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## PREDESIGNED ADS

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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 on the following pages 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.


## Predesigned ABG Ads

**HAYWARD**



**MEET YOUR POOL'S NEW BEST FRIEND.**

Leave the cleaning of your above-ground pool to the Hayward® Penguin with the exclusive SmartDrive® programmed steering system for a sparkling clean pool in less time. Easy to install, and with one of the best warranties in the business, the Penguin from Hayward makes your life a little easier.



To get your Penguin, visit:  
**Your logo here.**

P39\_Hayward\_Ad.pdf

**HAYWARD**



**CLEANING YOUR POOL SHOULDN'T BUG YOU.**

Leave the cleaning of your above-ground pool to the Hayward® AquaBug® with the exclusive SmartDrive® programmed steering system for a sparkling clean pool in less time. Easy to install, and with one of the best warranties in the business, the AquaBug from Hayward makes your life a little easier.



To get your AquaBug visit:  
**Your logo here.**

P40\_Hayward\_Ad.pdf

**HAYWARD**



**MEET YOUR POOL'S NEW BEST FRIEND.**

Leave the cleaning of your above-ground pool to the Hayward® Penguin with the exclusive SmartDrive® programmed steering system for a sparkling clean pool in less time. Easy to install, and with one of the best warranties in the business, the Penguin from Hayward makes your life a little easier.



To get your Penguin, visit:  
**Your logo here.**

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**HAYWARD**



**LET LOOSE THE WHALE AND SET YOUR CLEANING TROUBLES FREE.**

Leave the cleaning of your above-ground pool to Wanda the Whale® from Hayward®. Its exclusive SmartDrive® programmed steering system for a sparkling clean pool in less time. Easy to install, and with one of the best warranties in the business, Wanda the Whale is built to make your life a little easier.



To get your Wanda the Whale, visit:  
**Your logo here.**

P45\_Hayward\_Ad.pdf

**HAYWARD**



**MEET YOUR POOL'S NEW BEST FRIEND.**

Leave the cleaning of your above-ground pool to the Hayward® Penguin with the exclusive SmartDrive® programmed steering system for a sparkling clean pool in less time. Easy to install, and with one of the best warranties in the business, the Penguin from Hayward makes your life a little easier.



To get your Penguin, visit:  
**Your logo here.**

P46\_Hayward\_Ad.pdf

**HAYWARD**



**LET LOOSE THE WHALE AND SET YOUR CLEANING TROUBLES FREE.**

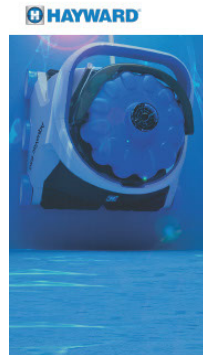
Leave the cleaning of your above-ground pool to the Wanda the Whale® from Hayward®. Its exclusive SmartDrive® programmed steering system ensures a sparkling clean pool in less time. Easy to install, and with one of the best warranties in the business, Wanda the Whale is built to make your life a little easier.



To get your Wanda the Whale, visit:  
**Your logo here.**

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## Predesigned Cleaner Ads



### NON-STOP SUCTION, TOUCH-FREE CLEAN.

With three exclusive state-of-the-art technologies and a visionary design approach, AquaVac® 6 Series robotic cleaners from Hayward® set a new standard for performance, reliability and user convenience. Not only do they maintain constant suction power and easily navigate any pool surface, they can even empty and rinse themselves.

Find AquaVac 6 Series at:

YOUR LOGO HERE



### NON-STOP SUCTION, TOUCH-FREE CLEAN.

With three exclusive state-of-the-art technologies and a visionary design approach, AquaVac® 6 Series robotic cleaners from Hayward® set a new standard for performance, reliability and user convenience. Not only do they maintain constant suction power and easily navigate any pool surface, they can even empty and rinse themselves.

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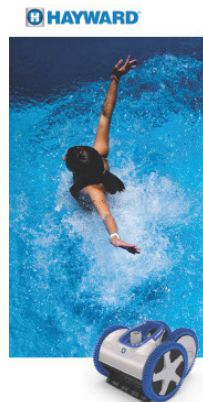
Find AquaVac 6 Series at:

YOUR LOGO HERE

PCD01\_Hayward\_Ad.pdf

PCD02\_Hayward\_Ad.pdf

PCD03\_Hayward\_Ad.pdf



### WITH RUGGED 4-WHEEL DRIVE, NO OTHER POOL CLEANER CAN KEEP UP.

Featuring patented V-Flex® technology and exclusive 4-wheel drive capability, AquaNautilus suction cleaners from Hayward® are the first of their kind to clean corner to corner without clogging or getting stuck. They expertly navigate any surface while maintaining optimal suction, even when encountering tough obstacles and large debris.

Find AquaNautilus cleaners at:

YOUR LOGO HERE



### WITH RUGGED 4-WHEEL DRIVE, NO OTHER POOL CLEANER CAN KEEP UP.

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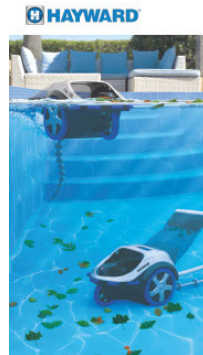
PCD04\_Hayward\_Ad.pdf

PCD05\_Hayward\_Ad.pdf

PCD06\_Hayward\_Ad.pdf



## Predesigned Cleaner Ads



### THE ONLY COMPLETE CLEAN, FROM TOP TO BOTTOM.

With exclusive top-skimming capability, Trivac® 700 from Hayward® is the only cleaner that can capture debris on the surface of the water as well as the pool floor, walls and coves. Both Trivac 700 and Trivac 500 feature patented AquaDrive® technology for fast, gentle coverage and a 25% larger debris bag, too.

Find Trivac cleaners at:

YOUR LOGO HERE

PCD07\_Hayward\_Ad.pdf



### THE ONLY COMPLETE CLEAN, FROM TOP TO BOTTOM.

With exclusive top-skimming capability, Trivac® 700 from Hayward® is the only cleaner that can capture debris on the surface of the water as well as the pool floor, walls and coves. Both Trivac 700 and Trivac 500 feature patented AquaDrive® technology for fast, gentle coverage and a 25% larger debris bag, too.

Find Trivac cleaners at:

YOUR LOGO HERE

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### THE ONLY COMPLETE CLEAN, FROM TOP TO BOTTOM.

With exclusive top-skimming capability, Trivac® 700 from Hayward® is the only cleaner that can capture debris on the surface of the water as well as the pool floor, walls and coves. Both Trivac 700 and Trivac 500 feature patented AquaDrive® technology for fast, gentle coverage and a 25% larger debris bag, too.

Find Trivac cleaners at:

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### GOODBYE, CORD. HELLO, CLEAN.

For a super-clean pool without tangled-cord struggles, try AquaVac® 250<sup>II</sup> from Hayward®. Featuring an innovative cordless design and two-hour battery life, it simplifies pool cleaning so all you see is sparkling water.

Find AquaVac 250<sup>II</sup> at:

YOUR LOGO HERE

PCD10\_Hayward\_Ad.pdf



### GOODBYE, CORD. HELLO, CLEAN.

For a super-clean pool without tangled-cord struggles, try AquaVac® 250<sup>II</sup> from Hayward®. Featuring an innovative cordless design and two-hour battery life, it simplifies pool cleaning so all you see is sparkling water.

Find AquaVac 250<sup>II</sup> at:

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### GOODBYE, CORD. HELLO, CLEAN.

For a super-clean pool without tangled-cord struggles, try AquaVac® 250<sup>II</sup> from Hayward®. Featuring an innovative cordless design and two-hour battery life, it simplifies pool cleaning so all you see is sparkling water.

Find AquaVac 250<sup>II</sup> at:

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PCD12\_Hayward\_Ad.pdf

## Predesigned Control Ads



**HAYWARD**

**THE RIGHT POOL CONTROL AT THE RIGHT PRICE, TOO.**

With OmniPL® from Hayward® you get powerful control of pumps, salt systems, color lighting and more at a price that fits your budget. And when you add upgrades down the road, OmniPL easily grows with your pool.

To get your OmniPL, visit:

**YOUR LOGO HERE**

PDG01\_Hayward\_Ad.pdf



**HAYWARD**

**THE RIGHT POOL CONTROL AT THE RIGHT PRICE, TOO.**

With OmniPL® from Hayward®, you get powerful control of pumps, salt systems, color lighting and more at a price that fits your budget. And when you add upgrades down the road, OmniPL easily grows with your pool.

To get your OmniPL, visit:

**YOUR LOGO HERE**

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**HAYWARD**

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With OmniPL® from Hayward® you get powerful control of pumps, salt systems, color lighting and more at a price that fits your budget. And when you add upgrades down the road, OmniPL easily grows with your pool.

To get your OmniPL, visit:

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**HAYWARD**

**DISCOVER THE POWER OF SIMPLE.**

With its intuitive mobile app, OmniLogic® lets you control your entire backyard from anywhere with just a touch. It isn't just easy—it's effortless.

To get your OmniLogic, visit:

**YOUR LOGO HERE**

PDG04\_Hayward\_Ad.pdf



**HAYWARD**

**DISCOVER THE POWER OF SIMPLE.**

With its intuitive mobile app, OmniLogic® lets you control your entire backyard from anywhere with just a touch. It isn't just easy—it's effortless.

To get your OmniLogic, visit:

**YOUR LOGO HERE**

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**DISCOVER THE POWER OF SIMPLE.**

With its intuitive mobile app, OmniLogic® lets you control your entire backyard from anywhere with just a touch. It isn't just easy—it's effortless.

To get your OmniLogic, visit:

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## Predesigned Heater and Heat Pump Ads

**HAYWARD**



**INDUSTRY'S MOST EFFICIENT HEAT PUMP.\***

Efficient Hayward HeatPro® VS heat and cool heat pumps are thoughtfully designed to start quietly, run smoothly and save effortlessly. Powered by the same variable-speed technology found in our ultra-efficient pumps, HeatPro VS is a great solution for extending the swim season while reducing the impact on your wallet—and your ears.




To get your HeatPro, visit:

**Your logo here.**

\*Based on published COP among leading competitive vertical discharge heat pumps.


PDH01\_Hayward\_Ad.pdf

**HAYWARD**



**INDUSTRY'S MOST EFFICIENT HEAT PUMP.\***

Efficient Hayward HeatPro® VS heat and cool heat pumps are thoughtfully designed to start quietly, run smoothly and save effortlessly. Powered by the same variable-speed technology found in our ultra-efficient pumps, HeatPro VS is a great solution for extending the swim season while reducing the impact on your wallet—and your ears.



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PDH02\_Hayward\_Ad.pdf

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**Your logo here.**

\*Based on published COP among leading competitive vertical discharge heat pumps.

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**HAYWARD**



**INDUSTRY'S SMALLEST FOOTPRINT HEATER.\***

As temperatures cool down, heat things up with the Universal HC Series heater from Hayward. It'll extend your swimming season later into the fall—but best of all, this energy-efficient heater lets you sit back and relax in perfect water temperatures.



To get your HC Series heater, visit:

**Your logo here.**

\*Among leading competitive brands

PDH04\_Hayward\_Ad.pdf

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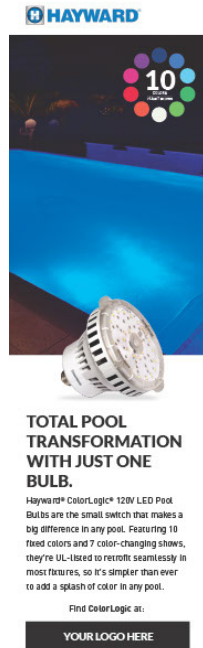
To get your HC Series heater, visit:

**Your logo here.**

\*Among leading competitive brands

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## Predesigned Lighting Ads



**HAYWARD**

**10**  
COLORS  
7 COLOR-CHANGING SHOWS

**TOTAL POOL TRANSFORMATION WITH JUST ONE BULB.**

Hayward® ColorLogic® 120V LED Pool Bulbs are the small switch that makes a big difference in any pool. Featuring 10 fixed colors and 7 color-changing shows, they're UL-listed to retrofit seamlessly in most fixtures, so it's simpler than ever to add a splash of color in any pool.

Find ColorLogic at:

**YOUR LOGO HERE**

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**HAYWARD**

**10**  
COLORS  
7 COLOR-CHANGING SHOWS

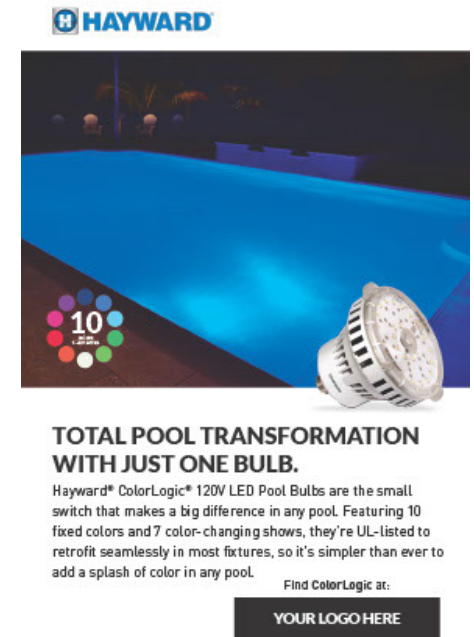
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Find ColorLogic at:

**YOUR LOGO HERE**

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**HAYWARD**

**10**  
COLORS  
7 COLOR-CHANGING SHOWS

**TOTAL POOL TRANSFORMATION WITH JUST ONE BULB.**

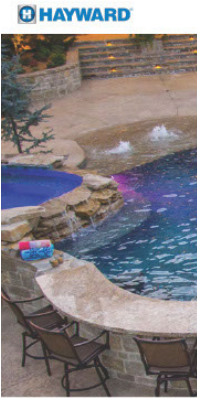
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Find ColorLogic at:

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## Predesigned MyDreamPool Ads



### BRING YOUR DREAM TO LIFE.

Design, customize and dream away at mydreampool.com, where you can design your personal paradise, step by step. Then, bring your ideas to us—your authorized Hayward® Builder. You'll get the experience and quality products that make the difference in creating the perfect pool. Simply visit mydreampool.com to get started.

YOUR LOGO HERE

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### BRING YOUR DREAM TO LIFE.

Design, customize and dream away at mydreampool.com, where you can design your personal paradise, step by step. Then, bring your ideas to us—your authorized Hayward® Builder. You'll get the experience and quality products that make the difference in creating the perfect pool. Simply visit mydreampool.com to get started.

YOUR LOGO HERE

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### BRING YOUR DREAM TO LIFE.

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## Predesigned Pumps Ads

**HAYWARD**



**A WHOLE NEW KIND OF EFFICIENT PUMP.**

XE Series pumps from Hayward deliver the same industry-leading energy efficiency you'll find in all of their ultra-high efficiency pumps—while also cutting equipment prices by up to a third.



Find XE Series Pumps at:

**YOUR LOGO HERE**

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**A WHOLE NEW KIND OF EFFICIENT PUMP.**

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Find XE Series Pumps at:

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Find XE Series Pumps at:

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## Predesigned Sanitization Ads

**HAYWARD**



**THE #1 BRAND IN SALT WATER POOLS, NOW WITH BUILT-IN POOL CONTROL.**

In addition to converting salt into chlorine, AquaRite® S3 effortlessly manages chlorine levels, a pump and a heater. Even better, an easy upgrade to Omni® delivers total control for just about any pool and spa feature. Now that's a smart solution.



Find AquaRite S3 at:

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**HAYWARD**



**THE #1 BRAND IN SALT WATER POOLS, NOW WITH BUILT-IN POOL CONTROL.**


In addition to converting salt into chlorine, AquaRite® S3 effortlessly manages chlorine levels, a pump and a heater. Even better, an easy upgrade to Omni® delivers total control for just about any pool and spa feature. Now that's a smart solution.

Find AquaRite S3 at:

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**HAYWARD**



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Find AquaRite S3 at:

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**HAYWARD**



**SUPERIOR 3-IN-1 SANITIZATION.**


HydraPure®'s advanced oxidation process (AOP) combines UV and ozone to form hydroxyl radicals - together these three sanitizers destroy chlorine-resistant bacteria and viruses. HydraPure works with chlorination systems to reduce chlorine demand while creating clean pool water the whole family will enjoy.

Find HydraPure at:

**YOUR LOGO HERE**

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Find HydraPure at:

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## Predesigned Totally Hayward System Ads

**COUNT ON THE TOTALLY HAYWARD® SYSTEM.**

Hayward® sets the standard for quality products that deliver what you need for an investment as important as your pool. Pool owners across the country trust Hayward Pool Products to pump, filter, heat, clean, control, sanitize and illuminate their backyard paradise.



To get your Totally Hayward System, visit  
**Your logo here.**

P36\_Hayward\_Ad.pdf




**COUNT ON THE TOTALLY HAYWARD® SYSTEM.**

Hayward® sets the standard for quality products that deliver what you need for an investment as important as your pool. Pool owners across the country trust Hayward Pool Products to pump, filter, heat, clean, control, sanitize and illuminate their backyard paradise.



To get your Totally Hayward System, visit  
**Your logo here.**

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**COUNT ON THE TOTALLY HAYWARD® SYSTEM.**

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To get your Totally Hayward System, visit  
**Your logo here.**

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**COUNT ON THE TOTALLY HAYWARD® SYSTEM.**

Hayward® sets the standard for quality products that deliver what you need for an investment as important as your pool. Pool owners across the country trust Hayward Pool Products to pump, filter, heat, clean, control, sanitize and illuminate their backyard paradise.



To get your Totally Hayward System, visit  
**Your logo here.**

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**COUNT ON THE TOTALLY HAYWARD® SYSTEM.**

Hayward® sets the standard for quality products that deliver what you need for an investment as important as your pool. Pool owners across the country trust Hayward Pool Products to pump, filter, heat, clean, control, sanitize and illuminate their backyard paradise.




To get your Totally Hayward System, visit  
**Your logo here.**

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**COUNT ON THE TOTALLY HAYWARD® SYSTEM.**

Hayward® sets the standard for quality products that deliver what you need for an investment as important as your pool. Pool owners across the country trust Hayward Pool Products to pump, filter, heat, clean, control, sanitize and illuminate their backyard paradise.






To get your Totally Hayward System, visit  
**Your logo here.**

P41\_Hayward\_Ad.pdf



## Predesigned VS Omni Ads





**ADDING TOTAL AUTOMATION IS AS EASY AS REPLACING YOUR PUMP.**

Get complete pool and spa automation in a matter of hours with a VS Omni® variable-speed pump with smart control. With the ability to adjust your pump, heater, salt system, lighting and more, right from your phone, tablet or Alexa®—plus the industry-leading energy-savings of a Hayward® VS pump—it's everything you want, all in one package.

To get your VS Omni, visit:

**YOUR LOGO HERE**

VSOP01\_Hayward\_Ad.pdf



**ADDING TOTAL AUTOMATION IS AS EASY AS REPLACING YOUR PUMP.**

Get complete pool and spa automation in a matter of hours with a VS Omni® variable-speed pump with smart control. With the ability to adjust your pump, heater, salt system, lighting and more, right from your phone, tablet or Alexa®—plus the industry-leading energy-savings of a Hayward® VS pump—it's everything you want, all in one package.

To get your VS Omni, visit:

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VSOP02\_Hayward\_Ad.pdf



**ADDING TOTAL AUTOMATION IS AS EASY AS REPLACING YOUR PUMP.**

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To get your VS Omni, visit:

**YOUR LOGO HERE**

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