

Buddy's Pool & Spas

- Situation** A family-owned and operated business since 1979, Buddy's Pool & Spas continues to be Baltimore's leader in pool and spa sales, service and construction. Buddy's has an expertly trained staff that provides customers the experience and knowledge to keep their pools and spas running perfectly. Buddy's hired Channel Communications to create a consistent brand look and feel to help drive sales and store traffic.
- Solution** Channel Communications determined that a variety of crucial touch points needed to be refreshed to help reach the clients goals. Channel developed a suite of collateral and online components to communicate that Buddy's is the smart choice for pool and spa equipment and service. Quarterly newsletters were created to deliver longer format messages and sales opportunities. Monthly email blasts were developed to deliver quick tips and last minute sales information. A series of postcards were implemented to deliver sales information to highly-targeted segments of the Buddy's database. And lastly, Channel redesigned the Buddy's website to deliver a fresh brand appeal.
- Results** Buddy's Pool & Spas has been very pleased with the efforts created by the Channel team. The new look and feel is being carried through most external touch points. Our communications pieces have helped generate additional sales volumes in light of a sluggish economy.

2 Days Only!

45% OFF

Select Items

Tent Sale!

August 27-28, 2010

Buddy's

Pool & Spas

Creating backyard vacations everyday!

Bring this postcard in to Buddy's and receive up to **45% off** select clearance items. It's also a great time to save on quality Caldera Spas – just in time for fall.



Specials through July 31st!

Go green with Pentair products!

Energy efficient eco-select products are now on sale.

Buddy's

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Purchase one item: **10% off**

Purchase two items: **15% off**

Purchase three or more items: **20% off**
(Three or more Pentair products installed at the same time qualifies for a free manufacturer's warranty upgrade)

Purchase before June 30th and **save an additional 25%** off the installation fee.





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Buddy's



Pool & Spas

10715 York Road
Cockeysville, MD 21030
410-666-1800
www.buddypool.com

The Staff at Buddy's Pool & Spas wants to show our thanks and gratitude for your loyal support.

Stop by our store on May 28, 29 or 30 and present this postcard for 15% off your total purchase.

Purchase a season's supply of BioGuard chemicals or upgrade your pool to a Mineral Springs salt water system. Perhaps you're ready for a new energy-efficient pump or Polaris pool cleaner – even a new heat pump – just in time for your Memorial Day party! It's our way of saying "Thank you" this season.



*Not valid with any other offer. In-stock items only. Does not include delivery, labor or installation services. Good for one store visit. Only valid through May 30, 2010.

Bulk Rate
U.S. Postage
PAID
X
X

3 Days Only!

15% OFF*

Memorial Day "Thank You" Sale


May 28-30, 2010

Buddy's

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Bring this postcard in to Buddy's and receive a **15% discount** on anything in the store!



Indulge Yourself... with simple pool care.



Pool School
AT BUDDY'S POOL & SPAS

**WEDNESDAY APRIL 22
7:00PM**
Energy Efficient Benefits
Learn the benefits of energy efficient pool and spa equipment and discuss when it's time to upgrade.

**WEDNESDAY APRIL 29
7:00PM**
Pool Maintenance and Basic Water Care
Learn how 15 minutes a week can help you keep your pool water crystal clear.

Spring is in the air and Buddy's Pool & Spas would like to invite you to our annual 'Pool School'.

This year, Buddy's is offering two new seminars covering the who, what, when and why of pool ownership. This is a must for all pool owners. Best of all, it's FREE! Attend one or both of the classes.

Seating is on a limited basis, so be sure to sign-up today! Call 410-666-1800 for details and to reserve your place. To learn more, visit us online at buddypool.com.



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Caldera's Cantabria™ Spa — Healthy Recession Therapy



Known for comfort, performance and style, Caldera Spas® introduces its all-new flagship hot tub, the Cantabria™ spa.

The Cantabria™ provides a combination of beautiful design and body-soothing features.

It offers a spacious interior with seating for eight adults while also delivering exceptional, soothing hydrotherapy. Caldera's signature Hot Tub Circuit Therapy® delivers an invigorating full-body massage through the UltraMasseuse™ system that features six jet sequences that provide three speeds for a custom massage from head to toe. To learn more about this incredible spa, stop by Buddy's Pool & Spas.



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Caldera Spas®
Pure Comfort

APSP
The Association of Pool & Spa Professionals®

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» Pool Care Just Got A Lot Easier!

What if your pool could automatically test its own chemistry, then balance and sanitize the water? What if it always knew what the water needed and adjusted it continuously, giving you brilliant, clear water all the time?

The Hayward Sense and Dispense™ Total Pool system makes pool balancing simple and carefree. The Sense and Dispense system uses advanced technology that continuously tests the water, sample pH and sanitizer activity, and adjusts chemical feedings based on demand. How easy is that? The Sense and Dispense system allows you to work less and play more.

To learn more about this amazing system, call or stop by Buddy's Pool & Spas today.



APSP
The Association of Pool & Spa Professionals®

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» We've Got You Covered THIS WINTER



Now is the time to get your new Meyco custom cover from Buddy's.

For more than 50 years, Meyco has been manufacturing pool covers for all types and shapes of pools. Meyco's new RuggedMesh design has a tighter mesh material which allows water to drain from the surface while filtering-out finer particles and providing a perfect fit. This gives you reduced winter maintenance and an easier clean-up in the spring. To learn more about all the Meyco pool covers, call or stop by Buddy's Pool & Spas today.




MEYCO
POOL COVERS
Everyone Trusts the Original!™

APSP
The Association of Pool & Spa Professionals®


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So much happier in the water.
From our family to yours: at-home recreation, fitness and fun.









Pool & Spa Tips & Quips.

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Today's Special Offers.


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From our family to yours: at-home recreation, fitness and fun.








A little slice of **heaven**. At home.


About Buddy's 410-666-1800

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Pool, Spa Tips & Quips.
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