

Go Forward into the new decade



The year 2020 is the first year of a new decade and it is a reminder of the long term relationships we enjoy with our customers.

Our most typical customer has been doing business with Hayward for 25 years; however, we have several customers who have been our business partners for 30 years, 40 years and even 50+ years! We are grateful for the partnership and brand loyalty that has been shown and we are committed as ever to providing the highest quality customer and technical service in support of your business success. In 2020, we are implementing new processes which should dramatically improve our delivery performance.

Hayward also has been rapidly expanding its product offering to the pool industry. Our recent acquisitions of Kripsol®/FiberPool® (Commercial products), Sugar Valley® (salt chlorinators and controls), Paramount® (in-floor cleaning systems), and Connected Yard® (water quality monitoring)

are just a few examples of how we are building a more comprehensive portfolio of products for an evolving, competitive pool industry. These acquisitions are in response to demand for products that support the operation of modern swimming pools with added convenience, energy efficiency and pleasure while assuring safe, healthy and sparkling water.

As we look toward 2020, you can expect a large number of new and exciting products and new ways to support the expansion of your business through innovative marketing approaches. We also remain committed to rigorous technical training to the industry to maximize the potential for greater sales and satisfied end users

The Hayward IMG team wishes you and your families' good health and prosperity. We are excited about the future of the pool industry and our relationship with you, our most loyal customers.

Happy New Year from your friends at Hayward IMG!

Ray Denkwicz

Hayward's New SwimClear® Cartridge Filter

SwimClear™ filters are simply the most efficient single element cartridge filters ever produced.

SwimClear has the industry's lowest head loss resulting in reduced operational energy costs.



A recessed pressure gauge and manual air relief allow for easy access to SwimClear's head assembly while also sealing the filter against contamination. And with the lowest body height on the market, cleaning and changing filter cartridges is easier than ever.

An Easy-Lok™ ring design and ergonomic handles offer confident filter handling while preventing contact with fiberglass-based surfaces. With 2" x 2½" union connections, SwimClear is quick and easy to retrofit in virtually any application.

Hayward ColorLogic® - Raise the bar on your pool designs

ColorLogic® Laminars

offer breathtaking ambiance by generating a clear glass-like rod of arcing water from the deck to pool.



A simple integrated flow adjustment eliminates the need for dedicated valves for each laminar allowing complete control of the height and distance of your water stream without the need for tools.

The only laminar with a height adjustable cover, multiple lid color options help it blend with the surroundings



ColorLogic Laminar

The ColorLogic® Laminar can be used with either a CrystaLogic® or ColorLogic® 320/160 for illumination.



CrystaLogic 320/160

ColorLogic 320/160



VGB Compliant Main Drains

- A swimmer's life may depend on them!

VGB Compliant suction outlets (main drains) reduce the risk of suction entrapment. All Hayward WG Series suction outlets and replacement covers are VGB compliant and are tested to ASME A112 19.8b-2009 and ANSI/APSP-16 standards.



For residential and commercial concrete pools, Hayward square drain covers are available in a wide range of sizes and flow designs. The suction outlets are specifically designed for applications with requirements limiting the maximum flow velocity to 1.5 feet per second.

Each size and flow design cover retrofits to existing Hayward frames and are designed for an extensive 7 year life span.

Paramount UV₂ –

Get an additional layer of protection and sanitation

Water circulates through the **Ultra UV₂** chamber and the UV-C lamp immediately inactivates 99.9% of micro-organisms such as crypto, giardia and algae which are resistant to chlorine. This provides a cleaner, clearer swimming environment with zero harmful by-products.

The amount of chlorine needed to maintain an adequate level of residual sanitizer reduces dramatically (a minimum residual level of chlorine or bromine should be maintained at all times).



Multi-directional & quick release piping connections make it easy to install in new and existing pools. 360° direct view lamp indicating ring lets you know the unit is on.

100% corrosion resistant housing. 2 year limited warranty

Paramount is a Hayward company.

For more information on the products featured in Newsplash, please contact Hayward/IMG at

Fax: 909.444.0327, email: img@hayward.com or go to www.Haywardpool.com