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Chlorine Times

July 2021

Cleaning Services Price Increase Update

The family at North East Florida Pool Service would like to thank and to let our valued customers know we appreciate them for choosing us to be your swimming pool service company. Over the course of the past 14 months we have absorbed industry wide price increases from labor increases, operating costs and manufactures and distributors. The largest increase we have encountered is chemical costs. With the majority of swimming pool chemicals being disinfectants and used for sanitation, it's not surprising that manufactures switched operating procedures to produce products to cleanse and disinfect places people touch for Covid-19. This along with other factors has caused chemical costs to climb to over double the cost they were a year ago.

Our goal was to hold our prices as long as we could to help our loyal customers get through this difficult time. With indication that no decrease in cost is in our future, we are forced to follow the price curve in order to continue the existence of our Cleaning Program. This was not a scheduled price increase and we apologize for the short notice to our customers. This is the first increase in cleaning plans we have had in five years, it is not something we regularly take practice of. We urge all of our customers to read the following, very informative article from Orenda Technologies that explains all aspects as to the contributing factors that has led to a global increase in chemical costs. **Blog.orendatech.com/pool-service-price-increase-2021**

From all of us at North East Florida Pool Service, we thank you for your cooperation and understanding. If your account is set up on autopay, your monthly charge will be updated accordingly.