

April 2012



Looking for a job?

Pool Mart is currently looking for full or part-time employees for:

- Warehouse
- Delivery
- Store Clerks
- Sales

Stop in or call today!
683-5661!

FAMILY FUN TIMES

Welcome to the 2012 Pool Mart Season

On behalf of everyone at Pool Mart, I would like to take this opportunity to say hello, and thank you for your business. This May, we are proud to be celebrating our 38th anniversary serving Western New York and Northern Pennsylvania. This June, I will be turning 40 (officially middle aged).



In preparation for the upcoming season and the future, we are nearing completion of our newest warehousing facility. Our new warehouse will allow us to supply our growing retail locations and customer base with improved efficiency, stabilized pricing (if there is such a thing), and shortened lead times. We realize that when you purchase something, you want quality at the right price, and within a reasonable timeframe. While not the most glamorous improvement, our new warehousing strategy is significant, and will help us to better serve our customers. Our warehouses and stores are fully stocked, and ready for business. We look forward to showing you the newest innovations and improved selections in all of our product categories.

This newsletter features some fun new product highlights, a schedule of spring Pool Mart events, and money saving coupons. You can also take a moment to catch up with your favorite staff members in our "meet the team" section. Once again, we sincerely thank you for your business. Welcome to the 2012 Pool Mart summer season.

www.poolmartonline.com

Sincerely,
Ryan Dunn

HOT TUB VIP NIGHT!

Thursday, April 26th from 4:00 to 8:00 p.m. @
POOL MART'S DEPEW LOCATION, 6410 TRANSIT RD.
(716) 683-5661 EXT. 3

OR

Friday, April 27th from 4:00 to 8:00 p.m. @
POOL MART'S OLEAN LOCATION, 650 EAST STATE STREET
(716) 373-3944

4 Hours Only! 20% OFF ALL
SPA CHEMICALS, SPA ACCESSORIES
& SPA COVERS

VIP Pricing

SPAS, POOLS, PATIO FURNITURE & POOL TABLES

*** PLEASE RSVP BY TUESDAY,**
APRIL 24, 2012 *

FOOD & BEVERAGES
WILL BE SERVED
(BRING A FRIEND)

April 2012



- Gazebos
- Spa Accessories
- Replacement Covers
- Water Care Products

Spas

Over 150 Spas in Stock



Built for a lifetime of relaxation.®

**Now Featuring
ACE SALT WATER
SANITIZING SYSTEM,**
Experience Luxurious Water
Through Diamond Technology.



Let us create your backyard oasis.

COUPON
FREE! Removal of Old Spa with the purchase and delivery of a New Spa.
* Expires September 1, 2012.

THIS IS A SEPARATE EVENT FROM VIP SALE

2 Weeks Only!

Spring Pool Supply Sale

Save on Pool Supplies
April 16 - 30, 2012
Save at ALL Locations

Save on:

- Pool Accessories
- Heaters
- Solar Covers
- Liners
- Filters & Pumps
- Chemicals
- Toys
- Automatic Cleaners



Buy Your Chemicals, Supplies & Equipment Now and Save. See store for Details.

Meet the Team

www.poolmartonline.com



Name: Wayne Stanton

Years Experience: 12

Location: Depew, NY

About Me: As I start my 12th season, I'm looking for a long, hot summer, so everyone comes to see us. Hope to see you soon.



Name: Brandon Chase

Years Experience: 5

Location: Depew, NY & Deep in Cyberspace

About Me: Hello Western New York. I am ready for our 2012 season to begin. We've been getting our stores and website ready for you all winter, and I think we are finally all set to go. You can find me at our Depew location or if you are looking for immediate attention use the contact page on our website poolmartonline.com and I will be there for you. See you soon!



Name: Scott Bray

Years Experience: 21

Location: Olean, NY

About Me: "Going on 21 years now at the Mart, but somehow it feels more like 5. Just got back from Jamaica, so you're welcome for the mild winter (I brought the warm weather back with me). Which means it's gonna be a wickud hot summer! Get your pool stuff now and open your pool by Easter! Ya, mon!"



Name: John Scherer

Years Experience: 8

Location: Tonawanda, NY

About Me: Well, it's nice to be finally coming back to where it all started. After several years at Pool Mart, they've finally given me my own store, and it's back where I spent my very first day filling propane - Sheridan Drive. I know I have big shoes to fill with Matt moving to Lockport, but I promise to give all you customers the same service and attention he did. I look forward to a warm, fun-filled summer, and meeting all you loyal Tonawandins... Tonawandians... Tonawandanites?



Name: Matt Wright

Years Experience: 12

Location: Lockport, NY

About Me: "I want to thank all of the customers for the past 5 years at the Sheridan Dr. store for their continued patronage and friendship. As I move to another location, I look forward to serving Lockport and the surrounding areas to the best of my ability. I have learned many things and gained many friends over my 12 years here at Pool Mart and still strive to have Customer Service be my #1 Goal. So come say Hi and check out the new look at the Lockport Location!"



Name: Tom Waters

Years Experience: 2

Location: Orchard Park, NY

About Me: I went into my first year with a strong customer service background, a long history in retail and no mechanical knowledge whatsoever. Flash forward to Season 2 and I'm a Jack of all trades and a master of...some? Seriously though, I'm proud to be part of the Pool Mart family and I can't wait to help our customers in Orchard Park this summer!



Name: Brian Faulise

Years Experience: 21

Location: Depew, NY

About Me: The year was 1992, I was listening to Blind Melon, Metallica, & Kim Mitchell on the Edge. I was a Junior at Lancaster High wearing flannel shirts with no sleeves, I was single and just started at Pool Mart. Thank God things have changed, well except for Pool Mart and still being single. So Ladies "How you doin'?" Oh & I still watch Friends, Obviously.



Name: Stephen Menter

Years Experience: Brand New

Location: Olean, NY

About Me: Hi, I'm Stephen Menter, and I'm the new assistant manager at the Olean location. I was born and raised in the Olean area and therefore I already know a lot of you. I'm really excited to see all of you this summer. Here's to a great year! Cheers!

Patio Furniture

WNY's Patio Design Center is ready for your next project. We carry a wide variety of outdoor furniture in many different sizes & colors. Custom orders are our specialty.

JENSEN  JARRAH

Winston®

Hanamint

Casa Casual

Treasure Garden

Telescope



April 2012
POOL MART
FAMILY FUN STORE

All-Weather Wicker
Sling
Cast Aluminum
Iron
Bistro Sets
Deep Seating
Umbrellas
Commercial
Orders
Custom Orders

COUPON

FREE 50# Cast Umbrella Base when you add an in-stock umbrella to any patio set purchase.

* In-Stock only, value up to \$105. Expires July 1, 2012.

COUPON

FREE Local Delivery w/purchases over \$999

* Expires June 1, 2012.

www.poolmartonline.com

Pools & Pool Packages

Pool Mart is WNY and Northern Pennsylvania's above ground pool headquarters. We have a size, style and price to fit every backyard and budget.



18' Pool Packages from just \$1299

Walkarounds  Ovals  Rounds  Semi Inground
Replacement Pools  Deck & Fence Pools

COUPON

SPARCO Automatic Pool Cleaner (Reg. \$159.99)
\$99.00

* Cannot be combined with any other offers.
* Expires May 31, 2012

COUPON

20% Off Any Pool Winter Cover

* Expires August 1, 2012

COUPON

4 X 20 POOL SOLAR HEATER
\$199

* Excludes advertised Specials. Must present this coupon at time of purchase. Expires June 1, 2012.

www.poolmartonline.com

SimpleBlue
POOL WATER SYSTEM

SimpleBlue
POOL WATER MANAGER

USE JUST
ONCE-A-WEEK!

ARE YOU HAPPY WITH YOUR PURCHASE FROM US?
PLEASE GO ONLINE AND WRITE A REVIEW.

DO YOU KNOW SOMEONE WHO IS BUYING A POOL,
HOT TUB, PATIO FURNITURE OR A POOL TABLE?

ASK ABOUT OUR REFERRAL PROGRAM.

WHERE SHOULD WE
GO TO GET OUR NEW
.....?

**POOL
MART**
FAMILY FUN STORE



Pool Tables

Pool Mart has beautiful slate pool tables to fit any taste or budget.



- Slate Pool Tables • Accessories • Lights • Mirrors
- Pub Tables & Chairs
- Bars & Barstools



SELECTION MADE SIMPLE.

Slate Pool
Tables from just
\$1,399

Diamonds are a
hot tub's **best friend**

ACE
Salt Water Sanitizing System

Experience luxurious water through
diamond technology

- ◆ Generates five cleaners
- ◆ Automated and more hands-free
- ◆ Looks, feels and smells great
- ◆ Environmentally responsible

NOW AVAILABLE ON MODELS
FROM 2004-2009

HotSpring
Portable Spas

Depew

6410 Transit Road \ Depew, NY 14043
683-5661

Olean

650 E. State Street \ Olean, NY 14760
373-3944

Lockport

6701 S. Transit Road \ Lockport, NY 14094
625-8080

Seasonal Locations (April 15th - October 15th)

Orchard Park

3066 Southwestern Blvd. \ Orchard Park, NY 14127
674-3800

Tonawanda

2250 Sheridan Drive \ Tonawanda, NY 14223
874-1212

Visit us online @
www.poolmartonline.com

GO GREEN!

- \ Sign up for our newsletter online
- \ Give our company a testimonial

Celebrating 38 YEARS Servicing Western New York

- \ See What's New
- \ Meet the Team
- \ Coupons
- \ Spring Pool Supply Sale
- \ VIP Night - Save the Date!

Inside...