



pHin™ Makes it Easy to Shop for Pool and Hot Tub Chemicals

Shopping List Tool Offers pHin Customers Shopping Convenience and a Personalized Experience from Their Favorite Pool and Spa Retailer

San Jose, Calif. – October 9, 2018 – ConnectedYard, a Hayward Industries company and maker of the [pHin Smart Water Care](#) solution, today announced a new online Shopping List tool that enables pHin customers to order chemicals directly from the pHin Mobile App for pickup at their favorite retail store. pHin's Shopping List feature, coupled with the pHin Partner Portal, enables retailers to deliver more customized and personalized services to their customers, identify upsell opportunities, and drive repeat in-store traffic.

Using the pHin App, customers scan in their chosen retail chemicals, enabling pHin to make recommendation to ensure perfectly balanced water. When chemicals run low, customers confirm which chemicals they would like to replenish from their pHin Shopping List, specify an amount, and select their favorite retail store to fulfill the order. Once the order is placed, customers are notified via the pHin App when the store has started working on the order and then again when it's ready for pickup. Pool owners benefit from a convenient request online/pick up in-store experience, while retailers benefit from the opportunity to engage customers with value-added services, encourage repeat traffic to their store, and boost customer loyalty.

pHin Partner Portal

The pHin Partner Portal gives retailers unprecedented visibility (when permission is given by the customer) into real-time data on their customers' pools, hot tubs, and swim spas. Retailers can view the current water health, historical pH, ORP and temperature levels, actions the user is currently seeing in the pHin Mobile App, and the chemicals customers are using. This information allows retailers to provide better customer service and enhances their ability to sell the chemicals they know and trust. Any retailer that sells pHin can connect to the Partner Portal and offer an array of services, including the Shopping List, to their customers. Retailers interested in purchasing pHin and gaining access to the Partner Portal should contact prodealer@phin.com.

pHin is an innovative smart water care solution that takes the guesswork out of pool and hot tub maintenance by combining a WiFi-enabled smart monitor and mobile app that monitors water chemistry and temperature 24/7, and notifies customers via smartphone when they need to take action. Customers receive recommendations on how to balance their water so they add only the exact chemicals needed.

About ConnectedYard

Headquartered in San Jose, Calif., ConnectedYard, a Hayward Industries company, is dedicated to bringing intelligence, predictability and efficiency as the center of the connected backyard. pHin, the company's first product, is reinventing pool and hot tub care with smart technology designed to help people have more time to enjoy an outdoor lifestyle. Learn more at www.phin.co, [Twitter](#) and on [Facebook](#). Beginning with pool and hot tub care, ConnectedYard will expand to everyday components involved in outdoor living.

About Hayward Industries, Inc.

Hayward Industries, Inc. is a leading global manufacturer of residential and commercial pool equipment and industrial flow control products. Headquartered in Elizabeth, NJ, Hayward markets a full line of energy efficient pool and spa equipment including pumps, filters, heaters, cleaners, salt chlorinators, automation, lighting, safety and flow control products. Hayward Products and trademarks include OmniLogic®, VS Omni, TriStar®, MaxFlo®, Super Pump®, AquaRite®, TurboCell®, Navigator®, Pool Vac™, AquaVac®, SwimClear™, and CAT Controllers®. Hayward products are sold worldwide. For more information contact Hayward at (908) 351-5400 or visit Hayward.com.

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