

Case Study: SpaNaturally®
Steve McFarland, McFarland Hotwater Technology Company,
Hopkins, Minnesota

The Super-Nice SpaNaturally Experience **Longtime Minnesota Spa and Hot Tub Service Provider Sold on Benefits of All-Natural Product**

McFarland Hotwater Technology has seen every imaginable spa and hot tub problem since its inception in 1978. As the main service provider in the Upper Midwest for larger-brand spa and hot tub manufacturers, the company –based in Hopkins, Minnesota – averages 120 service calls a week these days. The demands keep all of the firm's 13 employees busy. All too familiar to founder and owner Steve McFarland are customer problems relating to trouble with the system's electronics to faulty pumps to corroded heaters. The culprit is often the chemicals that eat into the heart of the spa and hot tub while trying to do their job of sanitizing, stabilizing and otherwise making the water a welcome place to relax.

Having used the SpaNaturally system personally for more than seven years, McFarland is convinced that the all-natural product is not only less destructive to spa and hot tub hardware, but also capable of making fantastic improvements to hot-water conditions. He's become a staunch advocate of the moss product, assuring his customers that it's a welcome complement to the conventional methods of treating and enjoying the spa and hot tub experience.

"Many people think that if a little chlorine or bromine is good for their system, then a lot must be better. But that often just creates more problems," says the expert. Some of the products that have hit the market in recent years have not lived up to their billing or customers' expectations – from products that claim to be natural (even though they're chemically based) to spa systems that actually come with their own built-in set of problems.

"No foam in my hot tub for seven years!"

"In my 35 years in the spa and hot tub industry, I've seen a lot of new products come along that claim to be effective or natural, and usually, they have very limited benefits or turn out to be 'snake oil,' but SpaNaturally is an effective product that's *not* snake oil," says McFarland. "I have used this product in my own spa for seven years, and I love it. SpaNaturally is No. 1 on my list of the best spa products available in the last 30 years."

Calling the SpaNaturally experience "super nice," McFarland reels off the product's many benefits with the unbridled enthusiasm of someone relishing a recent – and rewarding – discovery:

- **Better water clarity**
- **Reduced pH bounce**
- **Reduced required maintenance**
- **Reduced use of chemicals**
- **Better water stability**
- **Softer water with no side effects like burning eyes and skin, odors or dryness**
- **No foam**

"Since using SpaNaturally in my system, there's been no foam in my hot tub for seven years!" McFarland exclaims. "I think it's a good alternative to excess chemical use. My customers get very excited about it once they try it." To help spread that excitement, McFarland originally sent out more than 5,000 direct-mail pieces to his customers in the region, touting the breakthrough in spa and hot tub maintenance and water conditioning from the simple and easy of use of the moss. His personal enthusiasm isn't likely to ebb anytime soon, either.

"Sometimes at night," he says, "the water in my hot tub is so clear, you have to touch it to make sure it's there. That's how effective this product really is."