



# DESIGN A POOL THAT'S CRYSTAL BLUE AND ENVIRONMENTALLY "GREEN": HERE'S HOW.

*Your personal oasis can be elegant and energy efficient.*

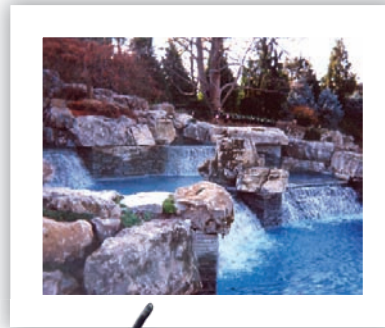
- » **Location, location, location.** While you may not need an expert like Tortorella to tell you this, the best location for your pool is the one that maximizes sun exposure. And don't forget to offer your guests a shady respite in your pool environment as well.
- » **Keep it pumping at peak efficiency.** The true heart of your pool, consider investing in a new, high performance pump. The latest models combine onboard intelligence, breakthrough motor technology and superior design to reduce energy consumption – and noise – by 90%, saving you money (and headaches).
- » **Turn up the heat, but not your energy costs.** Today's high performance heaters operate at 95% efficiency which cannot only decrease energy consumption and operating costs, it also can increase your swimming season. Most also minimize nitrous oxide emissions to well below Federal standards, another plus for your environment – and our planet.
- » **Buy your pool a "blanket".** An automatic pool cover can also keep the heat in your pool – and debris out.
- » **Be "floored" by pool cleanliness.** Advanced in-floor cleaning and circulation systems can keep your pool sparkling. With special zones and pop-up nozzles that are virtually invisible to swimmers, such systems automatically clean your entire pool as well as bring the warmer water at the top of the pool to the bottom, offering a significant savings in both heat and chemicals.
- » **Cut back on the chemicals.** Revolutionary salt water and ozone sanitation systems are now available that can improve water quality cost-efficiently, while further reducing the need for chemical treatments.
- » **Add new technology to "old" pools.** But don't think all these great "green" gadgets are just for new pool builds. An expert in pool renovations, Tortorella says that virtually any pool can benefit from today's energy efficient technology.

A custom pool cannot only transform your landscape into a luxurious personal oasis, it can help preserve our natural resources as well. It all starts with a solid design: one that blends the sophisticated indulgence of a magnificent pool environment with the high-tech, energy efficient equipment available today, according to John Tortorella, founder and president of J. Tortorella Custom Gunite Pools, Inc. of Southampton.

The premier provider of customized gunite pools and spas in New York since 1981, J. Tortorella is also a leader in creating designs that are both elegant as well as ecologically sound.

"The days of a pool being a 'guilty pleasure' are long gone," according to Tortorella. "The technology to create new pools – and renovate existing ones – so that they're good for both the owner and the environment is here, and more and more of our clients are looking to take advantage of them." A passionate environmentalist, the pool designer

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and builder offers several tips to those looking to create a pool that's at once elegant and environmentally friendly.

But whether you're designing a gorgeous new pool environment or looking to revitalize and renovate the one you already have, Tortorella emphasizes that homeowners should look at "big picture" savings rather than a system's "sticker price."

"While most of these new, energy efficient systems cost more initially than their

standard counterparts, they quickly pay for themselves when you look at the money you'll save in energy, maintenance and chemical costs." And when you look at their environmental benefits? To Tortorella, those are "truly priceless."

To find out more about the energy efficient pool systems available exclusively through

J. Tortorella Custom Gunite Pools, visit their newly renovated showroom at 1764 County Road 39 in Southampton, or call 631.283.7373.

