



# SPLASH TIME

D&L POOLS, INC.

## D&L Pools Open a Peoria Location!!

Our "Big News" for this spring is our second location. At the request of many customers in Peoria, Dunlap and other surrounding areas, we have opened a second store. This location, in Peoria at the Metro Centre, will prove to be more convenient for all around. We have the same chemicals, accessories, parts, toys and more. We are also featuring some of the "Newest" and "Unique" products in the industry. Stop by and see our new location with its tropical theme. It is very festive and we can hardly wait for the season to start.



Fully Functional mini In-Ground pool display. State of the art automation and water features

We are also very happy to announce that Eric Wall has joined the D&L Team. His knowledge of the Pool Industry will be very beneficial to you in our continuing effort to bring you the best possible pool and spa products as well as the most outstanding service in the Central Illinois area.

VOLUME 1, ISSUE 1

FEBRUARY 2012

Stop by either location between now & March 17th to sign up for our Pre-Season Give-away!! The drawing will be March 17th, 2012 for a **\$500.00 In-Store Credit!** No Purchase necessary to win. That would be a great start for the season!!!!

### Special Interests. Call for more details:

- \* Avoid a Wait, Book Pool Opening NOW!
- \* How do I turn my Pool/Spa into **"Bottled Water?"**
- \* 15' Round Above Ground Pool w/ equipment **\$ 999.00 WOW!!!!**

## 2012 EARLY BUY DISCOUNTS

In celebration of our second store opening, we have a special discount on chemicals for you. Our "Grand Opening" for the Metro Centre location will be from **March 19<sup>th</sup> to March 31<sup>st</sup>**. During those 2 weeks we will be

offering an additional **5%** discount. You must pick up the coupon at either location. Yes, that means instead of the traditional spring discount of 15% off of EZ Pool, ProTeam or Baquacil, you will save up to **20%** if paid by cash,

debit or check. Credit card purchases will amount to a total of 17% discount. This is possible due to our suppliers giving us an extra discount if we purchased our stock before a certain date. We wanted to pass this savings on to you.

**D&L POOLS, INC.**  
"OUR STORE TO YOUR DOOR"

Hanna City

12612 W Farmington Rd  
Hanna City, IL 61536

Hours:

Monday– Friday 9-4  
Saturday 9-1

Tel: 309-565-4530

Fax: 309-565-4580

Metro Centre

4700 N University  
Suite #22

Peoria, IL 61614

Hours:

Monday –Friday 10-6

Tel: 309-693-4220

Fax: 309-693-4227

Email us at:

[www.dandlpoools.com](http://www.dandlpoools.com)

*Service is*

*Our #1 Priority, ask  
our customers.*

Please visit us

on:



And



Let us teach you the ways  
to "Enjoy your Pool"  
Don't let it be your  
SECOND JOBI

## WHAT DOES OUR SLOGAN MEAN?

Our company slogan is so much more than just a "slogan!"

### "Our Store to Your Door"

"Our Store to Your Door" water testing lab continues to be very beneficial to a large number of our customers from a peace of mind and convenience standpoint. Our mobile lab is intended for use by our chemical purchasing customers. Many chemicals purchased elsewhere (discount big box stores) do not get the intended results, regardless of their seemingly lower initial cost. Don't make the "Great Mistake" in

going elsewhere...

Our mobile lab provides computerized pool water testing right at your home for a minimal charge of \$15.00 per visit. This is well below industry averages of those that provide such services.

We are also happy to deliver any chemicals or pool and spa supplies that you may need while we are there for free! A wide variety of services are available from D & L Pools that will surely put a smile on your face and a twinkle to your water!



## EZ POOL TAKES LEAD

A quick word about EZ Pool. In 2010, we had 118 customers actively using EZ Pool. At the end of 2011, the number of active EZ Pool Customers has grown to an impressive number of 322 "Very Happy" customers. "This stuff flat out works!" says Mrs. Johanson, an EZ Pool Customer since 2010. She says, "This is my second season with EZ Pool and I still can't believe how well it worked with only treating it one day a week. I used to dislike having the pool because it was such a hassle. You would just get it cleared up and the next day it would be cloudy or green! Uggggg! Being on EZ Pool has restored the fun back in having a pool!!" Thanks, D&L for introducing me to EZ Pool... I love it..."

Just so you know, anyone can convert from chlorine or even Baquacil to this amazing simple way of pool water care.

You will enjoy the most shimmering healthy water that you have ever seen with a fraction of the work. Throw away your rubber gloves, goggles and lab coat so you can enjoy pool ownership like it was intended to be. Check out more advantages of using EZ Pool and EZ Spa under the chemical section of our website.

## 2011 RECAP

The 2011 season was another **Fantastic** year for us in terms of growth and for that, we thank our long-time loyal and new customers. In these economic times we realize it is difficult for some of our customers to afford and maintain their pool for family and friends. That is why we continually strive to prescribe the best and least expensive methods of pool care so your overall cost will be kept at a minimum. During the course of the winter months we have invested thousands of dollars towards the education for our employees, in all areas, so we may serve you better.