



# Dealer Guide

**AUSTRALIA'S FAVOURITE.**

The Original Daisy™ Since 1983.



Dear valued reseller,

Daisy Pool Covers™ has been a manufacturer and supplier of quality pool covers since 1983. We have built our reputation on the delivery of quality, innovative products, supported by exceptional customer and end-user service.

To ensure we can continue to provide this high standard of customer satisfaction, we would like to reiterate that, as outlined in our Internet and Online Advertising Policy, we do not support the online sales of our products outside of our advertising guidelines. This is to avoid problems arising from sales without the required professional advice occurring before, during and after a sale.

The products supplied by Daisy Pool Covers™ require a level of technical knowledge to ensure the correct product is provided for the consumer application.

In addition, we would like to reinforce that all products supplied by Daisy Pool Covers™ must be promoted by Daisy Pool Covers™ resellers in a manner reflecting the Daisy Pool Covers™ approach to quality, service, and a high level of customer and consumer support.

Our Internet and Online Advertising Policy has been designed to assist resellers in the marketing of the Daisy Pool Covers™ products, and to protect the interest of consumers, whilst also protecting the brand integrity of Daisy Pool Covers™.

Please refer to this Dealer Guide regularly and uphold the integrity of the Daisy Pool Covers™ brand and product range.

Yours sincerely



Derek Prince

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Effective 1st July 2019



# Daisy Purpose

Daisy Pool Covers™ has been Australia's favourite brand for pool covers and rollers since 1983.

Daisy Pool Covers™ provides the largest and best range of pool cover and roller designs in Australia, manufactured using the highest quality materials, specially formulated to protect swimming pools all year round.

Years of research and development has produced a range of pool covers and rollers that deliver both an environmentally-responsible choice and substantial cost savings through the saving of water, chemicals and time; as well as the added benefit of heat retention.

The Daisy Pool Covers™ range is Australian made and has been designed to withstand our harsh Australian climate.

Daisy Pool Covers™ commitment to excellence and innovation means our retailers can be confident they are providing pool owners with world-class products supported

# Approach and Policy

Daisy Pool Covers™ values the integrity of its products and service above all else.

Daisy Pool Covers™ has built its brand on quality and trust and takes pride in the extensive level of research and development invested in creating our award-winning Ultradome™ technology pool covers.

The Daisy Pool Covers™ product range is backed by an outstanding level of customer and consumer service, and this is reflected in our warranties of up to 10 years.

Protecting the integrity of the Daisy Pool Covers™ brand is vital to the successful continuation of our quality product range and high level of service.

We rely on our retailers to assist us in representing the Daisy Pool Covers™ brand message consistently in the market across all audiences and mediums.

We invest in communicating the benefits of our brand and products direct to the consumer. We rely on our partners to represent the Daisy Pool Covers™ brand message to ensure we deliver a holistic customer experience.

## Our Customers

Daisy Pool Covers™ customers are our biggest advocates, and they include:

1.  Pool Owner
2.  Pool Shops, Retailers and Pool Builders
3.  Online

Our customers are incredibly important to us, and we strive to provide the highest level of customer satisfaction possible.



# Daisy Trait #1



## Sustainable

Daisy Pool Covers™ reduce water evaporation, save on chemical use, and require less use of energy due to heat retention.

These benefits are continually acknowledged by our clients and have been recognised by a number of accreditations and awards.

Daisy Pool Covers™ has achieved Climate Care Certification, the industry's efficiency and sustainability certification program, which is an initiative of the Swimming Pool & Spa Association of Australia Ltd (SPASA).

Daisy Pool Covers™ is also certified by Smart Approved WaterMark demonstrating that Daisy Pool Covers™ are proven to save water, meet regulations and standards, are fit-for-purpose and environmentally sustainable.

# Daisy Trait #2



## Innovative

Daisy Pool Covers™ has been Australia's leading pool cover and roller supplier since 1983.

We are committed to maintaining our leading position through our innovative and constantly evolving product range, coupled with our high level of customer support.

We continuously explore new ways to improve our products and strive to be first to deploy innovative ideas, ensuring our products always deliver maximum saving in water, chemicals and time.

# Daisy Trait #3



## Authentic

Daisy Pool Covers™ stands by its products!

In operation since 1983, we have built our reputation on the delivery of quality, innovative products.

We are confident that our Daisy Pool Covers™ products are the best on the market and our level of customer and consumer service is better than our competitors.

# Daisy Trait #4



## Original

There really is only one Daisy Pool Covers™!

In 1983 Daisy Pool Covers™ was one of the first companies in Australia to sell a pool cover that was specially formulated and developed from the original bubble wrap design. Daisy further developed and trademarked the UltraDome™ technology and it is now a part of all Daisy pool covers, outperforming all other available pool covers in terms of durability and insulation.

Daisy Pool Covers™ is now the largest pool cover and roller supplier in Australia.

## Brand Essence

Since our inception our products have served to protect and conserve. This doesn't just apply to our products, this applies to every facet of our business from end users, Pool Shops, Retailers, Pool Builders and Online. In a word we are the

**guardian.**

# Why Daisy

## 1. Original Daisy

Daisy Pool Covers™ has been providing its innovative Ultradome™ best bubble pool covers to the industry since 1983 and is now regarded as the world's leading pool cover provider.

## 2. Innovation

Daisy Pool Covers™ strives to maintain its market-leading position through continual investment in R&D – manufacturing innovative new products and improving existing ones.

## 3. Extensive Range

With Australia's largest range of designs formulated Daisy Pool Covers™ has a cover and roller solution for every commercial or domestic swimming pool.

## 4. Certification

Daisy Pool Covers™ products have surpassed the highest level of industry testing and standards, including: SPASA Climate Care Certified; PASCAA approved; and Smart Approved WaterMark approved.

## 5. Sales and Marketing Support

Daisy Pool Covers™ supports its retailers in a number of ways including the provision of attractive point-of-sale material, investment in digital marketing strategies, engaging in consumer education and marketing activities that work to maximise reseller sales.

## 6. Training

Daisy Pool Covers™ provides on-site installation and sales training to assist resellers in maximising their sales return from Daisy Pool Covers™ products.

## 7. Customer Service

Daisy Pool Covers™ stands by its promise: if you have a problem, we fix it! Daisy Pool Covers™ supports and protects its customers through high levels of service and warranties ensuring a seamless reseller experience.

## 8. Technology

Daisy Pool Covers™ robotic cutting of pre-cut and dig templates for fibreglass and pre-manufactured pools make life easier for the customer and reseller. It means the pool cover arrives perfectly to size, without the need for cutting the cover.

## 9. Fast & Reliable Delivery Australia-Wide

Daisy Pool Covers™ can delivery any of our products fast, anywhere in Australia. Daisy Pool Covers™ has two manufacturing facilities located in Sydney & Perth, Australia which means we can supply our products fast – in full and on time negating the need for our resellers to hold stock. We custom-make every pool cover to order and ensure dispatch within 2 working days.

## 10. Australian Made and Owned

Daisy Pool Covers™ are manufactured right here in Australia so you can be assured your customers are getting the best quality pool cover with up to ten years pro-rata warranty.



## Internet and Online Advertising Policy

We ask that you please follow our advertising guidelines outlined below.

### Advertising guidelines:

- All Daisy Pool Covers™ products must be promoted in a manner that reflects the reputation and quality of Daisy Pool Covers™ products and service
- Must not promote multiple brands of the same product
- Must include current, approved imagery
- If advertising a specific product, on its own or part of a package, must list the Daisy Pool Covers™ recommended retail price or no advertised price
- Must include product features



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