

CAT Controller Courier # 29

February 2009

CAT Dealers,

CAT Controllers, Inc. would like to thank those of you who visited with us at this year's Atlantic City Pool and Spa, thank you for making this show another successful debut. NESPA did a wonderful job with the educational seminars, show layout, and opening events. CAT would like to extend a special thanks to NESPA and their members for their hard work and dedication. We look forward to exhibiting next year.

CAT would also like to thank those of you who participated in CAT's 2009 Early Buy program. CAT understands that with today's economic times that it can be difficult to bring stock into your warehouses and we appreciate your confidence in our products and support. If you have any questions or concerns regarding your Early Buy orders please contact your sales representative to help you resolve any inquiries.

Hayward's Stratum VRS

The Stratum VRS System is one the most reliable and technically advanced vacuum release systems on the market today. This system will not only shut off the circulation pump during a suction alert but it will also vent the circulation system to atmosphere. This system is offering you and your pools layers of protection. Other vacuum release systems will shut off your circulation pump and never restart them, which can become a nuisance during false alarms. The Stratum VRS will attempt to restart the circulation system at least 3 times before requiring a manual restart. Here are some of the benefits to using the Stratum VRS:

- Turns off power to the pump and vents the suction line to atmosphere
- Automatic restart after certain activations
- Capable of monitoring suction lines for single speed or two speed pumps, with or without a booster pump, that share a common suction line
- Complete internal system test during every start-up prior to the monitoring phase
- During each start-up, Stratum VRS adjusts to current operational parameters of the system
- Designed for use with single phase pumps up to 3HP. Larger or 3-phase pumps require additional motor control equipment, for use with VR1000
- For use in suction lift or in flooded suction
- Provides remote notification output for use with CAT 4000 and CAT 5000 controllers (will send remote alarms via email and text messaging)

- Are compatible with all Hydrostatic Release Valve applications.
- Every-day programmable timer
- Complies with ASTM F23887-04 and ASME 112.19.17

For more information on the Stratum VRS please contact your CAT Controller sales representative ASAP.

CAT 5000 NEW FIRMWARE

The CAT 5000 was introduced to the industry as the World's First Satellite Based Communicating Controller. However the CAT 5000 offers more than just communications. CAT Controller customers asked for more so that is what we gave you. The CAT 5000's newest firmware allows our customers to offer pH or ORP tank level monitoring with water level control, digital flow monitoring or Suction Alarms. All 3 of the CAT 5000 inputs are now programmable.

- Input J8, when a CAT Optical Level Sensor is installed, will sense Wet, Dry, or pH Tank.
- Input J9, when a CAT Optical Level Sensor is installed, will sense Wet, Dry, or ORP Tank.
- Input J10, when a CAT Optical Level Sensor is installed, will sense Wet or Dry.
- Input J10, when a CAT Digital Flow Meter is installed, will sense Flow Rate.
- Input J10, when a Stratum VRS system is installed it can be integrated into this input and will sense: High Vacuum Alert, System Won't Stabilize, Too Many Sen/Sol Errs or No Prime, Pinched Vacuum Hose, Motor Relay Stuck Closed, Stop Switch

You will also receive remote alarms (via email or text message) when utilizing the Poolcomm website, if any one of these inputs are put into alarm at the controller.

Also with the CAT 5000 you have 2 auxiliary relays that you can control the following with:

- Remote Alarm
- pH Base Feed
- pH Acid Feed
- ORP Up
- ORP Down
- Level Flow Sensor # 1 (Contact closes/opens if Input Sensor 1 (J8) goes into alarm)
- Level Flow Sensor # 2 (Contact closes/opens if Input Sensor 2 (J9) goes into alarm)
- Level Flow Sensor # 3 (Contact closes/opens if Input Sensor 3 (J10) goes into alarm)
- On for 1, 5, 10, 15, 20, 25, 30
- Primary ORP Relay (Salt Chlorine Generation/Back-Up Sanitizers)

For more information and training on the CAT 5000's or CAT 4000's latest firmware please contact Troy McGinty at CAT Controllers.

CAT Controller Training Schedule 2009

CAT Controllers would like YOU to attend their CPO and CAT Dealer Training Classes. Please review the following dates and send an e-mail to Troy McGinty at mtmcginty@chemauto.com with; the amount of people you wish to send, their names, and what class dates they will be attending. Contact us as soon as possible as classes are filling up FAST!

Friday March, 6, 2009 (Dealer)

Thursday March, 26, 2009 (CPO Fusion)

Friday March, 27, 2009 (Dealer)

Please notice of the CPO Fusion Classes. Contact Troy McGinty at CAT to request your CPO Primer Online Code and finish your first day of CPO class on-line. After finishing the online portion of the CPO class, pick one of the above dates to complete your CPO Course and follow it up the next day with a full CAT Dealer Training.

Food For Thought

All of our customers have their own focus regarding their business; whether it is building, renovation, retail, service, chemical delivery, pool management, education/training, consulting, etc. Within their specific business models our dealers generally focus on specific segmentations of the market; whether it is residential, high end residential, municipal, commercial, and more. CAT Controllers would like to offer some information that we found interesting regarding the commercial pool market. Culin Tate, Director of Sales for CAT Controllers, researched to find that besides the residential pool market, the largest pool market in the United States is located within what is known as the HMC Market (Hotel, Motel, Home Owner Association, and Community). A study conducted in 2006 using data from 28 states nationwide offered a total market size of 250,000 commercial pools that breaks down into the following:

- College / University / High School 4.64 %
- City / County / State Park & Rec. 7.20 % 11.8% M/I

- Water parks .32 %
- YMCA / JCC 1.92 %
- Hospitals / Therapy .80 %
- Country Clubs / Swim Clubs 9.12 %
- Fitness / Health Clubs 3.04 % 15.2% S/P

- Hotel / Motel / Resort - Hospitality 22.72%
- Community Associations 21.60%
- Apartment 28.64% 73% HMC

CAT Controllers committed to helping our dealers focus on where the need for controllers as well as the need for professional help regarding the commercial pool market is today. The statistics that you see above give a fairly good idea of how the commercial pool market is broken down in our local areas. Help your customer base grow, focus your business to where the need is most, let CAT Controllers help you generate business. Request a list of licensed commercial pools in your area, send that list to your sales representative at CAT Controllers and let CAT do a specifically tailored mailer for your business. CAT Controllers wants to help make you money, so help us help you; let's go after the right markets together.

CAT would like to again extend our thanks for all of your support and loyalty. We here at CAT pride ourselves on our support, so please do not be afraid to pick up the phone or email us with any new ideas, questions, and/or concerns. CAT is here to help, what can CAT do for you?

Sincerely,

Troy McGinty
CAT Controllers, Inc.