

Expert Line is the
only trade program
making **pricing** fair.

A SMARTER APPROACH TO ONLINE SALES.

While the majority of Hayward® products are now Expert Line, we're still offering select products online through our Open Line. These products carry only a 1-year parts warranty (no labor) and are not eligible for Totally Hayward™ points, ensuring our most desirable offerings are only available from pool pros.

THE EXPERT LINE DIFFERENCE.



[HAYWARD.COM/EXPERT](https://www.hayward.com/expert)
See how we're supporting the pool industry
by helping pool pros be more profitable.

EXPERT LINE
THE POWER OF X



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EXPERT LINE
THE POWER OF X



Expert Line is giving
profits back to the pros.



3+ YEAR PARTS & LABOR WARRANTIES.

Expert Line products carry, at minimum, a 3-year parts & labor warranty* when sold and installed by a Totally Hayward™ partner. Products sold online carry a 1-year parts-only warranty.



BETTER PRICING THAN ONLINE PRODUCTS.**

Expert Line products are priced to ensure fair margins for pool professionals. Minimum advertised price (MAP) is closely monitored and enforced by a third-party agency.



A PROTECTED TRADE-ONLY PRODUCT FOR EVERY SITUATION.

Hayward's trade-exclusive Expert Line contains products across every category—meaning that 80% of Hayward products are only available from pool professionals.

* Excludes select robotic cleaners

** Reflects added services provided by pool pros and higher costs of servicing the internet channel

PRO EXCLUSIVITY IS
A START. FAIR PRICING
IS THE SOLUTION.

EXPERT LINE
THE POWER OF X

EXPERT LINE PRODUCTS NOW
FEATURE BETTER PRICING THAN
THOSE ONLINE.

Working with a pool pro offers the consumer extra value compared with shopping online, and properly installed products cost manufacturers less in service and warranty claims.

That's why Hayward® is now providing pool pros with exclusive products at our best pricing—helping the trade to be more profitable and pool owners to have a more positive experience. It's the only sustainable solution for our industry—and we're the only ones doing it.