

DOVER VIEWS

A Publication of Dover Vinyl Products & Jersey Cover Corporation



Long Island Served by The Dover Connection

The Dover Connection is a member of the Dover Vinyl Products and Jersey Cover Corp., family that serves pool dealers, installers and builders on Long Island.

Formed in 2007, The Dover Connection provides free measurements and delivery of vinyl liners, pool covers and other supplies. The products are manufactured in Toms River at the Dover Vinyl and Jersey Cover facilities.

General managers Keith and Joann Kruger have more than 60 years of combined experience in the pool service industry, and a long-standing reputation in the region, which has helped garner strong business.

Another corporate edge is that they know the products in and out. Keith also has extensive knowledge of pools in general, so he's able to help customers with off-topic questions, too. With superior product knowledge, client relationships and industry experience, it's no wonder The Dover Connection has become the premier pool product provider in the Long Island area.

"We know our clientele well," says Joann. "And we like what we do."

For more information on The Dover Connection, call 631.256.6811.




Corporate Spotlight Janice Stern

With a long-standing career serving both Dover Vinyl Products and Jersey Cover Corp., Janice Stern continues to serve as a valuable team member. She previously worked for Dover Vinyl for 15 years, and shifted to Jersey Cover Corp. more than 10 years ago.

Currently, she is the Supervisor of Jersey Cover Corp., where Janice is responsible for overseeing pool cover production. She directs the shop operations, ensuring that covers are accurately measured and created to precise standards.

She is adamant about making sure customers understand the benefits of the company's pool covers, which offer a superior quality unmatched by competitors.

"We use double webbing throughout the entire cover," Janice says, noting that other companies only use partial areas of double webbing. 5' by 5' spacing also makes for a stronger cover. In addition, cover hardware is all made in America. These are the kinds of advantages that Jersey Cover has over the competition.



Dover Vinyl Products and Jersey Cover Corp. is located in Toms River, New Jersey. Dover Vinyl specializes in top-quality, custom-designed vinyl pool liners, while Jersey Cover Corp. offers top-of-the-line, tailored pool covers. Together with The Dover Connection, the Long Island-based arm of our company, we provide a complete line of personalized pool products for customers in New Jersey and New York.

Sturdy Cover Saves Life in Backyard Crash

Who said pool covers simply keep leaves and debris out of a pool on the off-season? When a teenager from Jackson, New Jersey, accidentally drove an SUV into the family pool, it was a Jersey Cover Corp. product that also saved the teen's life.

"A curious teen was attempting to move the vehicle and hit the accelerator and the car ended up in the pool," says Dan Schafer, a local photographer who captured the event on film. "It took approximately 30 minutes of great ingenuity on behalf of the fire department to remove the vehicle."

Luckily, no one was seriously hurt.

But the incident highlights why the right pool cover is essential. Our Aqua-Brella™ covers come in solid and mesh varieties. All help to prevent algae growth by providing UV protection.

"The double-web strapping throughout the entire cover makes it more than 50% stronger than other covers, which offer single-web strapping," says Bob Stern, Jr., Vice President. The covers also include solid brass anchoring systems and stainless steel springs, which resist corrosion. All of our covers are manufactured under strict UL standards, which provide comprehensive safety protection.



A Jersey Cover Corp. pool cover kept this SUV from going underwater with a teenage passenger inside after the vehicle plowed into this pool in Jackson, NJ, on April 11, 2008.

Highlights

Sturdy Cover Saves Life.....	1	Design Capabilities.....	3
Just Like New, Pool Renew.....	2	The Dover Connection.....	4
Put Safety First with Pool Covers.....	2	Corporate Spotlight	4
Custom Vinyl for Pool	3		

Just Like New, Pool Renew

In an uncertain economy, many pool owners are looking to renovate their existing pools instead of installing a new one. Such projects can transform your existing pool into the one you thought you needed even more money to get.

"With the economy the way it is now, you can still spruce up your backyard and get the pool of your dreams," says Bob Stern, Jr., Vice President. "You don't have to install an entirely new pool system to give your yard a completely new look."

"Pool remodeling can increase a homeowner's bottom line," adds Bob Stern Sr., President.

There are plenty of ways to give your swimming pool and the surrounding area a fresh take. Pool renovations can include stamped concrete or in-

terlocking pavers around the pool, deck removal and replacement, waterfalls and other water features, resurfacing with vinyl, quartz or marbalite finishes, a new diving board, swim jets, lighting, design and shape modifications, new equipment installation—and even custom tile or stone.

Want to see what you can do with pool restoration? Ask yourself a few questions: What don't you like about the existing structure? Do you want to reshape the pool itself? Are there any elements, such as equipment, that need to be upgraded? These are some useful questions to ask yourself when deciding where to start with a pool renovation project. Secure a qualified contractor and you're on the way to a better backyard—no matter how much gas prices rise.

Put Safety First with Pool Covers

As the season for pool closing fast approaches, here are some tips for safe pool closings.

- Balance the water chemistry.
- Remove skimmer baskets, wall fittings, cleaners, solar blankets, and ladders.
- Drain all pumping, filtering, heating and chlorinating gear.
- Lubricate parts.
- Clean the pool.
- Winterize the plumbing.
- Cover the pool. A tight fit of your pool cover is essential, and investing in the right cover is a must. Your cover should not have holes or gaps where leaves and debris may enter the pool. And it should be tough should a kid—or a car, see Page 1—land on it. Our covers include a standard solid cover and two types of mesh covers, and are available in 3' by 3' and 5' by 5' spacing, and never exceed

25 square feet per box. Our new solid safety cover blocks UV rays and includes a pump that prevents water from accumulating on the cover. We can custom manufacture any pool cover using our design software and computerized cover system. Contact Jersey Cover Corp. at 732.286.6300 or visit www.jerseycover.com to learn about all the pool cover options available.



Custom Vinyl for Pool, Spa Featured in House Magazine

For a custom fit, it's always best to call in the experts. That's what Bill Renter did.

As the owner of The Deck and Patio Company located in Huntington Station, New York, Bill knew that Dover Vinyl would be the perfect fit for a backyard renovation and pool creation project he was doing in Glen Cove, New York.

The project included a vanishing edge pool with two waterfalls, five bar stools, three staircases, and in-floor cleaning. It also required 3,000 square feet of tumbled stone, two natural gas campfires and a refurbished pond. With a project so magnificent, it's no wonder that it garnered media attention. The project—and Dover Vinyl's role in it—was featured in the May/June 2008 issue of House Magazine.



Renter told the magazine that cutting and welding three liners for the spa, pool and catch pool (which catches water from the vanishing edge of the main pool) was a huge challenge. "For that, we called in experts at Dover Vinyl in New Jersey who can do complicated projects. They came to the Glen Cove job site to verify all the measurements, to ensure the liners would fit perfectly, which they did."

He said the homeowner initially was not sure if vinyl would be a good fit for her resort-style backyard. So he took her to his house to show her how vinyl would enhance the look. After she stepped into his spa and swimming pool and felt the smooth feel of the padded stairs, she insisted that vinyl was the answer.

The house, which overlooks the Long Island Sound, is reportedly where President Nixon regularly visited.

Design Capabilities

Creating a pool oasis includes more than simply installing a pool. Often, a custom, one-of-a-kind look is the way to go. If you've got the budget for it—and the desire to have the best pool on the block—why not invest in something extraordinary?

From vinyl-covered bar stools to a grotto, there are plenty of ways to give your pool area a unique look with indulgent and essential functions.

Go beyond the straight-lined rectangular pool, or even the good-old kidney bean shape. Today's design options offer freeform pools, where you can create any shape you want.

"Dover Vinyl has the capabilities to tailor vinyl liners to any shape, which makes us a top choice for out-of-the-box pool designers," says Bob Stern, Jr., Vice President. "Using vinyl offers a smoother and softer alternative to other pool materials such as concrete."

Grottos are another upscale choice for pool owners who want a private space for swimming hidden in a natural-looking cave. Recently, Dover Vinyl has mastered vinyl-covered stools useful in pool bars, which are another growing trend.

