



Shannon Ketvertes  
216BranDrive

## CLIENT PROJECT SUMMARY



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*"Shannon built us a new website recently. The insight she brought to our project was awesome. A new site is a lot of work and with her guidance it was quite simple. The site flows well and she did a great job. I would highly recommend that you work with Shannon. She is very talented, organized, creative and timely."*

*- Keith, business owner, President at Dreamscaping Inc.*

This project consisted of:  
development of a logo, photoshoot for multiple products and  
development of an ecommerce website  
ChlorineFreePoolSystems.com



CHLORINE FREE  
POOL SYSTEMS



# My Client's Goals:

1. Develop a site that is both educational and communicates a new concept of going chlorine and chemical free in pools and spas
2. Communicate product benefits
3. Share customer experiences
4. Educate the public on the dangers of chlorine and other pool chemicals
5. Content for dual audiences both residential and commercial customers
6. Provide the ability to sell and to new and existing customers





# HOME PAGE BANNERS

1



2



3



# TESTIMONIAL PAGE

## WHAT CUSTOMERS SAY

*My Water stays crystal clear and we no longer have any issues with dry skin.*



*I love that my kids swim in such natural water and never complain about their eyes hurting after swimming.*

*I've had no water clarity issues since we converted to the Chlorine Free Pool system.*



## MORE TESTIMONIALS



I opened my pool this year and it was pretty green. I had kept trying to use chlorine to solve the problem, which wasn't working and was also drying out my skin. Then I came across Chlorine free pool systems and after talking to their experts I decided to give it a try. It was the best decision I could of made for my family. My Water stays crystal clear and we no longer have any issues with dry skin. I Would recommend this system to everyone. We love it!

Britney  
Elyria, OH



I didn't even know Biofilm was a thing that affected pools so badly until I gave Chemical Free Pool Systems a try. The difference it made was amazing! My water chemistry stays pretty intact for longer periods of time and I haven't had any issues with Green water since I made the switch from chlorine. I love that my kids get to swim in such natural water and they never complain about their eyes hurting after they swim. Its a win win for us all.

Jennifer  
Big Creek, NY



I have an older pool that was always a pain to keep clear. Year after year I would try just about anything to keep my water looking good. I finally found this system after wasting so much time and money. I haven't had any issues since we converted to the Chlorine Free Pool system. The Whole set-up takes away so much hassle when it comes to keeping the pool looking good that I can finally enjoy it. I'm so glad I found this.

Dave  
Ford City, PA

Tell Us About Your Experience  
Going Chlorine Free



Share your Story

Watch our Videos



## GET A CHLORINE FREE POOL

|   |   |   |
|---|---|---|
|    |    |    |
| Equipment Debris Canister<br>\$199.00   | Massage Spa Jet 1.5"<br>\$27.99   | Massage Spa Jet<br>\$24.99  |
|    |    |    |
| Rain Massage Spa Jet<br>\$24.99   | Rotating Massage Jets<br>\$27.99  | Taylor k-1106 Phosphate Test Kit<br>\$29.99   |
|    |    |    |
| Seaklear Phosphate Remover<br>\$49.99   | Bio-Logic 1.5 Spa Sanitizer<br>\$49.00  | Taylor k-2005 Complete Test Kit<br>\$49.99  |
|    |    |    |
| AquaChek Phosphate Test Strips<br>\$19.99   | Starter Kit<br>\$1,109.99   | Target Zero<br>\$17.99  |
|  |  |  |
| Pool Purge<br>\$79.99   | AquaClean Plus<br>\$1,075.00  | Infinium Eco V-150 variable speed pump<br>\$995.00                                  |

# ECOMMERCE/WEB STORE AND PAGE ABOUT THE DISTRIBUTOR



“

I can help you get CHEMICAL FREE pools and spas with these benefits:

- No more red or damaged eyes
- No skin irritation and dryness
- No rashes
- No lung damage or asthma
- No exposure to possible cancer
- No rust or other stains on pool equipment and materials

*Keith Mitchell, Business owner and 20 year veteran of the Swimming Pool & Spa Industry*



*DreamScaping retail showroom  
Grafton, Ohio*

I have been in the Pool and Spa industry since 1998 and have since become an expert on alternative water treatment for swimming and spas.

My business, DreamScaping has a mission to create DREAM BACKYARDS, with custom built pools, spas and other products that we sell in our huge showroom that turns back yards into vacation destinations everyday. It's a welcome escape from the craziness of life. We create home resorts that are relaxing and great for entertaining.

When I found **Chlorine Free Pool Systems**, I knew I immediately wanted to share this with my customers and now with anyone who wants to swim in better water and reduce the risk of health issues from chemicals that have been treating our swimming water for years. You deserve better and it is time for a healthier alternative.

I tested all the different water systems on the market, I tried Salt Water Chlorine Generators, Ozone Generators, Chlorine, Copper Ionization, Bromine, Hydrogen Peroxide, Enzymes and Silver Ionization. **The safest and cleanest system** I have witnessed to date is UV light sanitation along with a protein formulation called **Target Zero**. Harmful, odorous chemicals like chlorine and bromine are just not needed to give you the water you deserve. This magical combination is winning the hearts of parents and swimmers across the country. Let us get you, your family, and customers into the water everyone deserves! *In my personal home resort, I use only the best and that is Chlorine Free Pool systems Target Zero!*

HOME  
ABOUT  
TESTIMONIALS  
FIBERGLASS POOLS  
SHOP  
CONTACT



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Website by 216BranDrive.com marketing services

LOCATED AT:  
35531 Royalton Road  
Grafton, Ohio 44044  
(888) 327-1989 | Website  
Shipping & Returns



# PAGES TO LEARN MORE ABOUT THE DANGERS OF CHLORINE & THE ADDED BENEFITS OF GOING CHLORINE FREE INDOORS


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[HOME](#) [ABOUT](#) [TESTIMONIALS](#) [FIBERGLASS POOLS](#) [SHOP](#) [CONTACT](#)  
[Free Water Analysis](#)

## CANCER

READ MORE ABOUT THE DANGERS OF CHLORINE

The dangers of Chlorine have been studied and documented for years  
Download and read our shocking guide to the truths about Chlorine & learn about Biofilm



[Download the latest on Chlorine here](#) [Learn about Biofilm here](#)

**READ THESE NEWS ARTICLES**  
CDC- Acute Illness and Injury from Swimming Pool Chemicals  
The Centers for Disease Control & Prevention (The CDC) writes article on the Acute Illness and Injury from Swimming Pool Disinfectants and Other Chemicals

[Read this article](#)

Ocular and Respiratory Illness Associated with an Indoor Swimming Pool  
Hotel chain closes Nebraska location after 24 people became ill, likely as the result of exposure to toxic levels of chloramines from the indoor pool. Ocular and Respiratory Illness cited.

[Read this Article](#)

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[HOME](#) [ABOUT](#) [TESTIMONIALS](#) [FIBERGLASS POOLS](#) [SHOP](#) [CONTACT](#)  
[Free Water Analysis](#)



Eliminate strong chemical odors  
in your indoor pools & spas

## GOING CHLORINE FREE FOR INDOOR POOLS AND SPAS IS MOST IMPORTANT

Benefits of Chlorine free pool systems for indoor pools and spas include:

- No more strong Chemical odors
- Prevent staining and corrosion
- No more strong chemicals floating in an enclosed area irritating your most valuable senses


If you are a business that operates an indoor pool or spa there are so many benefits to going Chlorine Free:

- Imagine what a marketing tool for your business to be able to tell your customers that you offer aquatic amenities that are better for their health and are safer for them
- Be one of the first businesses to revolutionize the pool industry by offering safe swimming and let that help you drive new customers to your business
- Eliminate or reduce costs that are associated with Chlorine damage to pool equipment and reconstruction costs

Become a Participant in the Chemical Free Movement Today, and Help Us Eliminate Swimming Pool Chlorine Disease!




The about page features content, videos and the products in the store.



216BRAND DRIVE  
POOL SYSTEMS

HOME ABOUT TESTIMONIALS SHIPPING AND PICKUP STORE LOCATIONS CONTACT


Free Water Analysis







### CHLORINE FREE POOL SYSTEM PRODUCTS

*Watch our video below*

Become Chlorine free and swim in water that is better for you with this revolutionary new way to treat pool and spa water without the dangers of chlorine.



#### VIDEOS



#### ABOUT THESE PRODUCTS

**Pool Purge** is designed to remove **buffers** on older pools. The time needed for complete cleanup can vary based on the age of the pool, filtration rate and pool surface.

**target zero** is for newer pools and is used to keep **buffers** from reattaching to your pool. The UV Light is a critical sanitation component and is used as a backup sanitizer. The pump and filter must be properly sized and set to run for the proper amount of time.


For Target Zero or Pool Purge to work properly, a poolspa will need to have the proper water circulation, filter and UV equipment. Our experts are here to help determine your needs and recommend the right products. Please fill out our [customer pool survey](#) so that we can get you into the best water available on the planet today.

#### SHOP NOW

##### Starter Kit

\$159.99


NEW DETAILS



##### Target Zero

\$17.99


NEW DETAILS



##### Pool Purge

\$29.99

NEW DETAILS





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Marketing, Branding & Communications

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