
MARKETING GUIDELINES

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GRAPHIC STANDARDS

All Hayward® logos are registered trademarks. To maintain strong brand identity in the marketplace, any logo utilized in written or electronic marketing communication, including but not limited to newsletters, advertising, brochures, direct mail pieces, product spec sheets, websites, forms and packaging **must** be in accordance with Hayward graphic standards set forth in these guidelines **at all times**.

Hayward has authorized and approved logos in the Assets folder for reproduction and communication purposes.

Failure to comply with these graphic standards can result in permanent disallowance of copyright-protected reproduction of any Hayward logo. Should you be unsure as to authorized logo use and tags, please contact the Hayward Marketing Communications Department for clarification.



We Build Better.™

4-COLOR

This 4-color logo is preferred in most print applications. Color plays an important role in our identity system, facilitating brand recognition and reinforcing the memorability of our graphic expression. As with other visual elements, color must be used correctly and consistently to be effective.

The Hayward® logo, consisting of the “H” icon and Hayward logo type, is comprised of two Pantone® Matching System colors: Pantone 3005 (100% C, 34% M, 0% Y, 2% K or 0% R, 129% G, 198% B) and Pantone Black (100% Black). When used in color, the brandmark must always be on a white background or an approved solid light color.



We Build Better.™



We Build Better.™



We Build Better.™

REVERSED

The reversed version of the Hayward logo should be used on a dark, solid-colored background. The reversed version of the Hayward logo is never to be used on a 4-color background.



We Build Better.™



We Build Better.™



We Build Better.™

1-COLOR: BLACK OR BLUE

In cases of 1-color printing, the Hayward logo type becomes a solid black, along with the Registered symbol. When a line screen is needed for conversion, please use 85 lpi. If printing below 85 lpi, please use the pure black-and-white logo shown above.



We Build Better.™

Version A



We Build Better.™

Version B

SPECIAL APPLICATION EMBROIDERY

In special applications, such as a shirt or other fabrics, an embroidered logo may be used. As embroidery technology has evolved, a digitized version (A) of the 2-color logo can be used when cost is permissible. An alternate version (B) is available as well. In this version, all of the colors are threaded as flat, solid areas. A thread color matching the Blue Pantone 3005 is used for the Hayward logo type, Registered symbol and inner circle with wave of the “H” icon. White is used for the upper and lower halves of the “H” in the icon, and a silver metallic thread color matching Pantone 877 Metallic is used for the frame.

WE BUILD BETTER LOCKUP ON CLOTHING & PROMOTIONAL MATERIALS

For trade-show and promotional applications where the logo and tagline lockup is the focus (with few or no other elements in the layout), a larger, centered lockup feels more balanced. This design is also more appropriate when using the larger type sizes needed to stand out at trade shows and conferences. The following shows how to use this centered lockup in a variety of applications.



4 COLOR
For most general applications.



REVERSED WITH 4C ICON
For use over photos or darker colors.



REVERSED 4C ICON WITH BLUE TAGLINE
For use on black only.



REVERSED SOLID WHITE WITH BLUE TAGLINE
For use on black only.



SOLID BLACK
For use when 1-color printing is needed.



IMPROPER USAGES

Be sure to avoid the following improper treatments of all Hayward® logos.



Use only approved colors.



Never stretch or condense.



Do not use low resolution.



Never place on a background that makes the logo illegible.



Do not use graphic elements that confine the design of the logo.



Never separate the tagline from the logo or alter the font in any way.



Never place text, logos or any other graphics too close to the the WBB lockup.



Never use the logo under 1.5 inches in width.



Do not tilt or rotate the logo.

CLEAR SPACE

Keeping a certain amount of clear space around the logo helps it stand out from other type and graphic elements. This border of empty space needs to equal no less than X, which is half the height of the word *Hayward*.® Include this amount of clear space on all sides of the logos, even when the design considerations make this difficult. The printed Hayward logo must be at least 1.5 inches in size.

HAYWARD PRODUCT WORDMARKS

Hayward product wordmarks have also been provided in the Assets section of the Marketing e-Toolkit. Their usage must comply with the same graphic standards set forth for all the other Hayward wordmarks. Any time product names are used without the Hayward logo, “by Hayward” must be added beneath the product name.

Consistent use of typography is key in establishing a recognizable look for Hayward. We have selected the Raleway typeface family for use in all Hayward wordmarks.

HAYWARD® PRODUCT NAMES AND TRADEMARKS

The following are current trademarks and registered trademarks for most products and technologies owned by Hayward and its affiliates. The ™ or ® symbol must appear on the first mention in the headline or body copy of a printed piece or electronic file. Logos are also trademarked appropriately. Legal type **must** indicate that it is a trademark or registered trademark (as appropriate) of Hayward Industries, Inc. Inclusion of a product or technology on this list does not constitute Totally Hayward® eligibility.

AquaBug®	CAT 2000®	HeatPro®	Parascope®	Salt & Swim®	Total Pool Management®
AquaConnect®	CAT 3500®CAT 4000®	HeatPro® VS	PCC®	SDX ₂ ®	Totally Hayward®
AquaCritter®	CAT 5000®	HexaDrive®	PCC 2000®	Sense and Dispense®	TouchFree™
AquaDrive®	CAT 5500®	HydraPure®	PCC 3000®	SharkVac by Hayward®	TriStar®
AquaNaut® 200	CAT 6000®	HydroRite®	Perflex®	SharkVac XL™ by Hayward®	TriStar® VS
AquaNaut® 250	Clear O ₃ ®	HydroRite UVO ₃ ®	pHin®	SkimMaster®	TriStar® VS 900
AquaNaut® 400	ColorLogic®	iJet®	Phoenix®	SmartDrive®	TriStar® VS 900 Omni®
AquaNaut® 450	ConnectedYard®	JiffyNiche®	Pick N' Mix™	SpinTech®	TriStar® VS 950
AquaPilot®	CrystaLogic®	KingRay™	Pool Heartbeat™	StarClear™	TriStar® VS 950 Omni®
AquaPlus®	Cyclean®	LifeStar®	PoolVac Classic™	StarClear™ Plus	TriStar® XE
AquaPod®	DiverDave®	MaxFlo®	PoolVac Ultra®	Super II™	TriVac® 500
AquaRay®	DuraNiche™	MaxFlo VS®	PoolVac™ V-Flex®	Super Pump®	TriVac® 700
AquaRite®	eCommand®	MaxFlo VS® 500	PoolVac XL™	Super Pump® 700	TurboCell®
AquaRite® 100	EasyClear™	MaxFlo VS® 500 Omni®	PoolComm®	Super Pump® VS	UltraUV®
AquaRite® 900	EasyTemp®	MaxFlo® XL	PowerFlo®	Super Pump® VS 700	UltraUV ₂ ®
AquaRite® Pro	EcoPool™	MaxFlo® XE	PowerFlo® II	Super Pump® XE	V-Flex®
AquaRite® S3	eVac™ by Hayward®	MDX®	PowerFlo Matrix®	SwimClear™	VacLock™
AquaRite® S3 Omni®	eVac Pro™ by Hayward®	MVFUSE®	PowerFlo® LX	SwimPro®	Vari-Flo®
AquaSolar®	Goldline®	mydreampool.com™	Profile2®	SwimPure®	VectorJet®
AquaTrol®	Goldline Controls®	Navigator®	ProGrid®	SwimPure Plus®	VS Omni®
AquaVac® 250 ^{Li}	GL-235™	Navigator® Pro	ProLogic®	SwingJet®	Wanda the Whale®
AquaVac® 500	GL-30™	Navigator® V-Flex®	ProSeries™	System2®	WeBuild™ websites
AquaVac® 500C	GLC™	NorthStar™	ProSeries™ Plus	System2® Sealing Technology	XStream®
AquaVac® 600	GVA-24™	Omni®	Pure-Blu®	Tank-Tite®	
AquaVac® 650	Hayward®	OmniHub®	PV ₃ ®	TigerShark™	
AstroLite®	Hayward Days™	OmniLogic®	PVR®	TigerShark™ Plus	
AstroLite II™	Hayward Elite®	OmniPL®	RDX™	TigerShark™ QC	
Bizboost®	Hayward Energy Solutions®	OnCommand®	ReGenX™	TigerShark™ 2	
CAT Controllers®	Hayward ES Energy Solutions™	OptiSense™ Paraglo®	RetroJet®	TigerShark™ 2 Plus	
CAT 1000®	Hayward Filtration™	Paralevel®	Saline C® 6.0	Total Pool Chemistry™	

LINKING ONLINE

Linking online is a great way to optimize your website while creating a better user experience for your customers. Including links to Hayward.com on your home page gives your customers easy access to product information, warranty and rebate registration and an entire library of FAQs.

As a Totally Hayward® Partner, including links to Hayward.com helps you qualify for co-op reimbursement. Remember to include any two of our general Hayward® links (see below) on your home page to qualify for co-op reimbursement. For more information, refer to the Vendor Contact Information section at the end of this guidebook.

Link Text	Destination URL
Hayward In-ground Pool Products	www.hayward-pool.com/shop/en/pools/res-in-ground
Hayward Above-ground Pool Products	www.hayward-pool.com/shop/en/pools/res-above-ground

Correct usage: *We are a full-service Hayward dealer who carries a complete line of in-ground pool filters and in-ground pumps.*

Incorrect usage: *We are a full-service Hayward dealer who carries a complete line of in-ground pool filters and in-ground pumps. Click here to learn more.*

DIRECTORIES

Placing ads in online directories such as YellowPages, HomeAdvisor and Yelp can position your business for notoriety and success. When creating an ad for an online directory, it is important to remember to keep it simple and focused. If your business has a website, make the URL prominent. Make your ad as big as possible, because larger ads are easier to read and will convey a more successful image for your business.

If you are a Totally Hayward® Partner, you can maximize your co-op reimbursement by including at least one link to Hayward.com, whether in a logo or text.

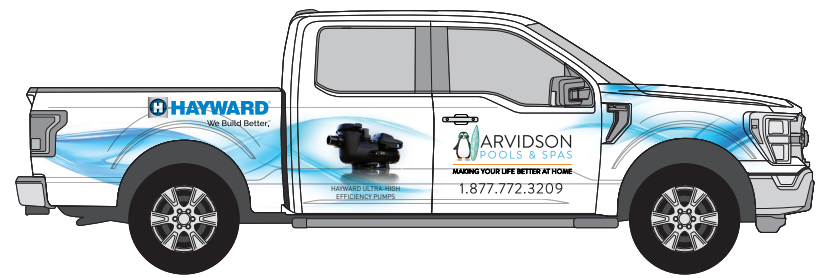
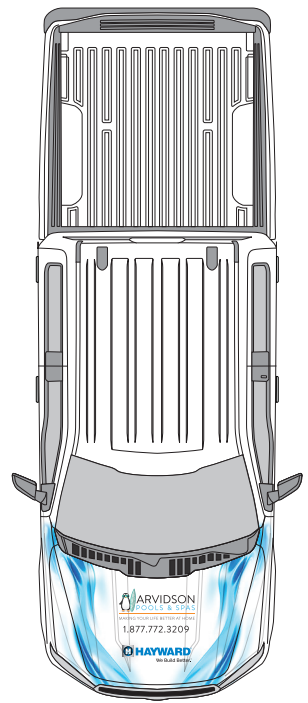
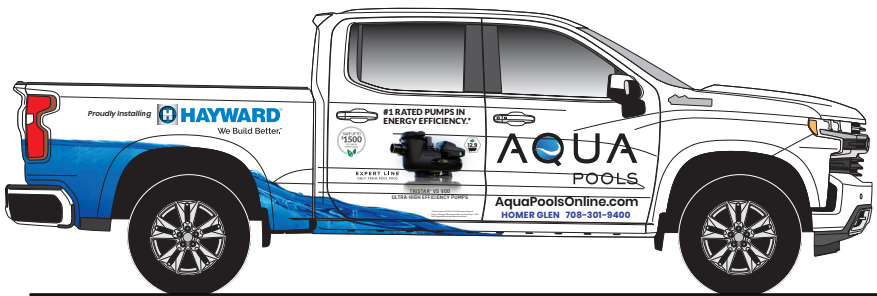
VEHICLE WRAPS

Vehicle wraps allow marketing messages to travel with you anywhere, but they only offer a brief window of opportunity to capture viewers' attention. In order to use this medium to its fullest capability, it's important to prioritize quick-hit messages and captivating design.

Placement of messaging on the vehicle also makes a big impact on how quickly your message communicates information. Reserve the sides of your vehicle for eye-catching brand graphics, and use the rear for more specific details like phone numbers, websites and calls to action. Because drivers spend the majority of their time looking at the rear of a vehicle, this helps maximize the likelihood that your marketing reaches its intended target.

If you need assistance developing and/or printing a vehicle wrap, contact your local Hayward® sales representative for guidance.

See the following three pages for examples of vehicle wraps.







AD BUILDERS

Hayward® ad builders provide headlines and product images to assist you in creating an ad. Totally Hayward® partners may also use these ad builders to help qualify for co-op reimbursement.

TO RECEIVE A FULL 50% REIMBURSEMENT, YOU NEED:

- » A Hayward graphic
- » A Hayward logo
- » At least three mentions of Hayward in the text

Pre-approved ad builders can be found in the Assets folder.

BILLBOARDS

Outdoor advertising is a cost-effective way to create awareness of your business and achieve wide coverage in a local market. It enables your message to be seen quickly and frequently by a large, captive audience.

Unlike other forms of advertising, billboards provide continuous coverage. They keep your message up for everyone to see—24 hours a day, 7 days a week.

If you buy billboard space in your area, the co-op eligible designs provided in the Marketing e-Toolkit can be produced with your business name/logo and contact information. To request a pre-approved billboard layout, contact co-op@hayward.com and provide the following information:

- » Size of billboard in feet and inches.
- » Material: Is it vinyl or paper?
- » Production method: wraparound, 30-sheet or 8-sheet?
- » Your logo in digital form.

Pre-approved billboards can be found in the Assets folder.

DIRECT MAIL

Direct mail is a simple, cost-effective way to drive traffic to your business. Using a targeted list of consumers, direct mail gives you both geographic and demographic flexibility. To support your efforts, Hayward® provides you with customizable postcards designed to assist your targeted direct mail campaigns.

OUR HAYWARD DIRECT MAIL SUPPORT SERVICES CAN HELP YOU WITH:

- » Mailing list acquisition
- » Pre-qualified mailing list development
- » Print production
- » Mail preparation
- » Direct mail customization/design
- » Submitting your co-op claim form

Pre-approved direct mailers can be found in the Assets folder.

PREDESIGNED ADS

Predesigned advertising can help you create an ad with a targeted message for a higher probability of purchase. This is a cost-efficient road to ad development and an effective means of visually communicating the features and benefits of the products you're selling. Print advertising helps you reach a variety of consumers and gain additional exposure through pass-along readership.

RUNNING AN AD IS EASY AS 1-2-3:

1. **Make the choice.** Simply look through the ad thumbnail images and select the desired file, size and layout.
2. **Convert the hi-res file (found in the Assets folder) to the desired electronic format.** Depending on the requirements of the publication running your ad, you can copy the file to an electronic format or print it out as camera-ready artwork. Be sure to check with your chosen publication for specific instructions.
3. **Publicize yourself.** Remember to replace "Your logo here." with your actual logo, address and contact information.

Pre-approved predesigned ads can be found in the Assets folder.

RADIO SCRIPTS

Never underestimate the power of radio—it reaches far more customers than print advertising, no matter the time of day. Listeners get to know the on-air personalities and come to trust their broadcasts and recommendations—and by advertising your products and services via radio, you'll be able drive customers right to your front door.

With Hayward®'s professionally developed radio scripts, you can:

- » Generate ideas to help you launch your next radio ad campaign
- » Increase the effectiveness of your radio advertising
- » Give your business a boost by promoting its competitive advantages
- » Feature Hayward products of your choice
- » Reinforce the quality of Hayward products to potential customers

Radio scripts can be found in the Assets folder.

VIDEOS

Not only does playing Hayward® product videos in your store let your customers see our best-in-class products in action, it also facilitates questions and conversation, leading to more sales opportunities. Make sure to subscribe to the Hayward Pool Products YouTube® channel to see all Hayward promotional videos.

AquaRite® S3: youtube.com/watch?v=wcrRVhM0vAU

HydraPure®: youtube.com/watch?v=QUoZG02KUgg

Salt Water Pool Systems: youtube.com/watch?v=pwg_FH7F1jl

Universal HC Series: hayward-pool.com/shop/en/pools/ac-show-video-4

Heat Pumps: youtube.com/watch?v=_fB0Eu-zLxg

VS Omni®: youtube.com/watch?v=R-ywxHvldbE

Ultra-High Efficiency Pumps: hayward-pool.com/shop/en/pools/ac-show-video-3

VS Pumps: youtube.com/watch?v=b2w3XOYR4oE

OmniPL®: youtube.com/watch?v=XwLxeQH1lME

OmniHub®: youtube.com/watch?v=d6wRY8xrqMs

AquaVac® 6 Series: youtube.com/watch?v=iD31oU99jpA&

AquaVac® 250^{Li}: youtube.com/watch?v=hrHCklaLtrk&t=4s

TriVac® 700: youtube.com/watch?v=PWbNZIPtVec

Navigator® V-Flex®: youtube.com/watch?v=W8X82es1mZk

PoolVac® V-Flex®: youtube.com/watch?v=6ZAqBfCoy0Q

AquaNaut® 200 & 400: youtube.com/watch?v=mGX1vyceYZI&

ColorLogic®: youtube.com/watch?v=bltS2mQfeHk

Filters: youtube.com/watch?v=LBQ304hsMs0

To download a video, go to hayward.com/download.

This link will be updated with new videos as they become available.

HAYWARD® EXPERT LINE® POLICY

This Hayward Industries, Inc. Expert Line Advertising Policy (“Expert Line Advertising Policy”) is issued by Hayward Industries, Inc. (“Hayward”) and applies to resellers who advertise or sell Hayward-branded Expert Line Products (“Expert Line Products”) in the United States of America. This Expert Line Advertising Policy supplements, and does not replace, any then-current Agreement between you and Hayward. By advertising Expert Line Products to customers, you (“Reseller”) agree to adhere to the following terms and conditions. Hayward may review Reseller’s activities for compliance with this Expert Line Advertising Policy, and Reseller agrees to cooperate with any such investigation.

1. **No Online Sales.** This Expert Line Advertising Policy establishes the terms and conditions upon which a Reseller will be permitted to advertise Expert Line Products online. Expert Line Products may NOT be sold online to any customer. This Expert Line Advertising Policy permits only the advertisement of Expert Line Products online, subject to the terms and conditions set forth herein.

2. **Advertising Expert Line Products Online.** Reseller is permitted to advertise Expert Line Products online to customers on a Static Content Website only. For purposes of this Expert Line Advertising Policy, a Static Content Website is defined as a website that generates sales leads by promoting corporate awareness rather than facilitating online transactions. The primary function of a Static Content Website is similar to that of a brochure in that it provides information about the Expert Line Products and contact information about how to proceed with a purchase through an in-person transaction, such as a retail store purchase, on-site service appointment, or new pool project installation.

(a) **Permitted Information.** Examples of information relating to Expert Line Products that Reseller is permitted to advertise on a Static Content Website includes information contained in Hayward's Buyer's Guide or www.hayward.com, such as product image, product name, product description, product features and benefits, product diagrams, and product marketing content.

(b) **Prohibited Information.** Notwithstanding anything to the contrary in this Expert Line Advertising Policy, Reseller may NOT (i) advertise manufacturer part number or price on any website of any kind; (ii) advertise any purchase option such as "call or click for price, quote, availability or purchase", "price available upon request", "buy online, pickup in store", or "add to cart"; or (iii) use any Expert Line Product image in a manner that is misleading to a customer as determined by Hayward in its sole discretion.

3. Transactional Website Not Permitted. Notwithstanding anything to the contrary in this Expert Line Advertising Policy, Reseller may NOT advertise Expert Line Products online on a Transactional Website. For purposes of this Expert Line Advertising Policy, a Transactional Website is defined as an electronic storefront for a brick-and-mortar reseller, a catalog business, or an e-Commerce website or marketplace that sells directly to the public. Transactional Websites include websites which are either hosted or on premise that (i) conduct full end-to-end transactions via a website; (ii) enable a customer to search for, order, and pay for products online; or (iii) allow a customer to contact the Reseller for aftersales service. Websites with an "add to cart" feature or link anywhere on the website are considered Transactional Websites.

(a) **Third Party Online Marketplaces, Auction Sites, and Catalogs Not Permitted.** Notwithstanding anything to the contrary in this Expert Line Advertising Policy, Reseller may NOT advertise Expert Line Products online on a Third Party Online Marketplace or ME1 34089212v.1 Auction Site or in national or regional Catalogs. For purposes of this Expert Line Advertising Policy, a Third Party Online Marketplace or Auction Site is defined as a hosted platform that brings buyers and sellers together to facilitate transactions. Examples of Third Party Online Marketplaces or Auction Sites include, but are not limited to, Amazon.com, Walmart.com, eBay, Target.com, Sears.com, Google Shopping, Facebook, Alibaba, Jet, or Buy.com.

4. Open Line Products. Reseller is permitted to advertise and sell Hayward-branded Open Line Products, including W3 SKUs, White Goods, Accessories, and Replacement Parts (collectively, "Open Line Products") to any customer on any Transactional Website, Third Party Online Marketplace or Auction Site, or national or regional Catalog, provided that Reseller has obtained Hayward's written approval. A Reseller seeking to sell Open Line Products online must first register and obtain the required written approvals from Hayward to act as a Hayward Authorized Online Reseller. Hayward has the right, in its sole and absolute discretion, to (i) accept or deny a request for authorization made by any prospective Online Reseller at any time and for any reason; or (ii) revoke a Reseller's status as a Hayward Authorized Online Reseller at any time and for any reason. A Hayward Authorized Online Reseller may only advertise and sell Open Line Products utilizing the specific URL(s) approved in writing by Hayward. Hayward Authorized Online Resellers are NOT authorized to sell Open Line Products through Third-Party Marketplaces or Auction Sites unless specifically approved in writing by Hayward. Notwithstanding anything to the contrary in this Expert Line Advertising Policy, Reseller is NOT permitted to sell, substitute, or otherwise transact Expert Line Products online or in catalogs.

5. Minimum Advertised Price ("MAP") Policy. Before a Reseller advertises any Hayward-branded products, Reseller must review the current version of Hayward Industries, Inc.'s Minimum Advertised Price ("MAP") Policy, which is available at: <https://www.haywardpool.com/assets/documents/pools/pdf/rebates/hayward-MAP-policy-effective-1-1-21-ME%201-6-21.pdf>

6. Conflicts. This Expert Line Advertising Policy shall control over any conflict found in any other agreement between the Parties relating to the Reseller's advertising or sale of Expert Line or Open Line Products.

AUTHORIZED RESELLER POLICY

This Hayward Industries, Inc. Authorized Reseller Policy ("Reseller Policy") is issued by Hayward Industries, Inc. ("Hayward") and applies to Authorized Resellers of Hayward-branded products and their parts ("Product(s)") in the United States of America. By purchasing Products from an Authorized Hayward Distributor or Hayward for retail sale, you ("Reseller") agree to adhere to the following terms. Until such status is otherwise revoked by Hayward in Hayward's sole and absolute discretion, Reseller shall be considered an "Authorized Reseller" hereunder. Hayward may review Reseller's activities for compliance with this Reseller Policy, and Reseller agrees to cooperate with any investigation related to the sale of the Products.

1. Authorized Customers. Reseller is authorized to sell Products to End Users only. An "End User" is a purchaser of the Products who is the ultimate consumer of the Products and who does not intend to resell the Products to any third party either individually or in an installed state. Reseller shall not sell or transfer Products to any person or entity Reseller knows or has reason to know intends to resell the Products. Reseller shall not sell, ship, invoice, or promote the Products outside the United States of America without Hayward's prior written consent.

2. Online Sales. Reseller shall not offer for sale or sell Products on or through any website, online marketplace, mobile application, or other online forum without the prior written consent of Hayward, granted through execution by Hayward of the Hayward Industries, Inc. Authorized Online Reseller Agreement.

3. Sales Practices. Reseller shall conduct its business in a reasonable and ethical manner at all times and shall not engage in any deceptive, misleading, or unethical practices or advertising at any time. Reseller shall not make any warranties or representations concerning the Products except as expressly authorized by Hayward. Reseller shall comply with any and all laws, rules, regulations, and policies (a) applicable to Distributor's business and (b) related to the marketing and sale of the Products.

Reseller shall represent the Products in a professional manner and refrain from any conduct that is or could be detrimental to the reputation of Hayward or the Products.

4. Warranty. Reseller understands and agrees that, subject to applicable law, any Products purchased by Reseller from an unauthorized distributor or an unauthorized reseller will void any warranties applicable to such Products.

Product Care, Customer Service, and Other Quality Controls.

(a) Reseller shall comply with all instructions provided by Hayward regarding the storage, handling, shipping, disposal, or other aspect of the Products, including instructions provided on Product labels and other instructions that may be distributed by Hayward from time to time. Reseller shall store Products in a cool, dry place, away from direct sunlight. Hayward heaters may not be stacked more than three units high. Further, Reseller shall use best efforts to use the First In, First Out (FIFO) inventory shipment method to preserve the integrity of the Products.

(b) Reseller shall sell Products in their original packaging. Relabeling, repackaging (including the separation of bundled Products or the bundling of Products), and other alterations are not permitted. Reseller shall not remove, translate, or modify the contents of any label or literature on or accompanying the Products. Reseller shall not tamper with, deface, translate, or otherwise alter any literature, serial number, UPC code, or other identifying information on or accompanying Products or their packaging.

(c) Reseller shall not represent or advertise any Product as “new” that has been returned open or repackaged.

(d) Promptly upon receipt of the Products, Reseller shall inspect the Products and their packaging for damage, defect, broken seals, evidence of tampering, or other nonconformance (a “Defect”). If any Defect is identified, Reseller must not offer the Product for sale and must promptly report the Defect to Hayward at customerservice@hayward.com.

(e) Reseller shall be familiar with the special features of all Products marketed for sale and must obtain sufficient Product knowledge to advise customers on

the selection and safe use of the Products, as well as any applicable warranty, guarantee, or return policy. Reseller must be available to respond to customer questions and concerns both before and after sale of the Products and should endeavor to respond to customer inquiries promptly.

(f) Reseller shall cooperate with Hayward with respect to any Product tracking systems that may be implemented from time to time.

(g) Reseller shall cooperate with Hayward with respect to any Product recall or other consumer safety information dissemination efforts.

(h) Reseller shall report to Hayward any customer complaint or adverse claim regarding the Products of which it becomes aware. Reseller shall assist Hayward in investigating any such complaints or adverse claims.

(i) Reseller shall cooperate with Hayward in the investigation and resolution of any quality or customer service issues related to Reseller’s sale of the Products, including disclosing information regarding Product sources, shipment, and handling.

6. Intellectual Property. Reseller acknowledges and agrees that Hayward owns all proprietary rights in and to the Hayward brand, name, logos, trademarks, service marks, trade dress, copyrights, and other intellectual property related to the Products (the “Hayward IP”). Reseller is granted a limited, non-exclusive, non-transferable, revocable license to use the Hayward IP solely for purposes of marketing and selling the Products as set forth herein. This license will cease upon termination of Reseller’s status as an Authorized Reseller. All goodwill arising from Reseller’s use of the Hayward IP shall inure solely to the benefit of Hayward. Reseller’s use of the Hayward IP shall be in accordance with any brand guidelines that may be provided by Hayward from time to time and must be commercially reasonable as to the size, placement, and other manners of use. Hayward reserves the right to review and approve, in its sole discretion, Reseller’s use or intended use of the Hayward IP at any time, without limitation. Reseller shall not create, register, or use any domain name or any mobile application that contains any Hayward product name or any trademark owned by Hayward, nor a misspelling or confusingly similar variation of any Hayward product name or any trademark owned by Hayward.

7. **Termination.** If Reseller violates this Reseller Policy, Hayward reserves the right to terminate Reseller's status as an Authorized Reseller with written or electronic notice. Upon termination of a Reseller's status as an Authorized Reseller, Reseller shall immediately cease (i) selling the Products; (ii) acting in any manner that may reasonably give the impression that Reseller is an Authorized Reseller of Hayward Products or has any affiliation whatsoever with Hayward; and (iii) using all Hayward IP.8.

Modification. Hayward reserves the right to update, amend, or modify this Reseller Policy at any time. Unless otherwise provided, such amendments will take effect immediately, and Reseller's continued use, advertising, offering for sale, or sale of the Products, use of the Hayward IP, or use of any other information or materials provided by Hayward to Reseller will be deemed Reseller's acceptance of the amendments.

9. **Confidentiality.** This Reseller Policy, and its attachments, if any, constitute confidential, proprietary information of Hayward and shall not be used for any purpose other than the authorized advertising and sale of the Products nor disclosed to any third party without the prior written consent of Hayward.

CO-OP ADVERTISING

Newspaper, TV and other traditional forms of media remain a powerful method for reaching people of all ages with messaging about the quality and reliability of Hayward® products.

When you become a Totally Hayward® Partner, you earn points and may qualify for 50/50 co-op reimbursement—making advertising even more affordable. Please note that in order to receive co-op approval, your ad must contain a minimum of three mentions of the Hayward brand.

To learn more about earning co-op dollars, see the next page. To learn how to become a Totally Hayward Partner, visit totallyhayward.com or call your local Hayward sales representative.

EARN MORE AS A TOTALLY HAYWARD® PARTNER.

CO-OP DOLLARS

Once you achieve Totally Hayward Partner status, you can begin earning co-op dollars to redeem in the Hayward® Co-op Marketing Program. The more Totally Hayward Systems (three or more Hayward in-ground products, two of which must be a pump and a filter*) you purchase during the calendar year, the more co-op dollars you'll earn toward valuable marketing materials—and the greater return on your investment you'll see.

*The third product in a qualifying Totally Hayward Partner Program purchase must be a Hayward heater, heat pump, cleaner, sanitization system or control.

CO-OP DOLLARS EARNINGS CHARTS**

FOR BUILDERS		FOR RETAILERS	
UNITS PURCHASED	CO-OP \$ EARNED	UNITS PURCHASED	CO-OP \$ EARNED
30 – 249	\$2,000	50 In-ground	\$1,500
250 – 499	\$4,000	100 In-ground	\$2,500
500 – 749	\$6,000	Cleaners (40 or more) In-ground	\$1,000
750 – 999	\$8,000	Above-ground	\$1,000
1,000 or more	\$10,000		

**Co-op dollars must be utilized within the category in which the dollars were earned. For example: if you earn \$1,000 for above-ground co-op, your advertising must target the above-ground audience. Co-op dollars earned in separate categories cannot be combined.

CO-OP POLICIES & PROCEDURES

PROGRAM SUMMARY

The Hayward® Co-op Marketing Program gives Totally Hayward® Partners an allowance to build advertising campaigns using approved media platforms. This allowance is based on the Hayward equipment purchases made throughout the calendar year and must be used within that same calendar year. Program rules must be followed to get reimbursement.

The following pages provide a checklist to guide you through any situation.

Note: To qualify for co-op dollars, you must be in compliance with the Totally Hayward Partner Program as well as Hayward's Minimum Advertised Price Policy (MAPP).

MEDIA	DOCUMENTATION REQUIRED
Broadcast – Radio	<input type="checkbox"/> Notarized station invoice showing the net amount paid. Must include business name, name of commercial and date(s) aired* <input type="checkbox"/> A notarized script including the number of times the spot aired and the cost, which should be identical to that on the invoice <input type="checkbox"/> Copy of prior approval, if applicable <input type="checkbox"/> Completed 2022 Co-op Advertising Claim Form
Broadcast – TV	<input type="checkbox"/> Notarized station invoice showing the net amount paid. Must include business name, name of commercial and date(s) aired* <input type="checkbox"/> Notarized storyboard including the number of times the spot aired and the cost, which should be identical to that on the invoice <input type="checkbox"/> Copy of prior approval, if applicable <input type="checkbox"/> Completed 2022 Co-op Advertising Claim Form <input type="checkbox"/> DVD may be submitted in place of the storyboard
Business Directories	<input type="checkbox"/> Business directory contract to include the directory, classified heading and monthly and annual rate <input type="checkbox"/> A full-page tear sheet that corresponds to each contract <input type="checkbox"/> Copy of the paid invoice for each month for which you are requesting reimbursement <input type="checkbox"/> If contract is paid in full, include canceled check for the payment of the contract <input type="checkbox"/> Copy of prior approval, if applicable <input type="checkbox"/> Completed 2022 Co-op Advertising Claim Form
Direct Marketing	<input type="checkbox"/> Printer's Invoice. Must include business name, number of pieces printed and date printed <input type="checkbox"/> Postal receipt (Form #3602) for postage <input type="checkbox"/> Two samples of direct mail piece <input type="checkbox"/> Copy of prior approval, if applicable <input type="checkbox"/> Completed 2022 Co-op Advertising Claim Form
Outdoor & In-Theater	<input type="checkbox"/> Invoice for net amount paid for space rental, printing or painting. Include builder/retailer name and the date(s) the billboard or theater was rented or the in-theater advertising was run <input type="checkbox"/> Photos of the billboard/sign or other outdoor media and in-theater advertising <input type="checkbox"/> Copy of prior approval, if applicable <input type="checkbox"/> Completed 2022 Co-op Advertising Claim Form
Print	<input type="checkbox"/> Original invoice showing net amount paid. Must include business names, publication name and date(s) ad ran for each time ad is run* <input type="checkbox"/> Full-page tear sheet corresponding to information on invoice <input type="checkbox"/> Copy of prior approval, if applicable <input type="checkbox"/> Completed 2022 Co-op Advertising Claim Form

*Invoice must be submitted even when an advertising agency is used.

MEDIA	DOCUMENTATION REQUIRED
SEO/Social Media	<input type="checkbox"/> Invoice for net amount paid for purchase of web page updates and/or links <input type="checkbox"/> Screen shots of home page with keywords and/or blogs with URL <input type="checkbox"/> Copy of prior approval, if applicable <input type="checkbox"/> Completed 2022 Co-op Advertising Claim Form
Wearables	<input type="checkbox"/> Completed 2022 Totally Hayward® Partner Program Wearables Order Form
Vehicle Wraps	<input type="checkbox"/> Invoice for net amount paid for wrap/lettering project. Invoice must include vendor name, address and phone number <input type="checkbox"/> Photographs of the vehicle which show the entire driver side, entire passenger side and rear <input type="checkbox"/> Copy of prior approval, if applicable <input type="checkbox"/> Completed 2022 Co-op Advertising Claim Form
WeBuild™ Websites	<input type="checkbox"/> Invoice for net amount paid for purchase of web template. Must include business name, date site/changes went live and screen shots indicating all Hayward® products offered and a working URL <input type="checkbox"/> Screen shots of customized welcome screen and product screen <input type="checkbox"/> Copy of prior approval, if applicable <input type="checkbox"/> Completed 2022 Co-op Advertising Claim Form

THE HAYWARD CO-OP MARKETING PROGRAM

There are times when the checklist won't be enough. When you have specific questions on how the program works or need detailed direction on how to be reimbursed for your ads, refer to the Hayward Co-op program information found at haywardrewards.com or call the Co-op Marketing Department at 908-351-5400 x4620. This information will help you make the most of your co-op allowance.

VENDOR CONTACT INFORMATION

When creating and purchasing advertisements for your business, it makes a big difference to work with a trusted vendor. Refer to the next page to obtain contact information for Hayward®-preferred vendors who will help you get the most out of your marketing campaigns and your co-op dollars.

INFORMATION	CONTACT	NOTES	INFORMATION	CONTACT	NOTES
<ul style="list-style-type: none"> • Co-op prior approvals • General questions • Claim submission with or without prior approval 	Hayward® Co-op Administration 1415 Vantage Park Drive Charlotte, NC 28203 908-351-5400 x4620 co-op@hayward.com	<ul style="list-style-type: none"> • A copy of the ad requested for prior approval must be emailed • Sending a claim to this address without prior approval will prolong the processing time 	<ul style="list-style-type: none"> • WeBuild™ Websites 	Pool Builder Plus Brady Davis 425 East Lavender Lane Arlington TX, 76010 817-946-0031 brady@poolbuilderplus.com poolbuilderplus.com	<ul style="list-style-type: none"> • Submit Hayward WeBuild Websites Registration Form • Include photographs, brochures and electronic files where possible
<ul style="list-style-type: none"> • Wearables • Broadcast • SEO • Print Media 	Hayward Co-op Administration 1415 Vantage Park Drive Charlotte, NC 28203 908-351-5400 x4620 co-op@hayward.com	<ul style="list-style-type: none"> • There will be a one-time dealer imprint set-up fee to create an embroidery tape/silkscreen with your logo artwork • Be sure to include a copy of the approved media prior approval when submitting a claim 	<ul style="list-style-type: none"> • Direct Mail 	Money Maker Advertising 817-265-5800 817-262-7839 advertise@moneymakeradvertising.com moneymakeradvertising.com	<ul style="list-style-type: none"> • Select a Direct Mail Template and contact vendor to get started
<ul style="list-style-type: none"> • Social Media & Website Development 	Small Screen Producer Lisa Hoffman 3370 N Hayden Rd #514 Scottsdale AZ 85251 1-281-569-4372 lhoffman@smallscreenproducer.com info@smallscreenproducer.com poolmarketingsite.com	<ul style="list-style-type: none"> • Select the program that suits your needs and contact the vendor to get started. • Determine the type of website or social media platform(s) and/or services you're looking for and contact the vendor to get started 	<ul style="list-style-type: none"> • Billboards 	Hayward Co-op Administration 1415 Vantage Park Drive Charlotte, NC 28203 908-351-5400 x4620 co-op@hayward.com	<ul style="list-style-type: none"> • Have billboard vendor contact information ready
<ul style="list-style-type: none"> • Website Development "SWAT" 	SWAT Marketing Solutions 163 Madison Avenue Suite 200-30 Morristown, NJ 07960 844-307-7928 (Office) 908-380-4555 (Mobile) bporter@swatms.com swatmarketingsolutions.com	<ul style="list-style-type: none"> • Select the program that suits your needs and contact the vendor to get started. • Determine the type of website or social media platform(s) and/or services you're looking for and contact the vendor to get started 	<ul style="list-style-type: none"> • Photography • Video • Drone Service 	J Martin Production Jason Martin 973-771-6868 support@jmartinproduction.com jmartinproduction.com	<ul style="list-style-type: none"> • Contact vendor for all your photography and video needs • To receive 10% off, use promo code Hayward2022



We Build Better.™

2022 Co-op Marketing Claim Form

Hayward® Market Development Program

Prior approval must be obtained by Hayward before a claim will be reimbursed. Please see the 2022 Co-op Advertising Prior Approval Request Form. Also, to participate, you must be signed up by a Hayward Sales Representative no later than 5/1/22.

To qualify, ads may not picture or mention competitive products. This form must be returned within 60 days from date of publication or postal permit date to receive co-op refunds. Co-op reimbursement is limited to the Co-op Marketing Development Fund Allowance per account, per year. Please refer to Hayward Co-op Policies and Procedures for program specifics.

Principal Name/Owner: _____		Date: _____
Company Name: _____	<input type="checkbox"/> DBA (please include if applicable)	
Address: _____	Co-op Program: _____	Email: _____
City/State /Zip: _____	Telephone: () _____	
Signature: _____	Fax: () _____	

Office Use:

Date Received: _____
Account Number: _____
Transaction Number: _____

Reimbursement Details

Hayward will reimburse you up to 50% of the cost based on your Co-op Market Development allowance, reimbursement level, and the amount of space allocated towards Hayward.

Advertisement #1

Media Type:	<input type="checkbox"/> Radio	<input type="checkbox"/> Yellow Pages	<input type="checkbox"/> Billboard	<input type="checkbox"/> Other
	<input type="checkbox"/> Newspaper	<input type="checkbox"/> Direct Mail	<input type="checkbox"/> Website	
Please attach:	<input type="checkbox"/> Invoice AND	<input type="checkbox"/> Tear sheet AND/OR	<input type="checkbox"/> Affidavit of performance AND/OR	
	<input type="checkbox"/> Postal form number 3602 AND	<input type="checkbox"/> Printer's Invoice AND	<input type="checkbox"/> 2 samples of mailer	

Please see Policies and Procedures for the required documentation required for each media.

Advertisement #2

Media Type:	<input type="checkbox"/> Radio	<input type="checkbox"/> Yellow Pages	<input type="checkbox"/> Billboard	<input type="checkbox"/> Other
	<input type="checkbox"/> Newspaper	<input type="checkbox"/> Direct Mail	<input type="checkbox"/> Website	
Please attach:	<input type="checkbox"/> Invoice AND	<input type="checkbox"/> Tear sheet AND/OR	<input type="checkbox"/> Affidavit of performance AND/OR	
	<input type="checkbox"/> Postal form number 3602 AND	<input type="checkbox"/> Printer's Invoice AND	<input type="checkbox"/> 2 samples of mailer	

Please see Policies and Procedures for the required documentation required for each media.

Advertisement #3

Media Type:	<input type="checkbox"/> Radio	<input type="checkbox"/> Yellow Pages	<input type="checkbox"/> Billboard	<input type="checkbox"/> Other
	<input type="checkbox"/> Newspaper	<input type="checkbox"/> Direct Mail	<input type="checkbox"/> Website	
Please attach:	<input type="checkbox"/> Invoice AND	<input type="checkbox"/> Tear sheet AND/OR	<input type="checkbox"/> Affidavit of performance AND/OR	
	<input type="checkbox"/> Postal form number 3602 AND	<input type="checkbox"/> Printer's Invoice AND	<input type="checkbox"/> 2 samples of mailer	

Please see Policies and Procedures for the required documentation required for each media.

Office Use:

Total Cost of Ad \$:	_____	% Hayward:	_____
Cost of Hayward Space/Time \$:	_____	x	_____ %
Reimbursement Due \$:	_____		
Approved:	_____	Date:	_____
Material Code:	_____		

Office Use:

Total Cost of Ad \$:	_____	% Hayward:	_____
Cost of Hayward Space/Time \$:	_____	x	_____ %
Reimbursement Due \$:	_____		
Approved:	_____	Date:	_____
Material Code:	_____		

Office Use:

Total Cost of Ad \$:	_____	% Hayward:	_____
Cost of Hayward Space/Time \$:	_____	x	_____ %
Reimbursement Due \$:	_____		
Approved:	_____	Date:	_____
Material Code:	_____		

By signing this form, I agree to the terms and conditions as outlined in this document.

Signature: _____	Date: _____
-------------------------	--------------------

Please mail or email this form to:

Hayward Industries, Inc.

Co-op Administration

1 Hayward Industrial Drive, Clemmons, NC 27012

Phone: (908) 351-5400 x4620

Email: co-op@hayward.com

2022 Co-op Marketing Prior Approval Form

Hayward[®] Market Development Program

To be eligible to participate, you must be a member of the Totally Hayward[®] Partner Program. For more information, please contact your Hayward Sales Representative or visit www.totallyhayward.com.

Written prior approval is required:

Whenever any Hayward-supplied advertising is altered

For all advertising and items not supplied by Hayward

For complete policies and procedures, refer to the 2022 Hayward Co-op Policies and Procedures.

This form is for prior approval only. A separate submission of documentation requirements (as outlined in Hayward Co-op Policies and Procedures) is necessary for reimbursement. Any activity running in November or December of 2022 must be submitted for prior approval and must include all costs associated with the claim.

Principal Name/Owner:	Date:	Totally Hayward #:
Company Name:	DBA (Please include if applicable)	
Address:	Email:	
City/State /Zip:		
Signature:	Telephone: ()	
Hayward Sales Representative:	Fax: ()	

Advertisement

Type of Media:	Name of Publication, Station or Other Vehicle:
Date to Appear or Be Mailed:	Total Cost \$:

Office Use

<input type="checkbox"/> Approved	<input type="checkbox"/> Not Approved	Explanation
Total Cost of Ad \$	% Hayward	
Cost of Hayward Space \$	x	%
Reimbursement Due \$	Date	
Documentation Requirements for Reimbursement:		

By signing this form, I agree to the terms and conditions as outlined in this document.

Signature: _____ **Date:** _____

If there are any questions, consult your local representative or call the Co-op Administration Center at 908-979-9700.

Please mail or email this form to:
Hayward Industries, Inc.
Co-op Administration
1 Hayward Industrial Drive, Clemmons, NC 27012

Phone: (908) 351-5400 x4620
Email: co-op@hayward.com

2022 Hayward® Gear Order Form

Name: _____ Totally Hayward #: _____ Date: _____

Company Name: _____ Email: _____

Shipping Address: _____ City/State/Zip: _____

Telephone: () - Fax: () -

Hayward Sales Representative:

Totally Hayward® Partners

Hayward Gear apparel
is available for co-op
reimbursement dollars.

Apparel may be customized
with your company logo.

(Please allow 3-4 weeks for delivery.)

If there are any questions, consult your local representatives or call Hayward Gear at (800) 820-8033. Visit us at haywardrewards.com to shop online

[illegible]

How to Order:

Complete the form and email it to sales@fpsapparel.com.

1. For customized logo, please email a high-resolution electronic image of the logo to sales@fpsapparel.com
2. Include a onetime tape or screen charge for your first order.
3. Dealer logo embroidery and/or silk screen on left chest will be 2.5".
4. A onetime set up charge for dealer logo embroidery will be \$75.00 for up to 5,000 stitches.
5. A onetime silk screen charge for dealer's logo on left chest of T-shirts & sweatshirts will be \$30.00 per color.
6. All XXL and XXXL sizes incur additional costs. See sales@fpsapparel.com or call to determine the additional cost for larger than XL.
7. Local state sales tax applies for New York State only. Method of Payment: All prices stated in U.S. dollars.

Method of Payment: All prices stated in U.S. dollars.

☐ MONEY ORDER ENCLOSED☐ CHECK ENCLOSED

MO#: Amount:

☐ CREDIT CARD (check applicable card)

☐ Visa ☐ MasterCard ☐ American Express

Name: _____

Card number: _____ Expiration date (Month/Year): _____

Signature as shown on credit card:

Please print name as shown on credit card:

SUBTOTAL

Onetime Embroidery Tape	
Onetime Screen Tape	
Total Price of Order	
Sales Tax	
Shipping (To Be Determined)	
Total Cost	
Less Co-op Dollars (50/50)	
Less Select Points	
Amount Due	

**Please add sales tax
if you reside in NY**

State	Total
NY	7.25%

**Need artwork for your logo?
Call Hayward Gear for details.
(800) 820-8033**

2022 Totally Hayward® Partner Program Microsite Form

The Hayward® Microsite allows you to showcase your work online,
within the Hayward website — free.

Owner's Name (Last):	(First):	Date:
Company Name:	Totally Hayward # :	
Address:	Email:	
City/State /Zip Code:		
Current website URL (will hyperlink Hayward Microsite to your existing website if applicable):		
() -	() -	
Area Code/Telephone	Area Code/Fax	

All of the following information is required for the development of a microsite.

mydreampool.com™ Microsites

A. Please answer the following questions. Attach other written material, e.g., brochures, human interest stories and news clippings, that will aid in developing your company's microsite.

1. How many years has your company been in business?
2. How many years of experience do you have in the pool and spa industry?
3. What distinguishes you from your competition?
4. How many employees does your company have?
5. What types of pool services does your company provide, i.e., in-ground, above-ground, gunite, vinyl, etc.?
6. Does your company provide financing?
7. List the Hayward products your company sells:
8. What is your company's state license number?
9. List your company's professional memberships:
10. List your company's special certifications:
11. In 2-3 sentences, please explain the following:

How does your company manage projects (include subcontractors used and their capacity), and how do you resolve customer service issues?

B. Attach a letter from at least one satisfied customer that we can include on your site.

C. Be sure to include photos of your work. Electronic files can be emailed to **webmaster@mydreampool.com**.

Visit our website at **www.hayward.com**.

Microsites
D2 Creative
28 World's Fair Drive
Somerset, NJ 08873
Telephone: (732) 507-7452



We Build Better.™

2022 Hayward® WeBuild™ Websites Registration Form

For your convenience, this form is available at www.poolbuilderplus.com

Please complete the form. Once completed, a Pool Builder Plus representative will call you to discuss the construction of your website. If you are submitting this via mail, be sure to include photos, logo, testimonials and initial deposit.

Totally Hayward® # :

First Name:

Last Name:

Company Name:

Email:

Company Phone: () -

Company Fax: () -

Company Address:

Company City/State/Zip:

Choose (standard builder) template from www.poolbuilderplus.com. Template # :

Name:

Current Website Needs

- | | | | | | |
|--|------------------------------|-----------------------------|---------------------------------------|------------------------------|-----------------------------|
| • Do you have an existing domain name? | Yes <input type="checkbox"/> | No <input type="checkbox"/> | • Will you need hosting services? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| • Will you need to transfer an existing domain name? | Yes <input type="checkbox"/> | No <input type="checkbox"/> | • Will you need copywriting services? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| • Will you need to register a new domain name? | Yes <input type="checkbox"/> | No <input type="checkbox"/> | • Are you interested in logo design? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| • What is your proposed domain name? | | | | | |

Copy Writing

- Add your copy and/or attach a Word document along with an image for each page. If you need copywriting services check here. ☐
- If you are providing your own copy you will need to provide the following:
 - Homepage – 250 - 500 words and one image
 - About us page – 250 - 500 words and one image
 - Photo gallery page – Up to 25 of your best pool images
 - Testimonials page – Up to five testimonials from satisfied customers
 - Great ideas page – 250 - 500 words and one image for this page
 - Contact us page – Up to five email contacts, i.e. yourname@yourcompany.com. List the names of the individuals to assign email accounts:
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____

Images

- Please specify how you will supply required images: Email ☐ U.S. Mail ☐ Other ☐
- Provide up to 25 photos to be used in your custom image gallery
- Additional pages – Up to six additional pages, 250 - 500 words per page and one image per page
- List the Hayward equipment you currently sell by category:

Pump	Filter	Heater	Heat Pump	Cleaner	Lighting	Controls	Chlorinator

Once you have submitted the registration form, be sure to complete your order by submitting your images and deposit. For convenience, use the payment link at www.poolbuilderplus.com or send funds to bradymdavis@yahoo.com by using www.paypal.com.

If you have any questions regarding the WeBuild™ Website service, or would like to mail in your order or payment, please contact:

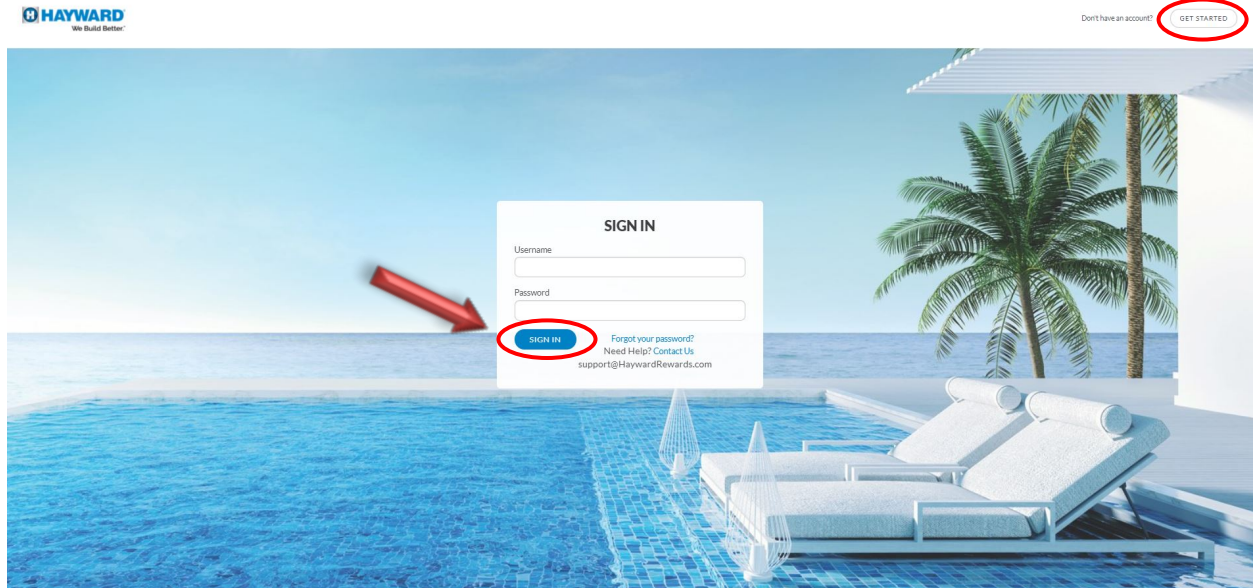
Brady M. Davis
Director of Web Services
www.poolbuilderplus.com
(817) 946-0031 CST.

425 E Lavender Lane,
Arlington, TX 76010
brady@poolbuilderplus.com

HaywardRewards.com Website Guide

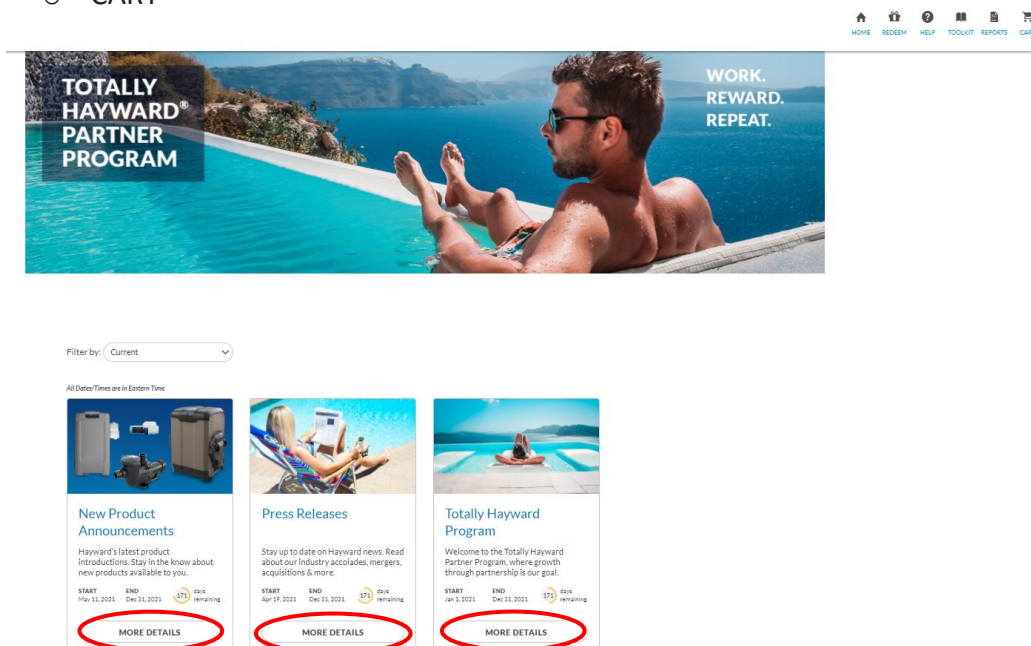
Login Page

- This is the login page for haywardrewards.com. If you can't remember your password, please use the "Forgot your password?" link next to the sign in button. If you need to create an account, click the "GET STARTED" button in the top-right corner.



Home Page

- After logging in with your username and password, you should see the following tabs across the top of the webpage:
 - HOME
 - REDEEM
 - HELP
 - TOOLKIT
 - REPORTS
 - CART



- On the Home page, you will see tiles for widgets such as New Product Announcements, Press Releases, Co-Op, the Riviera Maya trip and the Totally Hayward Program in which you are enrolled. For more information regarding a particular widget, click the “MORE DETAILS” button under that specific tile.


Profile

- You may access your profile by clicking the gray box on the far right of the navigation menu.
 - You may hover on this box for a quick preview of your current Totally Hayward Rewards balance in points and in dollars.
 - You can manually sign out of your account using the “SIGN OUT” button located here.
- Click “Edit Profile” to upload a profile picture, update your address information, or change your password. Click the “SUBMIT” button to save your changes.

Update Personal Information

Please note that the Social Stream and Announcements selections will determine what is displayed to other users of the application. The Recognition Preferences will be viewable by your management and Human Resources.

Profile Picture



CHANGE PROFILE PICTURE
REVERT TO DEFAULT

Update Personal Information

Address 1:

Address 2:

City:

State:

Zip Code:

Update Password

Current Password:

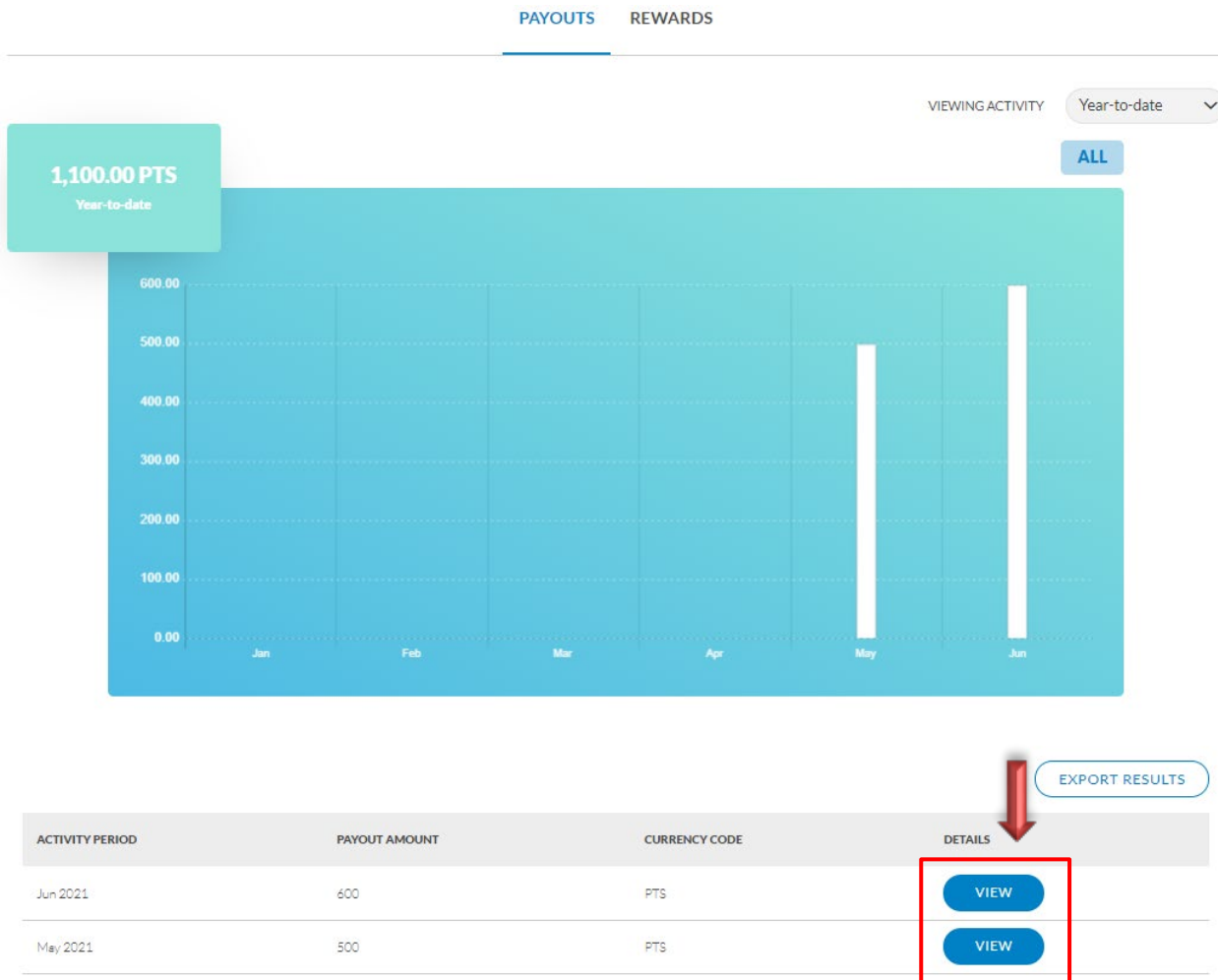
- must be at least 8 characters.
- must contain at least 1 lowercase character.
- must contain at least 1 uppercase character.
- must contain at least 1 number.

New Password:

Confirm New Password:

SUBMIT

- Click “REWARD CENTER” to get a snapshot of the points you’ve earned throughout the year on the “PAYOUTS” tab.
 - Click the “VIEW” button for details regarding what product was purchased, the date and time of purchase, and the point value attributed to each purchase.



- The “REWARDS” tab displays how you have redeemed your points throughout the year. It includes the time, day, and dollar amount of the redemption.



June 16

1:07 PM



Amazon PYO

Order ID: [REDACTED]

Status: Shipped

Quantity: 1
Digital

USD 25.00

12:57 PM



DoorDash

Order ID: [REDACTED]

Status: Shipped

Quantity: 1
Digital

USD 50.00

June 3

4:37 PM



Amazon PYO

Order ID: [REDACTED]

Status: Shipped

Quantity: 1
Digital

USD 50.00

May 19

11:17 PM



Nike PYO

Order ID: [REDACTED]

Status: Shipped

Quantity: 1
Digital

USD 100.00

Redeem Rewards

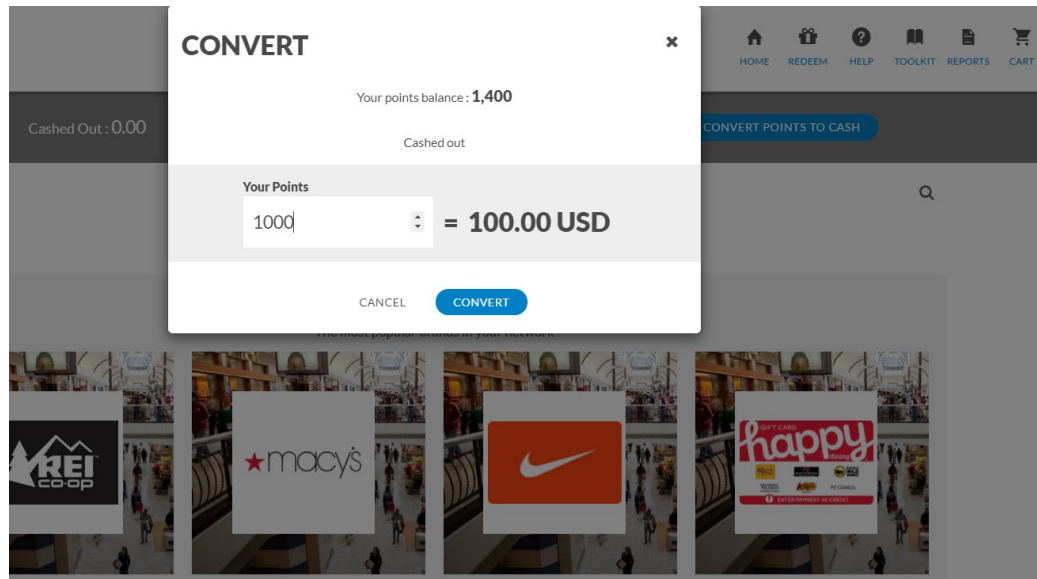
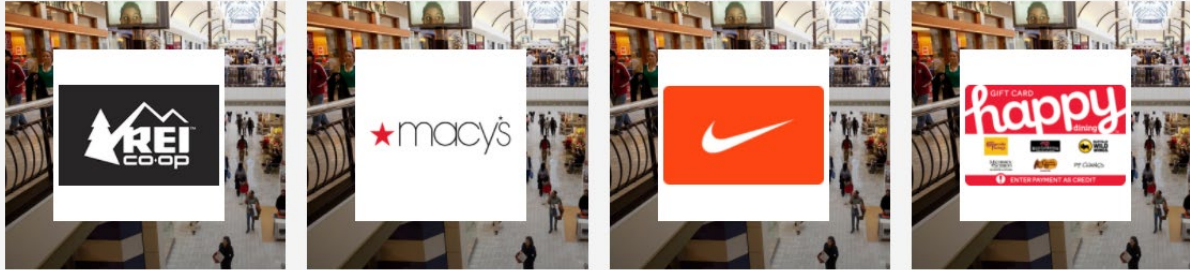
- To redeem your rewards points, navigate to the “REDEEM” button on the top navigation bar. From here, you have a few options. You may redeem your rewards via the gift card mall, a single-load prepaid card, a reloadable card, an ACH direct deposit or a check.
- To redeem rewards, you must convert your points to cash. Click the “CONVERT POINTS TO CASH” button and indicate how many points you want to convert.




Welcome to the Rewards Mall

Trending


The most popular brands in your network




- The gift card mall features popular brands like Macy's, Best Buy, Target, Amazon, Apple, and so much more. Simply navigate to a category tile and click it to shop your favorite brands. When you find a card you'd like to purchase, indicate the denomination, quantity, and add it to your cart.




Boston Market
 \$50.00





Buffalo Wild Wings
 \$10.00 - \$25.00



Buffalo Wild Wings restaurants feature a variety of boldly flavored, made-to-order menu items including our namesake Buffalo, New York-style chicken wings. Our menu specializes in 21 mouth-watering signature sauces and seasonings with flavor sensations ranging from Sweet BBQ® to Blazin'®. Guests enjoy a welcoming atmosphere that includes an extensive multi-media system for watching their favorite sporting events. Buffalo Wild Wings is the recipient of hundreds of "Best Wings" and "Best Sports Bar" awards from across the country.


Denomination

\$10.00


Quantity

1

ADD TO CART



Happy Dining
 \$25.00 - \$500.00



- When choosing a virtual gift card option, look for the follow-up email providing the virtual gift card usage.
- Lists that detail which vendors offer physical cards and which vendors offer digital gift cards can be found under the "TOOLKIT" button in the navigation bar.
- If you prefer to order traditional merchandise items rather than gift cards, select "Merchandise Collection" in the gift card mall. On the following page, select the "Rewards" link to browse merchandise on our affiliate website. When you're ready to order an item, add the merchandise collection card to your cart and use it to redeem your desired item.



Merchandise Collection

Denomination

\$15.00

Quantity

1

ADD TO CART

ABOUT

Interested in merchandise? First, please head over to [Rewards](#) and check out the available items. Once you're ready to shop for merchandise, head back here and redeem for this card. Next head over the merchandise mall and click on "Sign In" in the top right and Register to add your card number. Once completed you can start to redeem for merchandise. The merchandise catalogue is a collection of thousands of items from popular brands. With trending electronics and gadgets, sporting, gifts for the home, and more—the merchandise mall is sure to amaze. Card is issued by MetaBank®, Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. No cash access or recurring payments. Can be used at select merchants where Debit Mastercard is accepted, see website below. Card valid for up to 12 months, funds do not expire and may be available after card expiration date, fees may apply. Card terms and conditions apply, see [MyPrepaidCenter.com](#).

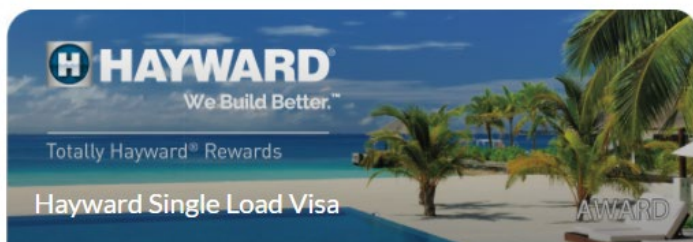
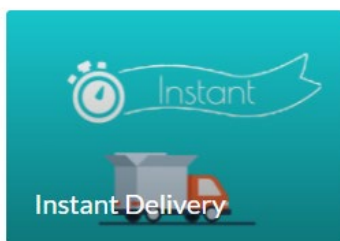
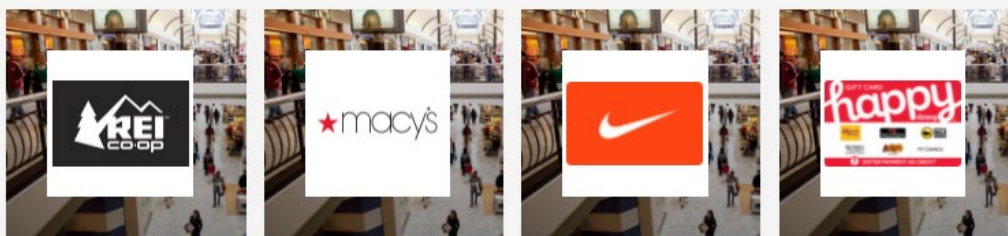
- Within the gift card mall, you also have the option to load your points onto a single load Visa Prepaid Card. The card can be used anywhere Visa debit is accepted. Click the "Hayward Single Load Visa" tile to proceed to the next step.



Welcome to the Rewards Mall

Trending

The most popular brands in your network



Denomination	Quantity	
<input type="text" value="\$200.00"/>	<input type="text" value="1"/>	<button>ADD TO CART</button>

ABOUT

Card is issued by MetaBank®, N.A., Member FDIC, pursuant to a license from Visa U.S.A. Inc. No cash access or recurring payments. Can be used everywhere Visa debit cards are accepted. Card valid for up to 6 months, funds do not expire and may be available after card expiration date, fees may apply. Card terms and conditions apply.

- To claim the single load Visa Prepaid Card, select your desired denomination and quantity, then click the “ADD TO CART” button. Please note that you must convert your points to cash in order to load money onto the card. Refer to the “**Card**” section of this guide if you need help finalizing your single-load card purchase.

- Selecting “Reloadable” from the “REDEEM” page will bring you to the page shown below. This card can be used anywhere MasterCard debit is accepted and can be reloaded with more money at any time.
- To claim the card, you must convert your desired amount of points to cash and click the “SUBMIT” button under “Your current Rewards balance:”

Cashed Out : 0.00

Your Points : 2,100

CONVERT POINTS TO CASH

Earn a minimum of 50.00 to order your card.

Your current Rewards balance: \$0.00

SUBMIT

Hayward Reloadable Mastercard

- Selecting “ACH + Check” will bring you to the page shown below. You may deposit the cash value of your points to your bank through an ACH direct deposit or opt to receive a check. Simply indicate your desired deposit amount with the button at the bottom of the page and follow the prompts afterward.

Deposit My Rewards

Once a deposit is initiated below, allow up to 1 business day to receive an email asking to create a Northlane account. Once the account is created, allow up to 5 business days for funds to post to your US-based bank account.

Transfer some or all of your balance to your personal bank account.
Click the button below to begin.

MY BALANCE

\$0.00

You will have an opportunity to choose a check instead of ACH as you proceed through the process

SELECT DEPOSIT AMOUNT


- When you choose “ACH + Check” options, look for a follow-up email message regarding the necessary payment information.

Support

- If you need help, don’t hesitate to contact our support team! Select the “HELP” button on the navigation bar. You may call our support team at 1-877-922-GIVE (4483) or fill out the contact form to be reached via email.

WE'RE HERE TO HELP

Need to contact us?



First Name: *

Last Name: *


Email: *

Select the nature of your inquiry: *

▼


Please enter your inquiry below: *

[SUBMIT](#)




Call Us Toll - Free

Support is available toll-free Monday through Friday from 9AM through 6PM EST at 1-877-922-GIVE (4483)



Toolkit

[Visit](#) toolkit for program materials designed to enhance your experience on the platform



Standard FAQs

[View](#)

Toolkit

- The Toolkit can be accessed via the “TOOLKIT” button in the navigation bar. The toolkit currently contains a link to the 2021 Totally Hayward Member Benefits book.
- Click “Download” to open up an interactive, online version of this book. You may download and save the Member Benefits Book to your device using the download icon in the top right corner on the following page.

TOOLKIT

You can drag to reorder the display. The item at the top will display first.

CREATE A NEW TOOLKIT ITEM

Search for items

Tag:

Toolkit items: 1



Member Benefits Book 2021

The Totally Hayward Partner Program has lots of perks and opportunities waiting for you. Find out what they are with the Member Benefits Book!

DOWNLOAD



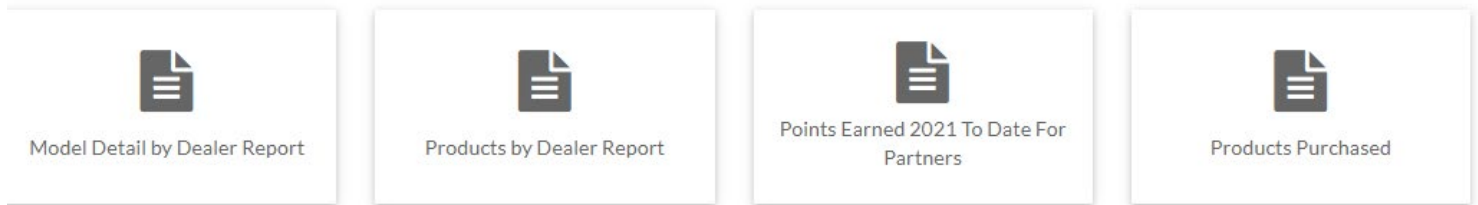
Page: 1 / 24



- Be sure to check the toolkit every once in a while for additional content!

Reports

- Clicking the “REPORTS” button in the navigation menu will bring you to the page shown below. You may select one of these options and build your own reports to keep track of your product purchases and Totally Hayward points earned.



- Reports can be customized to suit your needs. Take the tour below!

This is an overview of the “Models Detail by Dealer” report

Hide filters

FILTER

Clear all

Calendar Year

Cex Dealer Name

Item

Model

Dealer Id

User Id

Models Detail by Dealer Report

(Total results: 9)

Show: 10 Rows

Sort by: Calendar Year

Ascending

Set Column Display

EXPORT RESULTS

SFOQ_ID	DISTRIBUTOR CODE	CALENDAR YEAR	MODEL	ITEM	TOTAL QTY	SALES REP NAME
	29	2021	MaxFlo® XL	SP2307X10	2	BROCK SCHNEIDER
	29	2021	MaxFlo® XL	SP2310X15	1	BROCK SCHNEIDER
	29	2021	MaxFlo® XL	SP2315X20	1	BROCK SCHNEIDER
	29	2021	Navigator® V-Flow®	HSC925CC	2	BROCK SCHNEIDER
	29	2021	StarClear™ Plus Cartridge	C12002	1	BROCK SCHNEIDER
	29	2021	StarClear™ Plus Cartridge	C17502	1	BROCK SCHNEIDER
	29	2021	SwimClear™ Cartridge	C1005	1	BROCK SCHNEIDER
	29	2021	SwimClear™ Cartridge	C1505	1	BROCK SCHNEIDER
	29	2021	Universal H-Series Heater	H250FDN	1	BROCK SCHNEIDER

First

Previous

1

Next

Last

Customize your filters to search for what is most important to you

Hide filters

FILTER Clear all

Calendar Year

Cex Dealer Name

Item

Model

Dealer Id

User Id

Models Detail by Dealer Report

(Total results: 9)

Show: 10 Rows Sort by: Calendar Year Ascending

SFOQ_ID	DISTRIBUTOR CODE	CALENDAR YEAR	MODEL
	29	2021	MaxFlo® XL
	29	2021	MaxFlo® XL
	29	2021	MaxFlo® XL
	29	2021	Navigator® V-Flex®
	29	2021	StarClear™ Plus Cartridge
	29	2021	StarClear™ Plus Cartridge
	29	2021	SwimClear™ Cartridge
	29	2021	SwimClear™ Cartridge
	29	2021	Universal H-Series Heater

First Previous 1 Next Last

Sort your report by calendar year, distributor code, ascending/descending, and more

Hide filters

FILTER Clear all

Calendar Year

Cex Dealer Name

Item

Model

Dealer Id

User Id

Models Detail by Dealer Report

(Total results: 9)

Show: 10 Rows Sort by: Calendar Year Ascending

SFOQ_ID	DISTRIBUTOR CODE	CALENDAR YEAR	MODEL
	29	2021	MaxFlo® XL
	29	2021	MaxFlo® XL
	29	2021	MaxFlo® XL
	29	2021	Navigator® V-Flex®
	29	2021	StarClear™ Plus Cartridge
	29	2021	StarClear™ Plus Cartridge
	29	2021	SwimClear™ Cartridge
	29	2021	SwimClear™ Cartridge
	29	2021	Universal H-Series Heater

First Previous 1 Next Last

Choose what categories of information display using the “Set Column Display” link

Set Column Display

EXPORT RESULTS ▾

ITEM	TOTAL QTY	SALES REP NAME
SP2307X10	2	BROCK SCHNEIDER
SP2310X15	1	BROCK SCHNEIDER
SP2315X20	1	BROCK SCHNEIDER
HSC925CC	2	BROCK SCHNEIDER

Set Column Display ✕

<input checked="" type="checkbox"/> SFOQ_ID	<input checked="" type="checkbox"/> Distributor Code	<input checked="" type="checkbox"/> Calendar Year
<input checked="" type="checkbox"/> Model	<input checked="" type="checkbox"/> Item	<input checked="" type="checkbox"/> Total Qty
<input type="checkbox"/> Sales Rep	<input checked="" type="checkbox"/> Sales Rep Name	<input type="checkbox"/> Company Name

CANCEL OK

Once you're finished, you can download your report to Excel with the "EXPORT RESULTS" button

Set Column Display

EXPORT RESULTS ▾

ITEM	TOTAL QTY	SALES REP NAME
SP2307X10	2	BROCK SCHNEIDER
SP2310X15	1	BROCK SCHNEIDER
SP2315X20	1	BROCK SCHNEIDER
HSC925CC	2	BROCK SCHNEIDER

- Additional reporting options will be added to the website in the near future.

Cart

- Access the cart using the rightmost "CART" button in the navigation menu. Any gift cards that you added to your cart from the gift card mall will appear here. Be sure to review gift card quantities and denominations before finalizing your order.
- When you are ready to proceed, use the checkout button.

CART SUMMARY

Your cart is empty.



Discover great brands and redeem your rewards in the [mall](#).

MY CART

My Rewards \$ 0.00

Order Total \$ 0.00

Rewards Used \$0.00

CHECKOUT

We hope you enjoy the new Hayward Rewards site!

If you need any additional assistance, contact your Hayward sales representative or the
Hayward Rewards support team.

TotallyHayward.com Website Guide

Become a Partner

- If you are new to Totally Hayward, you can fill out an application to become a Totally Hayward Partner here. A brief description of the partnership advantages can also be found here.

Totally Hayward Log-In

- Use your 6-digit Hayward ID and password to log in.
- If this is your initial log-in, also use the 6-digit Hayward ID as your password. After logging in, you'll be prompted to change your password.

Products

- Description: This tab will bring you to Hayward.com, where you can find more information about our full lineup of products.
- Log-In: You do not have to be logged in to totallyhayward.com to access this feature.

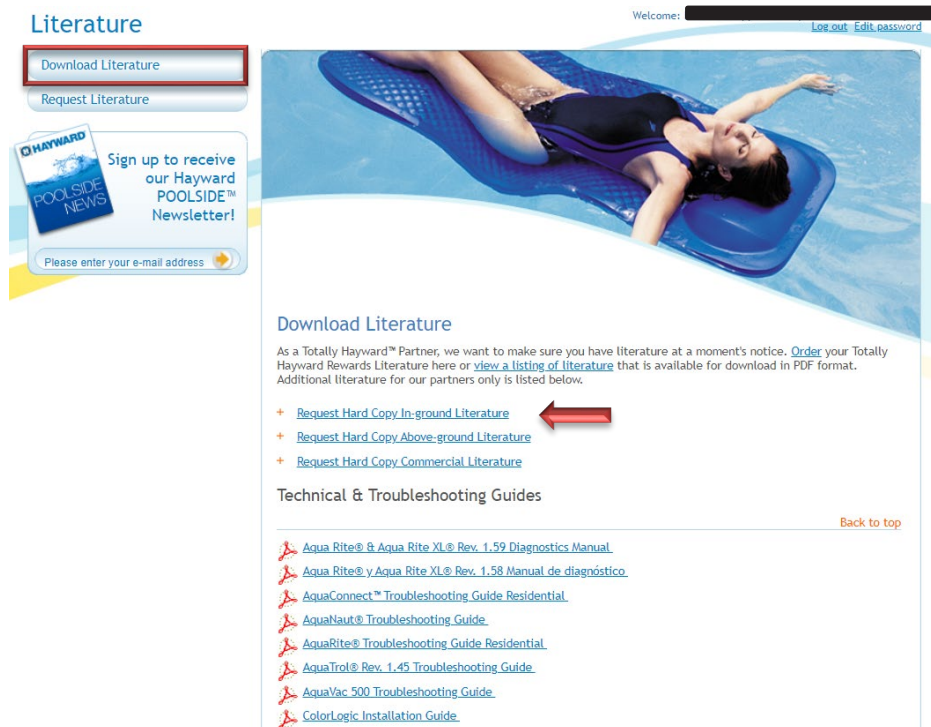
Totally Hayward Program

- Description: The key benefits of the Totally Hayward Program are outlined here. You can click the following tabs on the left side of the webpage to learn more:
 - Extended Warranty
 - Merchandising Materials
 - Referral Link
 - Microsite Program
 - Rewards
 - Customized Materials
 - WeBuild Websites
- Log-In: Once logged in to totallyhayward.com, you have access to this feature.



Literature

- Description: You can view or download literature available in PDF format here. If you would prefer a hard copy, you can submit a request from this page.
- Log-In: Once logged in to totallyhayward.com, you have access to this feature.

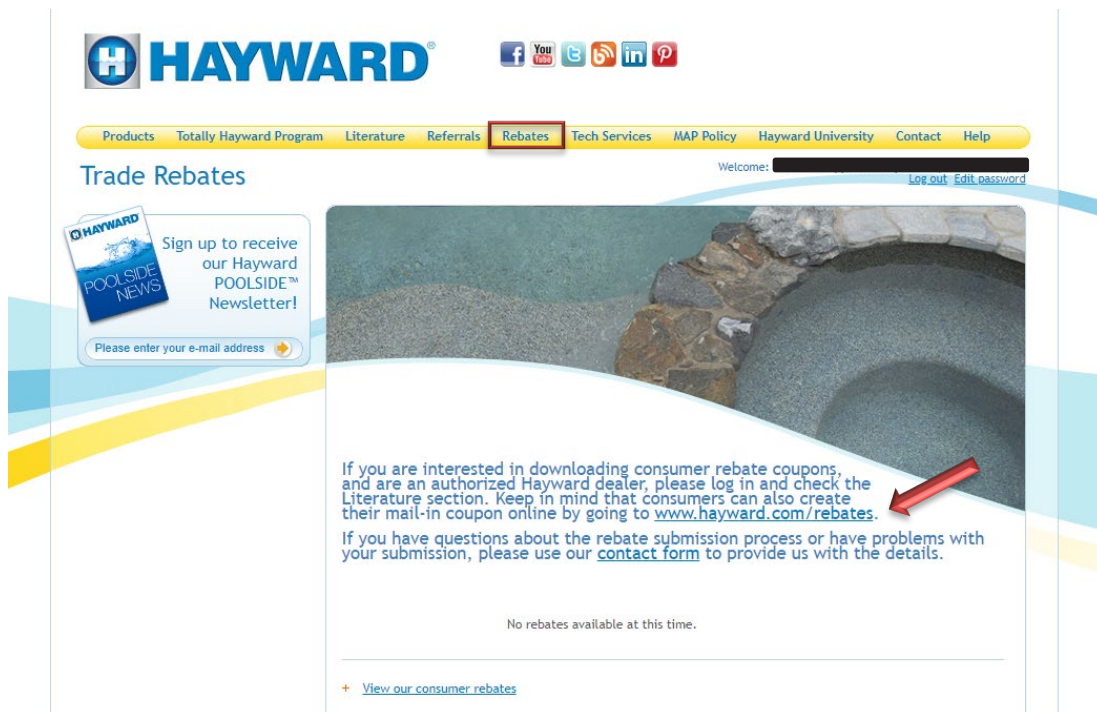


Referrals

- Description: Use this link to (a) view online referrals sent to you via Hayward.com, and (b) update the contact information we have on file for you.
- You can view the referrals gained from mydreampool.com or the number of times a consumer clicked on your company when it appeared on the dealer locator.
- Log-In: Once logged in to totallyhayward.com, you have access to this feature.

Rebates

- Description: If you are an authorized Hayward dealer interested in learning about Hayward's consumer rebate offers, this page can direct you to the Rebate Center on Hayward.com.
- Log-In: Once logged in to totallyhayward.com, you have access to this feature.



Tech Services

Register for Training:

- Description: Use this link to register for Hayward-led product seminars in your market.
- Log-In: You do not have to be logged in to totallyhayward.com to access this feature.

Warranty Claim:

- Description: If you are a Hayward Authorized Service Center, use this link to submit warranty claims.
- Log-In: Once logged in to totallyhayward.com, you already have access to this feature.
- NOTE: The QRC provides details for how to use the claims system.

Return Non-Claim Items:

- Description: If you are a Hayward Authorized Service Center, use this link to create a shipping label for returning non-claim-related parts to Hayward.
- Log-In: Once logged in to totallyhayward.com, you have access to this feature.

Distributor Registration:

- Description: If you are a distributor of Hayward products, use this link to request the ability to submit online claims.
- Log-In: You do not have to be logged in to totallyhayward.com to access this feature.

News & Announcements

- Description: Use this link to access product and process updates.
- Log-In: You do not have to be logged in to totallyhayward.com to access this feature, although some content is limited to Totally Hayward Partners.

Troubleshooting Guides

- Description: Use this link to access Troubleshooting Guides for key products.
- Log-In: Once logged in to totallyhayward.com, you have access to this feature.



Products Totally Hayward Program Literature Referrals Rebates **Tech Services** MAP Policy Hayward University Contact Help

Technical Services

Welcome: [redacted] [Log out](#) [Edit password](#)

Warranty Claim
Return Non Claim Items
Distributor Registration
News And Tech Updates For Pool Professionals

News and Tech Updates for HASC Service Partners

August 12, 2020
June 2020: Technical Updates for Pool Professionals

1. Gas Heaters: UHS Details on recent changes made to wiring configuration 2. Gas Heaters: H500FD Correct Part number for high limit is not listed in Buyers Guide 3. Lights: UCL320/160 Make sure you leave a minimum 2" cord length on returns 4. Lights: WFB100 Bubbler Not designed for fiberglass or vinyl pools See below for this month's updates. And visit our Support Center on Hayward.com for immediate access to Troubleshooting Guides, Quick Reference Guides, Manuals, Parts Diagrams, and Instructional Videos. <https://www.hayward-pool.com/shop/en/pools/support-center> 5. Controls: OmniLogic HL-Base MSP update 6. Controls: OmniPL The new OmniPL controller should never be disassembled

[View Past >](#)



News and Tech Updates for HASC Service Partners

August 12, 2020

June 2020: Technical Updates for Pool Professionals

1. Gas Heaters: UHS Details on recent changes made to wiring configuration 2. Gas Heaters: H500FD Correct Part number for high limit is not listed in Buyers Guide 3. Lights: UCL320/160 Make sure you leave a minimum 2" cord length on returns 4. Lights: WFB100 Bubbler Not designed for fiberglass or vinyl pools See below for this month's updates. And visit our Support Center on Hayward.com for immediate access to Troubleshooting Guides, Quick Reference Guides, Manuals, Parts Diagrams, and Instructional Videos. <https://www.hayward-pool.com/shop/en/pools/support-center> 5. Controls: OmniLogic HL-Base MSP update 6. Controls: OmniPL The new OmniPL controller should never be disassembled

August 12, 2020

July 2020: Technical Updates for Pool Professionals

1. White Goods: SkimMaster Skimmers Do not come with a bond kit 2. Cleaners: AV600/650 Troubleshooting update 3. Cleaners: AV600/650 WiFi connectivity issues with some Samsung S10 devices 4. Heat Pumps: All A change in the hose barb size for water pressure switch connection 5. Controls: OmniHub Spa Kit A change to the SKU See below for this month's updates. And visit our Support Center on Hayward.com for immediate access to Troubleshooting Guides, Quick Reference Guides, Manuals, Parts Diagrams, and Instructional Videos. <https://www.hayward-pool.com/shop/en/pools/support-center> 6. Controls/VS Pumps: HUA What to do when the HUA doesn't show up. 7. Controls: OmniPL Correct procedure for connecting the controller to the MPP

MAP Policy

Minimum Advertised Price Policy

- Description: Clicking the "MAP Policy" tab in the navigation bar will redirect you to the download center of the Hayward.com website. From there, you can download the latest MAP Schedule and MAP Policy. The MAP Schedule and MAP Policy documents provide everything you need to know to comply with Hayward's Minimum Advertised Price Policy. MAP Policy is updated annually and MAP Schedules are updated quarterly.

- Log-In: You do not have to be logged in to totallyhayward.com to access this feature.

HAYWARD
We Build Better.

US English | Investor Relations | Account | Search

IN GROUND | ABOVE GROUND | COMMERCIAL | WARRANTY REGISTRATION | MANUALS & CARE | ABOUT US | [WHERE TO BUY](#)

Home » Download Center

DOWNLOAD CENTER

Product Images | Product Videos | Hayward Logos | Totally Hayward | Catalog Data File | Promo Resources

Catalog Expert Line

Expert Line products are only available through your local pool professional. Expert Line products are prohibited from being sold online and contains 900+ products, some of which have enhanced features and extended warranties.

[Policies](#)
MAP Policy
MAP Schedule

[DOWNLOAD](#)

Catalog Open Line

Open Line products are specifically designed for the E-Commerce (Online Reseller) channel and can only be sold by the Hayward Authorized Online Resellers or Trade (Brick & Mortar) channel partners.

[Policies](#)
MAP Policy
MAP Schedule
MAP Policy Inquiries

[DOWNLOAD](#)

Hayward University

- Description: Hayward University is an online learning site offered to our Totally Hayward Partners.
- Log-In: Once logged in to totallyhayward.com, you have access to this feature.

HAYWARD

Products | Totally Hayward Program | Literature | Referrals | Rebates | Tech Services | MAP Policy | **Hayward University** | Contact | Help

Hayward University

Welcome: [Redacted] [Log Out](#) [Edit Password](#)

[Online Learning](#)
[Troubleshooting Guides](#)
[Instructional Videos](#)

[Sign up to receive our Hayward POOLSIDE™ Newsletter!](#)
Please enter your e-mail address

Welcome to Hayward University

Here you'll find our library of Hayward Pool product certification courses, online training, troubleshooting guides, and instructional videos, all developed for pool installation and service professionals.

Online Learning

Take advantage of our interactive Hayward Pool product training courses. These courses cover installation and troubleshooting for a range of our products. They are designed to work around your busy schedule, allowing you to learn at your own pace and in the comfort of your own home or office.

[Learn More](#)

Product Troubleshooting Guides

Having trouble diagnosing a problem with a Hayward Pool product? Good news: we've developed a series of

Contact Us

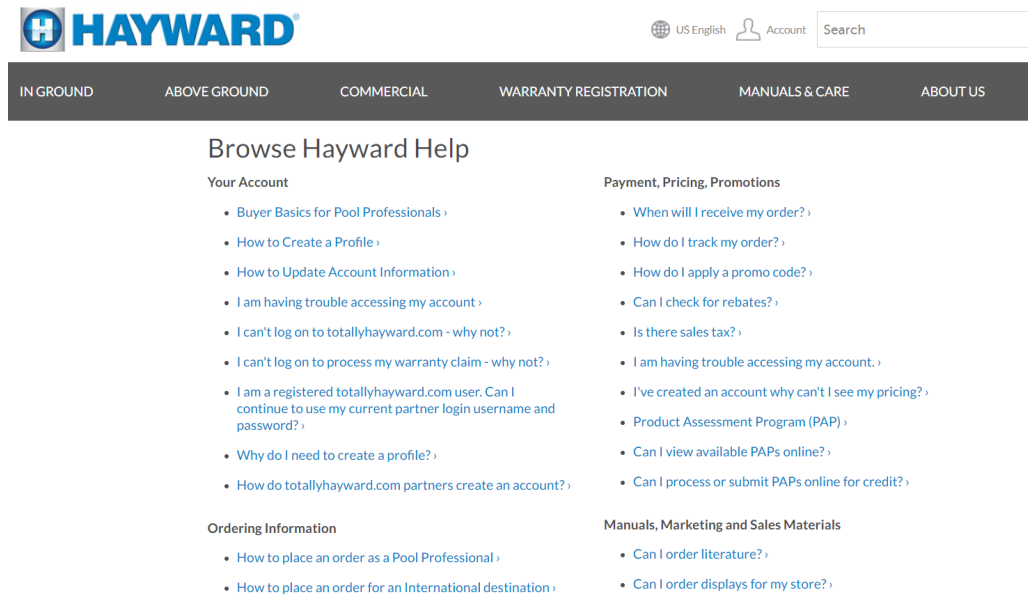
- Description: If you need additional assistance, our contact information can be viewed here.
- Log-In: You do not have to be logged in to totallyhayward.com to access this feature.



The screenshot shows the Hayward website's 'Contact Us' page. At the top is the Hayward logo and a navigation bar with links: Products, Totally Hayward Program, Literature, Referrals, Rebates, Tech Services, MAP Policy, Hayward University, Contact (highlighted), and Help. Below the navigation bar, there's a 'Contact Us' heading and a welcome message. On the left, there's a sign-up box for the 'Hayward POOLSIDE NEWS' newsletter, asking for an email address. The main content area features a large image of a swimming pool and text stating: 'Hayward is pleased to partner with your company to provide the Totally Hayward System to your customers. We pride ourselves in the workmanship of our products, programs and services.' Below this, it says 'Please see the contact list below should you need additional assistance.' and provides contact information: Co-op Assistance: 908-979-9700, Totally Hayward Program: 1-877-850-4900, Hayward Gear (wearables): 1-800-820-8033, Microsites: webmaster@mydreampool.com, Product Information: Call 908-351-7995 to locate your local sales representative, MAP (manufacturer advertising pricing): MapServices@hayward.com, and Direct Mail: advertise@moneymakeradvertising.com.

Help

- Description: The help tab will direct you to a FAQ page on hayward.com
- Log-In: You do not have to be logged in to totallyhayward.com to access this feature.



The screenshot shows the Hayward website's 'Browse Hayward Help' page. At the top is the Hayward logo and a navigation bar with links: IN GROUND, ABOVE GROUND, COMMERCIAL, WARRANTY REGISTRATION, MANUALS & CARE, and ABOUT US. Below the navigation bar, there's a 'Browse Hayward Help' heading. The page is organized into three columns of links. The first column, 'Your Account', includes links like 'Buyer Basics for Pool Professionals', 'How to Create a Profile', 'How to Update Account Information', 'I am having trouble accessing my account', 'I can't log on to totallyhayward.com - why not?', 'I can't log on to process my warranty claim - why not?', 'I am a registered totallyhayward.com user. Can I continue to use my current partner login username and password?', 'Why do I need to create a profile?', and 'How do totallyhayward.com partners create an account?'. The second column, 'Payment, Pricing, Promotions', includes links like 'When will I receive my order?', 'How do I track my order?', 'How do I apply a promo code?', 'Can I check for rebates?', 'Is there sales tax?', 'I am having trouble accessing my account.', 'I've created an account why can't I see my pricing?', 'Product Assessment Program (PAP)', 'Can I view available PAPs online?', and 'Can I process or submit PAPs online for credit?'. The third column, 'Manuals, Marketing and Sales Materials', includes links like 'Can I order literature?' and 'Can I order displays for my store?'. There is also a section for 'Ordering Information' with links like 'How to place an order as a Pool Professional' and 'How to place an order for an International destination'.