...

Code Of Ethics & Business Practices



Master Pools Guild members are dedicated to designing and building the World's finest pools to the highest industry standards.

The Master Pools Guild success is based on the sharing among members along with the trust and confidence that is earned from our clients.

We secure loyalty by keeping commitments, demonstrating integrity and honesty in achieving our goals through ethical conduct and honorable business performance.



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Village Pool Builders

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Monarch Swimming Pools, Inc.

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Curtis Pools
Florida - Bonded Pools, Inc.
Fun State Pools, Inc.
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Custom Pools, Inc.

Illinois

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Indiana

Nierman Brothers, Inc. Pools & Spas
Terry Pool Company, Inc.

Kentucky

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Louisiana

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Pro Pools & Spas, Inc.
Professional Pools & Spas, Inc.

Massachusetts

Hendricks Pools, Inc.

Maryland

Maryland Pools, Inc.

Michigan

Beattie Master Pools
MP by Kalamazoo Swim Pool Co.

Minnesota

Quality Pools, LLC

Missouri

Pool Tron, Inc.
Vaughan Pools, Inc.

Mississippi

Adcock Pool, Spa & Billiards

Montana

Erickson's Pools & Spas

Nevada

Master Pools By Gur'kovic, Inc.
Prestige Pools, Inc.

New Hampshire

Custom Pools, Inc.

New Jersey

Creative Master Pools, Inc.

New York

Aqua-Qual Swimming Pool Co.
Beauty Pools, Inc.

North Carolina

Gress, Inc.
Greenville Pool & Supply
Lombardo Swimming Pool Co.
Medallion Pools

Ohio

High-Tech Pools, Inc.

Oklahoma

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Prestige Pools And Spas, Inc.

Oregon

Emerald Pools

Pennsylvania

Arrow Master Pools

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Aqua-Blue Pools Of Charleston
The Clearwater Company, Inc.

Tennessee

Madison Swimming Pools, LLC
Memphis Pool

Texas

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Claffey Enterprises, Inc.
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Utah

Swim Clean, Inc.

Virginia

Douglas Aquatics, Inc.

Washington

Allstar Pools & Spa, Inc.

Wisconsin

Neuman Pools, Inc.

United Arab Emirates

Belhasa Projects LLC

Locations listed are company headquarters. Please visit our website for a full list of member's locations & areas served.

www.masterpoolsguild.com