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AquaFinesse Wins National Trade Quality Award

[September 9, 2010, Scottsdale, AZ] – *SpaRetailer* magazine is pleased to announce that AquaFinesse has received the coveted SpaRetailer 2011 Certified™ Trade award becoming the first hot tub chemical company to do so.

“AquaFinesse is a relatively new product in the recreational marketplace. Having this certification will certainly give credibility to our story,” said Don Ridpath, Vice President and Owner of the North American manufacturer of AquaFinesse. “We’ve got to get the name out to the retailers, and having AquaFinesse certified is a plus for our sales team.”

Completely independent and based solely on merit, companies in the hot tub industry earn the Certified™ Trade status by demonstrating excellence on every level, from employee training to dealer satisfaction. To maintain complete impartiality, all results were tabulated through a team of third-party auditors, ensuring that this certification was won fairly and not influenced by advertising dollars.

“AquaFinesse has been making waves in the spa industry, and I believe being Certified will only help them continue to grow,” said David Wood, Editor-In-Chief of *SpaRetailer* magazine. “We are very excited that they met the stringent standards and are now the first SpaRetailer Trade Certified chemical manufacturer.”

“To be able to say that AquaFinesse is Trade Certified is great,” Ridpath said. “When dealers purchase our certified product, and pass the retail audit, they too can become a certified retail store. This is a win/win situation.”

In 2011, Bigfish Publications will recognize AquaFinesse and other select manufacturers in the hot tub industry that consistently provide a superior buying experience for dealers. Local hot tub retailers can take pride knowing they have hired among the best companies in the industry. These manufacturers are evaluated based on independent audited results related to sales, service, operations and customer satisfaction.

About *SpaRetailer* magazine

SpaRetailer is a trade publication dedicated to bringing relevant news and stories to hot tub retailers across North America.

About AquaFinesse

For the past 9 years the AquaFinesse team have been the experts in the field of environmentally friendly water treatment. The patented technology behind

AquaFinesse has proven to be revolutionary and years ahead of its time as it demonstrates consistent outstanding results in addressing the real cause of bacterial pollution by developing a range of products to mitigate biofilm in an environmentally friendly way, which until now was only achievable by using the harshest of chemicals, with their well documented disadvantages such as toxic action to the environment and corrosion causing properties.

AquaFinesse is now in 42 countries and throughout North America and offering the pool and spa industry an Eco friendly products with programs designed to get the customer back into your store for repeat business. A true Green solution to your customers needs.

For more information visit: SPARETAILER.COM

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