

Case Study: PoolNaturally
Jody Soderberg, Retired Resident
Small, Above-ground Pool
Minnetonka, MN

Pool mantra

“Less Chemicals, Less maintenance”

Jody Soderberg from the Twin Cities area of Minnesota is like a lot of small pool owners: She wants to relax in the pool on hot days, or after working in the yard or doing other chores. Retired now, she's taking life easier. Her small, above-ground pool is just right for her needs, and it suits the short pool season that often defines Minnesota summers.

But the summer of 2007 was a scorcher and it started early. That gave her reason to enjoy her pool even more – and PoolNaturally added to the enjoyment. Among the early adopters of the all-natural water-conditioning product, Soderberg says it's a breakthrough discovery!

“My pool water's been more beautiful since using PoolNaturally,” she noted. A local dealer told her about it and she was intrigued. “It's just so much nicer and silkier to the touch. I've been recommending it to other pool owners if for no other reason than I don't have to use so many chemicals and I don't have as much maintenance time: I'm all for 'less chemicals, less maintenance' -- that's my mantra!”

PoolNaturally Means More Pool Time in Brief Minnesota Pool Season

“Any time you can cut down the amount of chemicals you use in your pool and the time it takes to keep it clean, that's a good thing,” she says. With more leisure time to enjoy the pool, Soderberg says she often marvels at how soft the water has gotten since she started using the PoolNaturally product. “Sometimes the water is so clear, it looks like there isn't any water in it! The water's just so beautiful, silkier, much nicer to the touch than before.”

After enjoying the swimming pool more this summer because of the heat, Soderberg says she appreciates the product even more. “Believe me, I'm not big on pool maintenance in any kind of weather. Usually the season is so short here in Minnesota, you barely get to use a pool. But this year I had almost five months of pool time. The less work I had to do in maintaining the chemical stuff, the more time I had to enjoy relaxing in the water. And that's a good thing, too.”