

Helpful Tips

- 1.) It is not advisable to use chemicals together. Products such as fish medications and Algae-Fix for example can cause adverse chemical reactions that could be caustic to fish and plants. Products that are marked as natural, such as bacteria and enzyme products can be used together with no harm to the environment.
- 2.) When using fish medications as direct additives to the pond make sure to keep domestic animals away from the pond and do not let them drink from the pond.
- 3.) Store unused portions of all water treatments in a cool, dry place to ensure longer efficacy and maximum safety.
- 4.) Do not allow water treatments of any kind to freeze. This could affect the product's ability to perform as stated on the label.
- 5.) When dealing with tannin problems a helpful tip is to double the activated carbon in the waterfall unit and use rotating doses of RapiClear and Biological Clarifier. This should help to significantly decrease tannin colored water.
- 6.) If a customer is upset that Algae-Off is not working make sure they are applying the product dry and not diluting it with water. This is common mistake, although it states to apply the product dry on the label some consumers overlook it.
- 7.) Bacteria and enzyme products are live cultured products. Liquid bacteria products have a smaller shelf life because they are live in suspension in the bottle. So make sure to rotate stock religiously with these items.
- 8.) Dry bacteria products have a much longer shelf life than liquid products because they are freeze dried to preserve them. Dry products typically treat more water and give the consumer a much larger "bang for their buck".
- 9.) Sparkle fountain cleaner can be applied to any make of fountain. It can also be applied to pondless ponds and bubblers.
- 10.) Merchandise Sparkle & SubLime near or next to any fountain displays you may have at retail or sell them as a starter kit for new fountain owners as part of their purchase of the fountain.
- 11.) CrystalClear treatments treat a lot of water which makes their price per treatment much cheaper than almost any competitor on the market which is a very good selling point at retail.
- 12.) Algae-Off is the only product on the market with an advertised MONEY BACK GUARANTEE which is an excellent selling point.
- 13.) During the Spring think about doing a treatment display of Vanish Dechlorinator, CrystalClear Fish Medications and Algae-Off. During the Spring months are when fish ailments occur most and people are opening their ponds and will need dechlorinator and algae products.
- 14.) pH fluctuates due to many environmental factors so be sure to remind customers that pHusion will most likely take several applications to keep the pH at safe levels.

Helpful Tips Continued...

- 15.) It is important to note that Vanish Dechlorinator Dry only removes chlorine. Vanish Dechlorinator Liquid removes chlorine, chloramine, ammonia, heavy metals and adds a slime coat protectant.
- 16.) Try merchandising Thrive Aquatic Plant Fertilizer & Aphid X next to your aquatic plants or place them sporadically around the edges of the aquatic plant display ponds. You will see a dramatic increase in fertilizer sales.
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