

# CAT Controller Courier # 11

August 2007

## **CAT Controller Selling and Up Selling Tips**

This time of year things are probably starting to calm down a bit. It is a good time for your company to sell more equipment or up sell your current customers on accessories and add-ons. CAT Controllers offers a full line of accessories that can not only benefit your customer, but they can benefit you and the efficiency of your business. The following is a list of accessories for CAT 4000 and 5000's that you can sell your clients with a quick selling quote.

1. Poolcomm Air Time - "Know what your pool is doing and be able to make chemistry changes any time from any internet connected computer in the world."
2. Digital Flow Sensor - "Don't spend \$500 on a new full scale digital flow meter. Purchase the paddle wheel with saddle clamp from us for half the price and the controller will not only give you a read out of GPM but it will alarm you when it is time to backwash."
3. Tank Level Sensors - "Never run out of chlorine or acid again before its to late. Install tank level sensors and be alarmed in advance that your tank levels are low."
4. Water Level Control - "Save yourself hundreds of dollars on a new water level control system and use the existing CAT Controller. Add an optical level sensor and a dry contact cable to the CAT, and add a solenoid valve to your fill pipe and control water level for your body of water when necessary."

Lastly don't forget that CAT Controllers is your 1 STOP SHOP! Sell a new CAT Controller and include the pump tank systems. CAT Controllers SUMMER SALE is still going on for a limited time! Buy a CAT 2000 Pro Pack and 2 Stenner variable output pump/tank combos for \$2000.00!!! Show your customer the benefits of a CAT Controller and click here to request your End User Power Point Presentation today.

## **Check Coverage and Proper Antenna Installation for Reflex**

CAT Controllers offers two different types of wireless communications. The primary type of communications, CAT utilizes, is Reflex Telemetry. When using Reflex we must discover if the particular application's location is located in a "Full Coverage Area". CAT Controllers uses two different Reflex Carriers; Skytel and PageNet (US Mobility). Before installing a controller with Reflex communications we must check for Full Coverage.

*Skytel* - Type [www.skytel.com](http://www.skytel.com) into your internet explorer. Put arrow on Products which will give you a drop down menu, scroll down and click on Telemetry. Look to the right of the next screen under MORE INFO, put your arrow on "Check Telemetry Coverage", and click. Type in the address of the facility that you will be installing the controller at and click "Locate". If the Red pin is located in the full Dark Green portion of the map than you have "Full Coverage". If the pin is located in the white, blue, or light green portion of the map you DO NOT have coverage.

*PageNet* - Type [www.pagenet.com](http://www.pagenet.com) onto your internet explorer. Click on Check Coverage. To the far right where it says Nationwide Two-Way type your zip code and click Go. The Map is not as detailed or accurate as the Skytel Map so you may have to click more specifically where the facility is that you would be installing the unit at to zoom in. If the facility location is covered in Purple you have "Full Coverage". If it is located in white or blue you DO NOT have coverage.

Please understand that though the building in which you are installing the unit may be located in a "Full Coverage" area that doesn't necessarily mean that the unit will communicate if it is located in an untransmittable location within the building. For example if the unit is located in a solid cement room located directly in the middle of the building, or if the unit is located in a bunker 3 stories below ground, or if there are interfering signals that are interrupting communications , ect. You will run into these types of applications and you will have to work to find a transmittable position. First you will attempt to move the controller around the room with its ¼ Wave Rubber Ducky Antenna to attempt to receive a signal by checking for the proper date showing at the Display System Info option located in the Configuration Setup Menu of the Controller. If no signal is received you should next try a remote antenna.

CAT Provides you with a Flat Patch/Dome Antenna, mounting bracket, and with an eight foot cable for \$100.00 (extension cable that may run up to 100 feet for \$1 per foot). When positioning your antenna you should consider the following:

1. Which side of this building faces the nearest metropolitan area?
2. Can I get the antenna to be on that side?
3. Can I position this antenna outside with only 108 feet of cable?
4. If not where is the closet window?
5. Where is the highest point I can get this antenna?

Your last resort is to contact Troy McGinty at 800-657-2287 to help you work through the application to get your controller communicating.

## **Why is my Pool Green or Brown, with focus on the importance of why LOW pH is not good for your pool, pool water, or pool equipment?**

The explanation for your pool having a translucent green or reddish brown color is not specifically to do with water filtration as much as it has to do with water chemistry and metals. The presence of copper ions in the pool can make your pool water look translucent green. The presence of manganese or iron in the pool can make your pool water look reddish brown. The most common reason for these metals being introduced into the pool is a result of LOW pH. Low pH in a pool becomes corrosive to the pool equipment. The copper metal located in your heater or pump impeller can corrode and be introduced into the pool water accounting for the translucent green color. The corrosion of some circulation components, including the pump, introduces iron into the pool water accounting for a reddish brown color. Manganese can be introduced into the water through source water contamination or other additive chemicals. CAT Controllers would like to stress the importance of pH control. Keeping your pH at its ideal levels, 7.4-7.6, will help maintain not only safer bathing conditions, but will help to extend the life of your pool and pool equipment. If your pool has become one of the following discussed colors look for the right sequestering or chelating agents which can be added to the water, with the help of filtration, can remove the metals from the water and get your pool water back to a clean blue-white color!

### **LAST CHANCE CAT SUMMER SALE!**

CAT Controllers offers the first CAT Summer SALE! Purchase 1 CAT 2000 Pro Pack, With 2 Stenner Pump/Vat Combos for ONLY \$2000. Contact your sales rep. as soon as possible. This special only lasts until the end of August or until supplies last! Ask your sales representative about pricing on upgrading to CAT 4000's or CAT 5000's! This is a great Deal 1 Stop Shop at CAT Controllers

### **CAT Success Story**

This story comes to us by one of CAT's most reputable stocking dealers, Mr. Richard Green. Richard has been selling CAT for over 8 years now and has become not only an expert with controllers but also one of the most specialized controller installer/service man CAT has to know. Thanks for everything Richard...

### **A Different Approach**

Approximately eight years ago I started working full time as an electronic water treatment specialist. After studying water chemistry and common pool problems, I set out to be different than an everyday pool service company. Locally, at about this time, all commercial spas were required to have automated pH/ORP controllers on them. I wanted to specialize in automation specifically, that way pool service companies would not be afraid to utilize my services for fear of losing their customers to me. I visited the local wholesale pool suppliers, Horner, and SCP, and advised them that I could provide sales, service, and warranty work as a private sub contractor. At about this time CAT Controllers came into the picture.

CAT seemed to have all of the tools I needed, as well as a very easy to use pH/ORP controller. I had worked with other controller manufactures in the past, but found their units to be quite confusing to operate and their customer service to be lacking in experience and knowledge. For me, teaming up with Josh, Tim, Troy, and Tony has been one of the best moves I could have made. Not only do I receive a quality product, which has helped me to create a name for myself and helped establish my creditability in the market, but I receive great customer service from a company who cares. Now, condos, country clubs, and apartment managers call me "The CAT Man". I offer maintenance programs on all controllers. I first change all of the controllers over to CAT Sensors and eventually convert all of my customers to a CAT Controller. With the helpful staff at CAT Controllers and working with the local pool companies, I have had great success with my one-man business. I would like to thank CAT for their controllers and their support.

Sincerely,  
Richard Green

### **Upcoming Events**

#### **CAT & CPO Training**

Thursday September, 13, 2007 (CPO Fusion)

Friday September, 14, 2007 (Dealer)

Friday October, 5 2007 (Dealer)

Thursday November, 01, 2007 (CPO Fusion)

Friday November, 02, 2007 (Dealer)

Friday November, 15 2007 (Dealer)

Thursday December, 06, 2007 (CPO Fusion)

Friday December, 07, 2007 (Dealer)

Located At the New  
CAT Controllers, Inc Factory  
10101 Molecular Drive, Suite 200  
Rockville, Maryland 20850

#### **Contact Info**

Troy McGinty  
Poolcomm Administrator  
WQM/Sales/Marketing Consultant  
P-800-657-2287  
F-301-838-4007  
mtmcginty@chemauto.com

[CAT Controllers, Inc. | 10101 Molecular Drive | Suite 200 | Rockville | MD | 20850](#)