



# CLAFFEY POOLS





*quality* IS OUR COMMITMENT TO YOU

For more than 28 years and over 8,000 pools, the Claffey family has been creating world-class backyard environments. Claffey Pools provides the best **VALUE THROUGH QUALITY**, regardless of the size or type of your project.

CLAFFEY POOLS



## *core values*

CHRISTIAN

INTEGRITY

HONESTY

LOYALTY

TRUST

TEAMWORK

LEADERSHIP

POSITIVE

RESPECT

SELFLESS SERVICE

# *claffey circulation*

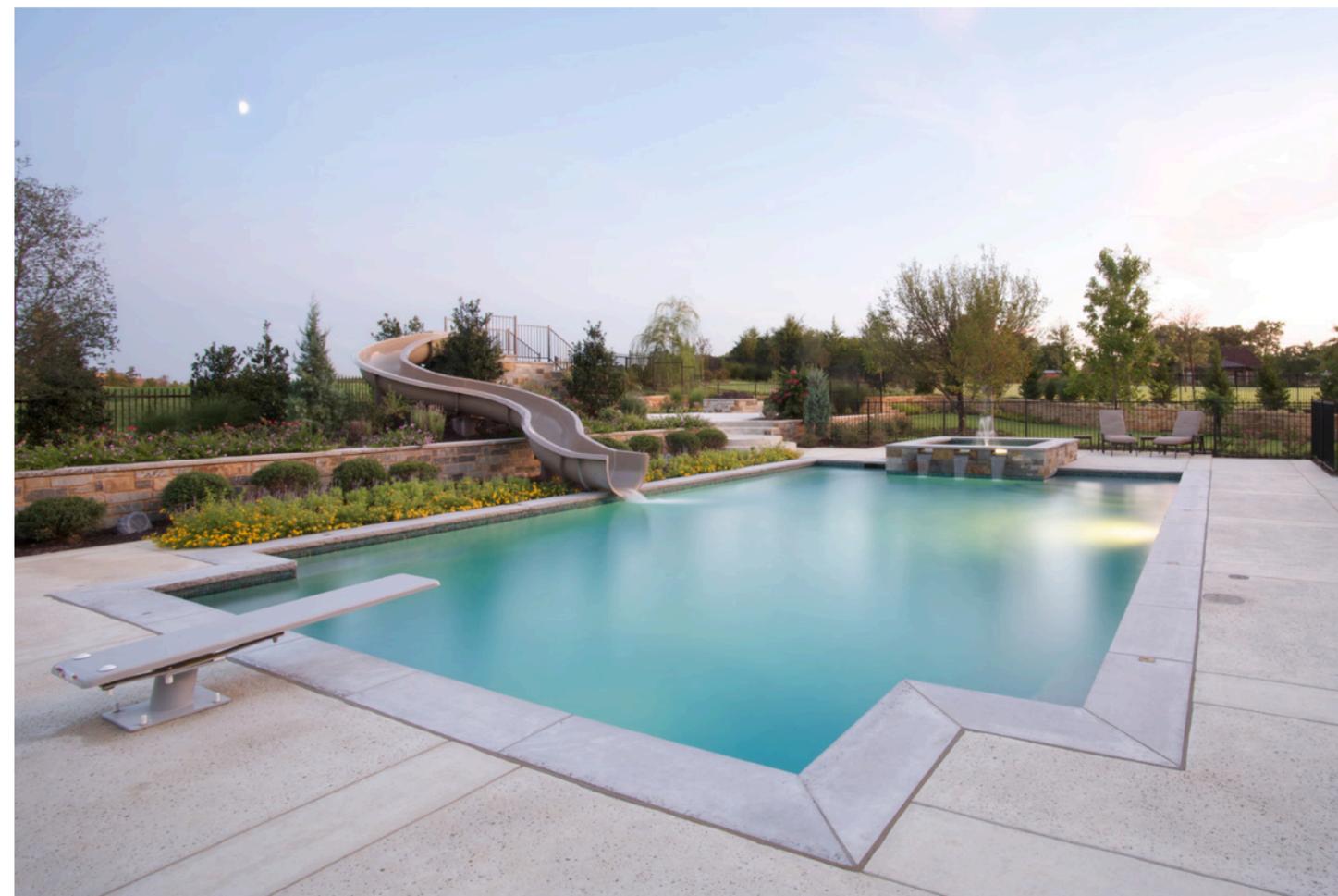
## **SANITATION - PLUS**

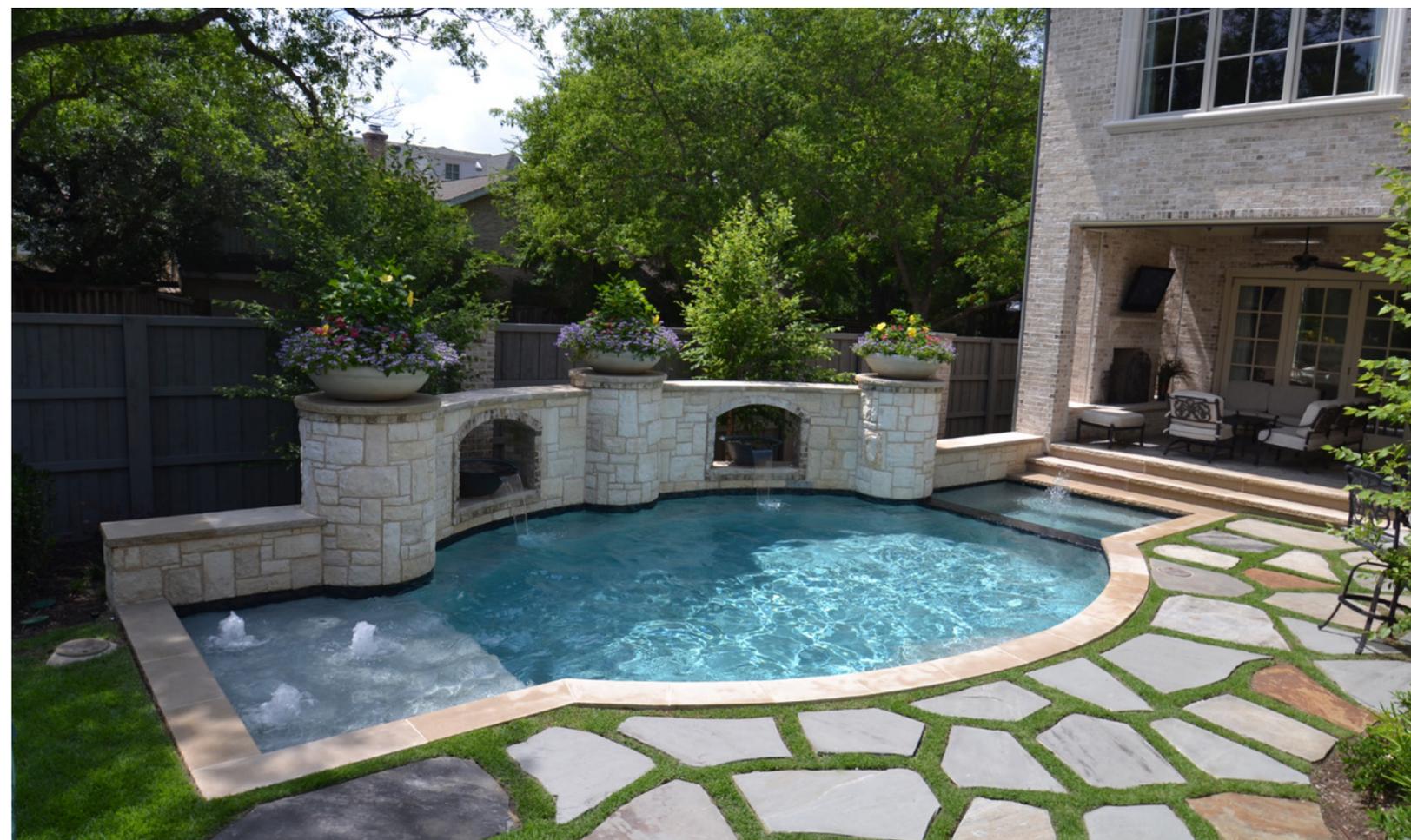
An Exclusive Claffey Pools System utilizing STATE-OF-THE-ART TECHNOLOGY.

By utilizing and designing a system with the latest industry technology and sound hydraulic principles, we are not only able to improve the performance of your swimming pool's circulation and sanitation systems, but we also reduce the wear and tear on your pool equipment. Most importantly, our system provides you with an ENVIRONMENTALLY and ENERGY friendly swimming pool.

**PLEASE ASK YOUR CLAFFEY DESIGN CONSULTANT  
FOR MORE DETAILS**









## *how it all* STARTED

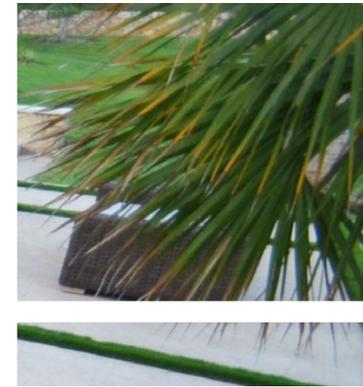
Winters in Wisconsin are typically difficult, but in 1982 the frigid season was especially harsh. Longing for a new beginning, Paul and Barb Claffey bought a one-way ticket to Dallas where they began building pools and in 1987, Claffey Pools was born. The company adopted the motto "Quality is Our Commitment to You," and as Claffey Pools grew, Paul and Barb brought their sons and daughter on board. The family worked side by side, and together, they turned Claffey into the most recognized pool builder brand name in North Texas.



*we are* INVOLVED

Claffey Pools' involvement in the community, as an active member in local chambers and participant in area charities, has made us a household name. Claffey Pools has had the honor of accepting titles such as "Best of the Best" in Colleyville, Southlake, and Grapevine. We are "Golden Torch" award recipients with the Better Business Bureau, and are members of APSP as well as of the Master Pools Guild. We are proud to have been named "Family Business of the Year" for the entire state of Texas by Baylor University.





*we make dreams* COME TRUE

Your backyard project is about you, your family, and your quality of life. It is our job to ask you specific questions and blend your answers with our expertise to create a project that is not only unique, but reflects you and your lifestyle.

**THE CLAFFEY DIFFERENCE**

Strong commitment to environmentally responsible pool building.



**GETTING STARTED**

Before we make our first visit to your pool site, we will require you to provide us with a property survey that has been stamped by a licensed surveyor. Your Claffey design consultant will then visit you to ask about your family, lifestyle, and pool usage. We'll also cover form and function, design, sanitation, and more. Before leaving, your Claffey design consultant will schedule a follow-up meeting at one of our showrooms.

**DESIGN**

Claffey Pools designers have a combined pool design and building experience of more than 100 years. Our professional staff includes degreed landscape architects, home builders, and structural designers. Every project, big or small, is custom designed using the latest technology.

**ESTIMATING**

Our estimates will be the most detailed proposals you will find. Unless you add something during the process, you will not be charged for lack of accuracy by our staff. There are no hidden exclusions, or assumptions.

**CLAFFEY OFFICE VISIT**

During your office visit, you will review a "state-of-the-art" 3-D presentation of the design we have created. We will walk you through the most complete and accurate estimate in the pool design and construction industry, explain conditions such as structure, drainage, and topographical changes that are unique to your property, review the finish-out process, and show you products that are included in your project proposal.

**CONSTRUCTION DRAWINGS & PERMIT**

Unlike others in the pool industry, upon contract execution our design staff begins preparing a complete set of plans including schematics, structural designs, drainage layouts, electrical layouts and control designs.

**FINISH-OUT SELECTIONS**

Your Claffey design consultant will coordinate a time with you to meet at our showroom and assist you in the selection of finish-out choices. Our showroom displays the widest choices of standard products in our industry.

**ON-SITE LAYOUT**

A Claffey Pools staff member will take time to show you your pool layout, water features, decking, depths, mechanical location, and all other details in your yard for a comprehensive pre-construction meeting.

**PRE-CONSTRUCTION MEETING**

Your Claffey design consultant and project manager will visit you and your family at your house, review the layout and initial set of construction plans, and answer all of your questions. By this time, your project will be in the permit process and an approximate start date will be communicated.

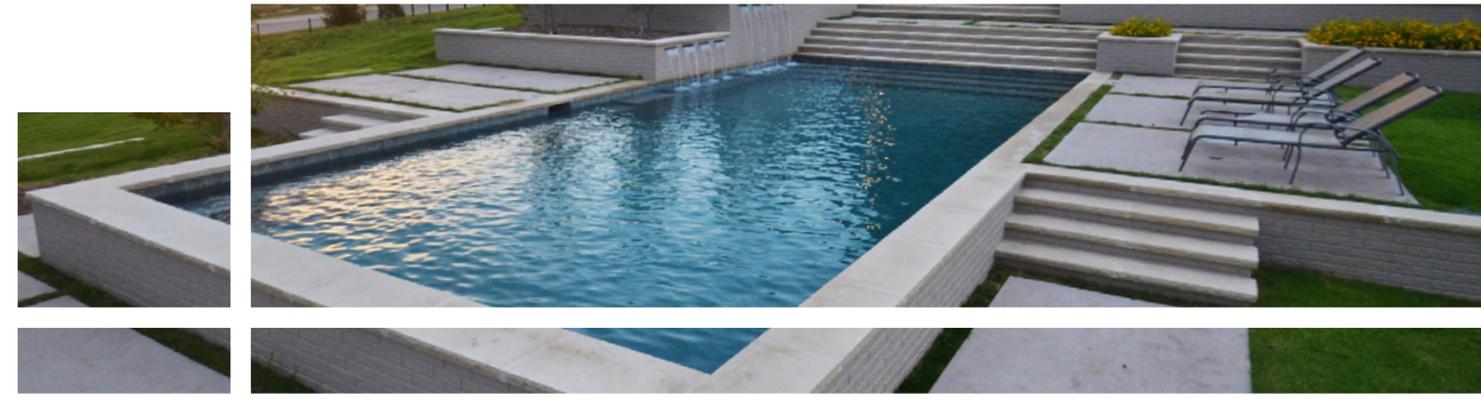
**MASTER PLAN & FINISH-OUT SCHEDULE**

Upon completion of your pre-construction meeting and selections, the Claffey Pools construction management department will produce final construction plans and documents. The pre-construction phase will be complete upon the procurement of permits, HOA approvals and loan closings.



# begin THE CONSTRUCTION

During the building process, your backyard will be filled with Claffey staff and construction equipment. The most skilled work force in the industry will treat your job as if it were their own. The following timeline shows the build process. We want you thrilled and educated throughout the process, so remember to ask questions at any time. Your Claffey Pools administrator, project manager, and designer are here for you.



## PHASE 1

The Dig



## PHASE 2

Steel



## PHASE 3

Plumbing



## PHASE 4

Pool Shell



## PHASE 5

Electric & Gas

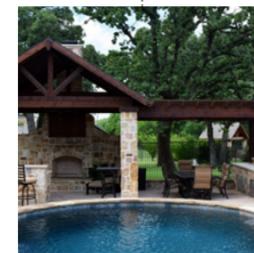


## PHASE 6

Tile/Coping/  
Water Features

## PHASE 7

Decking



## PHASE 8

Outdoor Living



## PHASE 9

Pool Surface



## PHASE 10

Filling & Start-Up



## PHASE 11

On-Site Training



## PHASE 12

Warranty & Service

# remodel YOUR POOL

## GETTING STARTED (REMODEL)

During the initial meeting at your home, our design consultant will gather information from you on what you would like to have done as well as analyze all other potential needs for pool and backyard.

## ESTIMATING/ DESIGN

Depending on the scope of work needed, a design may be necessary to get an accurate depiction of the vision. A copy of your survey may be required to expedite this process. Our estimates will be the most detailed proposal you will find. There will be no hidden exclusions or assumptions made.

## CLAFFEY OFFICE VISIT

During your office visit, your proposal will be explained in detail. Viewing and selecting materials will be necessary to get an accurate estimate for contracting purposes. We may also present a state-of-the-art 3D rendering (based on project complexity).

## PRE-CONSTRUCTION MEETING

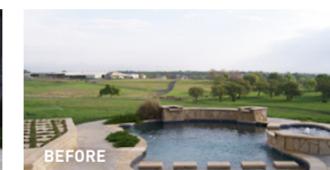
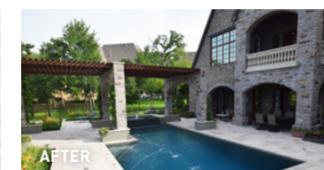
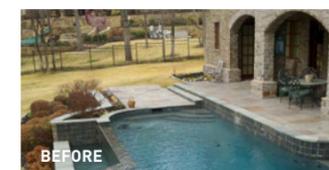
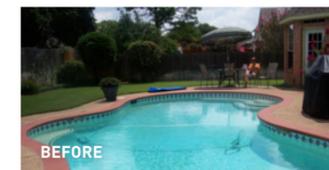
Your Claffey remodel consultant and project manager will visit you at your home, review the contract and construction plans, and answer all of your questions.

## CONSTRUCTION BEGINS

Scheduling notifications of the project phases will be communicated by your project manager throughout the construction process.

## COMPLETING YOUR REMODEL

Once your pool is replastered and full, our end of project coordinators will visit your pool on different trips. First visit will be to clean your filter, start up your pool, and begin chemical balancing. The second visit will be for more chemical balancing. The final visit will be to clean your filter from the plaster dust accumulation on the grids and to finalize your chemicals. Once this phase is complete, your project manager will do a final walk through.



# retail store

**Pool cleaner repair**



**High-tech water chemistry testing**



**Pool chemical supplies**



**Pool maintenance accessories**



**Pool toys, games, and loungers**



**Pool equipment and parts**



## RETAIL STORE

**Phone**  
817.416.0064

**Address**  
100 W. White Chapel, Suite 430  
Southlake, TX 76092

# service

**Residential equipment  
repair and installation**



**Filter cleaning programs available**



**Pool light repair and installation**



**Equipment plumbing repairs**



**Small masonry repair**



**Pool cleaner install**



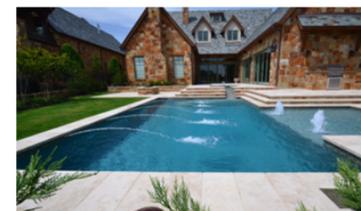
## SERVICE

**Phone**  
817.421.0539

**Address**  
1625 Brumlow Avenue  
Southlake, TX 76092



*products* WE RECOMMEND



## ADVANCED AUTOMATION TECHNOLOGY

Enable total control of your backyard experience. Adjust pool and spa temperatures, turn on water features and lights, adjust sanitizer generation, and much more. With the touch of a button, AquaLink RS systems integrate premium design ingenuity, style, and ease of use for the ultimate pool/spa automation experience.

### **AQUALINK RS SYSTEMS ALLOW YOU TO:**

- Control individual pool and spa equipment from the convenience of your home
- Automate daily pool equipment functions, such as filtration, sanitation and cleaning
- Protect your equipment from damage due to freezing
- Manage up to 32 pool and spa features
- Integrate pool and spa automation into most leading home automation systems

### **ENERGY SMART PROGRAM**

AquaLink RS systems have built-in energy savings programs, allowing the system to automatically adjust routines and schedules with the changing seasons to optimize energy savings and maximize efficiency.

## WATERDESIGNS® — ADD A SPLASH OF ELEGANCE TO EVERY POOL AND SPA

Zodiac® water features increase the enjoyment of every pool by providing the soothing sound and shimmering sight of falling water. Our complete line of water features offers a product suitable for new, remodeled, or existing pools and spas.

**AquaLink®**



### **NEW! Jandy® Pro Series Nicheless Underwater Lights**

New Jandy Pro Series Nicheless Lights now feature RGBW technology creating a brighter, more radiant lighting experience. They require no bonding or traditional niches, and can be installed just 4" below the waterline. Whether swimming or just lighting up the night, you'll enjoy an endless display of brilliant, beautiful color.

- AquaLink® & iAquaLink™ compatible—they can also be controlled with a regular light switch if necessary.
- Available in RGBW WaterColors—9 vibrant colors and 5 exciting light shows. Also available in dimmable White-only models.
- Includes redundant seal technology—helps prevent the conduit from becoming a potential leak path.



**Jandy®**  
Pro Series

Jandy Pro Series manufactures an integrated system of pool and spa products and enjoys an unparalleled reputation for producing the highest quality pool products on the market. We are proud to use the Jandy equipment included here.



**JXi™ Swimming Pool & Spa Gas Heater — Ultra-Compact, Energy-Efficient**

The JXi heater sets a new standard in pool and spa heating technology with its ultra-compact size, lightweight design, and installation flexibility. JXi heaters fit on a 2' x 2' footprint and weigh less than 126 pounds, making them the easiest heaters to move, transport, and install.

- Ultra Compact—Smallest space requirement: 2' by 2' footprint.
- High-efficiency for exceptional 83% efficiency rating and low NOx design, which surpasses strict DOE thermal efficiency requirements.
- Easy to control automation-ready digital interface is AquaLink/iAquaLink-compatible.

**Jandy® Pro Series JE Series Heat Pump**

Jandy Pro Series JE Series line of premium heat pumps deliver maximum energy efficiency and reliability. Working efficiently, JE Heat Pumps absorb free heat from the air and transfer it to the water, making the heating process ecological and cost effective.

- Superior Control—Easy to operate Dual Thermostats (Pool/Spa).
- Features advanced digital control to enable self diagnostics, multilingual capability, and an auto-heat feature, when used in conjunction with AquaLink® control systems, to maintain your pool's temperature automatically and efficiently 24 hours per day.

**Jandy® Pro Series CV Series Cartridge Filter**

Jandy's filter design takes advantage of the filter's total surface area, providing you with the clearest possible water and extended cleaning cycles. Enjoy the clear sparkling water of your pool and spa while the CV filter is working for you. The new CV filter is designed to work more efficiently with other Zodiac® products by incorporating the Versa Plumb system.

- The CV Filter is designed with the inlet and outlet ports on the same level for improved hydraulic efficiency.
- Sweep Elbow and unions allow the filter to easily connect to Jandy Pro Series pumps and equipment.
- Unique pressure gauge features clean/dirty indicator that can be customized, making it easy to assess filter cartridge condition.
- Easy-grip handles on the tank lid make filter installation and cleaning easy and simple.
- Three models available: 340 to 580 square foot models.

**Exceptional quality and versatility make Jandy® Pro Series valves the preferred choice of pool professionals.**

Jandy Pro Series sets the benchmark in quality and innovation for pool and spa valves. For over 30 years our valves have been the undisputed leader in the pool and spa industry. Jandy's commitment to quality and innovation makes for easier, problem-free installations. Jandy valves share one thing in common - dependability! Dependability begins with top-of-the-line materials and rigorous quality control standards. We offer the widest variety of valves for a multitude of pool and spa applications. Superior quality and plumbing versatility make Jandy valves the #1 choice of pool and spa professionals!

**Jandy Pro Series Variable-Speed Pumps**

Jandy Pro Series high performance, energy-efficient, variable-speed pumps are ideal for new construction or retrofit applications, and can save up to 90% in electric costs. Features include a digital controller with battery backup, 2 timed speeds/8 total speeds. Interfaces with AquaLink® Control Systems. Quiet, controlled flow dynamics for ultra-quiet operation.





## PROVEN MINERAL TECHNOLOGY FOR EFFECTIVE POOL SANITATION AND REDUCED MAINTENANCE.

Nature2 is an eco-friendly mineral sanitizer that delivers sparkling clean pool water that's pure, fresh, and gently soothing. Nature2 is proven to destroy bacteria and control algae without any of the harsh effects of traditional chemicals, so you get the purest, cleanest swimming experience possible without the hassle.



### **Nature2® Fusion In-ground**

Nature2 Fusion In-ground is the ultimate chlorine and mineral sanitizing system for in-ground pools. By combining Nature2 mineral technology with an automatic chlorine tab feeder, Nature2 Fusion In-ground delivers water that is noticeably cleaner, clearer, and softer. Nature2 is proven to destroy bacteria and control algae, so your pool water will be sparkling clean without having to add extra chemicals. Nature2 is a natural supplement to chlorine, so it helps maximize chlorine investment, while reducing the annoying and harmful effects of harsh chemical use. No other system is this complete or easy to install, use, and maintain. With Nature2 Fusion In-Ground, you are just a few simple steps away from perfect pool water, naturally.

- Easy to install and compatible with most swimming pool filtration systems
- Mineral sanitizer and chlorine dispenser in one
- Destroys bacteria and controls algae
- Cleaner, clearer, softer water and maximizes your chlorine investment
- Control chlorine output with easy-to-read adjustment handle



THE MOST TRUSTED NAME IN  
AUTOMATIC POOL CLEANING

For over 40 years, Polaris pressure-side pool cleaners have been the #1 selling pool cleaner in the world.



**Polaris 280**



**Polaris TR35**



**Polaris 3900 Sport**

POWERFUL VACUUM PERFORMANCE  
FOR A CLEANER, CLEARER POOL

The Polaris Sport Series captures the core features of the brand's time-proven Classic Series and combines it with key enhancements and innovative features, such as:

- Stainless steel components
- Larger debris capacity
- Increased vacuum power
- Sleek and sporty look

All this gives you the ultimate durability, reliability, and performance you expect from Polaris.



**Legendary Performance**

All-wheel PosiDrive system with durable stainless steel drive chain delivers 50% more torque for maximum speed, climbing, maneuverability, and performance.



**Incomparable Convenience**

Dual-chamber zippered Superbag picks up and stores more debris than any other cleaner for reduced maintenance.



**Unmatched Power**

Powered by a booster pump, the Polaris 3900 Sport has the most vacuum power of any cleaner. It picks up even the largest debris, while filtering and circulating water for a cleaner, clearer pool in less time.



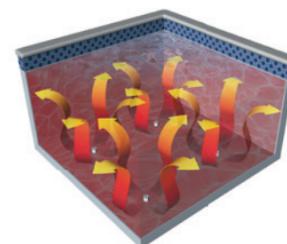
SILENT, CIRCULATED AND CLEAN.  
THE WAY YOUR POOL SHOULD BE.

“Form follows function”

- Louis Sullivan, famous American architect and tutor to Frank Lloyd Wright

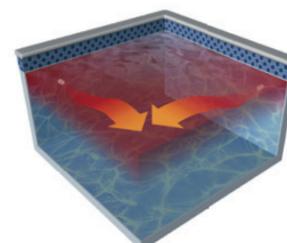
As detailed and particular as we will be when it comes to designing the visual elements in your project, we will do the same with the elements that come “under the hood,” such as a meticulously designed circulation system engineered to your pool that is **effective and efficient**. When it comes to minimizing maintenance and keeping your pool clean, clear and healthy, nothing is more important.

That is why we have teamed with A&A Manufacturing to offer a standard system that is unparalleled in the industry—a system we call **Circulation Plus**.



**Circulation Plus  
By Claffey Pools**

Effectively and efficiently delivers filtered, heated, chemically treated water throughout the swimming pool.

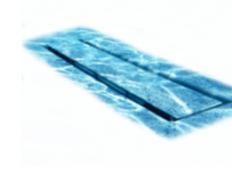


**Conventional Circulation**

Delivers water to the top of the pool, creating “thermal layering,” deficient chemical distribution and poor circulation.



**QuikSkim**  
Venturi-Powered Skimmer



**AVSC Drain**  
Heavy Debris Removal Safety Drain



**LeafVac**  
Debris Containment



**V-Fitting**  
Venturi-Powered Return Fitting



**G4V**  
Venturi-Powered Cleaning Head

THE NO-HASSLE SWIMMING POOL

When it comes to cleaning, circulation and efficiency, A&A Manufacturing has been a leading-edge developer of innovative, time-saving products that deliver what pool professionals and pool owners want most...a safe, meticulously clean pool that virtually takes care of itself. A pioneer in the industry for over 30 years, A&A develops and manufactures a wide array of products ranging from in-floor circulation and cleaning systems, heavy debris removal systems, automatic skimming, water purification systems and much more.

A&A manufactured products are a direct outgrowth of valued feedback from pool professionals and pool owners, intensive field research and experience gathered from their own pool building roots.





## A REPUTATION FOR EXCELLENCE, INTEGRITY AND SUPPORT

Since 1987, Pebble Technology International (PTI) has been a driving force in the transformation of the pool building and remodeling industry. PTI maintains its leading position with an unwavering reputation for high quality products, outstanding customer support and dedicated sales and technical teams. With over 25 years of history, it is no surprise that the brand is recognized by so many.

With our expansive color selection, offered in 4 distinctive textures, our finishes are all you need to achieve a wide range of water color tones. Further customize your finish by adding one of our many pool finish enhancements or incorporate unique glass tiles from our Finishing Touches Tile Collection. With Pebble Technology products, you can truly create a beautiful outdoor environment.

### PebbleTec

The ORIGINAL aggregate pool finish that delivers enduring elegance and durability. It is a perfect choice for those desiring a more natural environment for their pool and spa.

- An earthy textured finish comprised of the largest pebbles in our product offering
- Offers a durable, non-slip and stain-resistant surface
- For dazzling brilliance, add Shimmering Sea or Luminous to any PebbleTec® pool finish
- Certain colors incorporate Shimmering Sea for added elegance



Black Canyon



Black Marble



Black Pearl



Midnight Blue



Emerald Bay



Tropical Breeze



Tahoe Blue



Caribbean Blue



Blue Lagoon



Sandy Beach



Jade



Creme de Menthe



Moonlight Grey



White Pearl



Soft White



Sky Blue



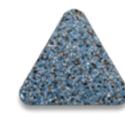
Arctic White



Sierra Black



Prism Blue



Blue Surf



Irish Mist



Black Onyx



Slate Blue



Bordeaux



French Grey



Ocean Blue



Blue Granite



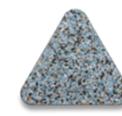
Desert Gold



White Diamonds



Turtle Bay



Aqua Blue



Seafoam Green



Cool Blue

### PebbleSheen

Our most popular finish offers the same natural beauty and inherent qualities as the original PebbleTec pool finish with a more refined texture.

- Utilizes slightly smaller pebbles than those found in PebbleTec
- Offers a durable, non-slip and stain-resistant surface
- For dazzling brilliance, add Shimmering Sea or Luminous to any PebbleSheen® pool finish
- Certain colors incorporate Shimmering Sea for added elegance

Additional options available



## SALES OFFICE

**Phone**

817.488.5795

.....  
**Address**

1625 Brumlow Avenue  
Southlake, TX 76092

## SERVICE

**Phone**

817.421.0539

.....  
**Address**

1625 Brumlow Avenue  
Southlake, TX 76092

## RETAIL STORE

**Phone**

817.416.0064

.....  
**Address**

100 W. White Chapel, Suite 430  
Southlake, TX 76092