

# activate

THE SMART INVESTMENT  
IN SAFE WATER



**DRYDEN  
AQUA**  
TECHNOLOGY

SUSTAINABLE  
WATER  
QUALITY

## Benefits of Dryden Aqua's Activate Glass Media

### MAKE MORE PROFITS

- » Strong margins
- » Less competition in B&M market, difficult to sell online
- » Generates return visits to your store
- » No more sand changes

### STAND OUT FROM THE COMPETITION

- » Positions you as the technology leader in pool filtration
- » Guaranteed to last a lifetime
- » Reduces overall chemistry usage in pool
- » Saves on backwash water loss

### BEST IN CLASS FILTRATION

- » Filters down to 4-5 microns
- » Creates better flow process, so pump is not under a constant demand like with sand
- » 4x better filtration than sand
- » Activate permanent filter media is bio-resistant

### HEALTHY, CLEAR WATER

- » Promotes healthier swimming environment
- » Resistant to bacterial growth, unlike sand
- » No chloramines
- » Activate is NSF-50 Listed

### THE ACTIVATE ADVANTAGE: TRIPLE FILTRATION PROCESS

- » **Mechanical Filtration** – Multi-level, multi-sized glass offers 300x more surface area than sand, creating a finer filtration and cleaner water
- » **Electrostatic Attraction** – Patented glass activation creates better particle adsorption and enhances filtration to 4-5 microns.
- » **Bio Resistance** – Green and amber glass resistant to bacterial growth in the pool filter results in healthier water.

# enhance summer



Enhance Summer is a non-toxic, liquid UV filter that eliminates and/or reduces the need for cyanuric acid. Enhance allows chlorine to be exponentially more effective with significantly less dosage.

## WHY ACTIVATE AND ENHANCE WORK BEST TOGETHER AS A SYSTEM

- » *Creates a unique system for you to offer your clients*
- » *Increases customer satisfaction*
- » *Builds trust with the customer and generates repeat business*

## MAKE MORE MONEY

- » Enjoy solid margins on Enhance with a quick return on your investment
- » Requires a weekly or monthly dose which generates customer return visits to your store

## BE A LEADER

- » Be an expert in the market by offering your customers a non-toxic solution to cyanuric acid
- » Not sold in Big Box stores

## REDUCE CUSTOMER INQUIRIES

- » Easier for your staff to manage pool chemistry related questions and phone inquiries

## A HEALTHY INVESTMENT

When you make the switch from sand to Activate & Enhance, you can rest assured that you're promoting a safer, healthier swimming environment at a low cost.

Visit <https://maytronicsus.com/product/dr-drydens-activate/> to learn how you can share the sustainably smarter solution for crystal clear water.

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

*For Dealer Use Only*

maytronics water treatment



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