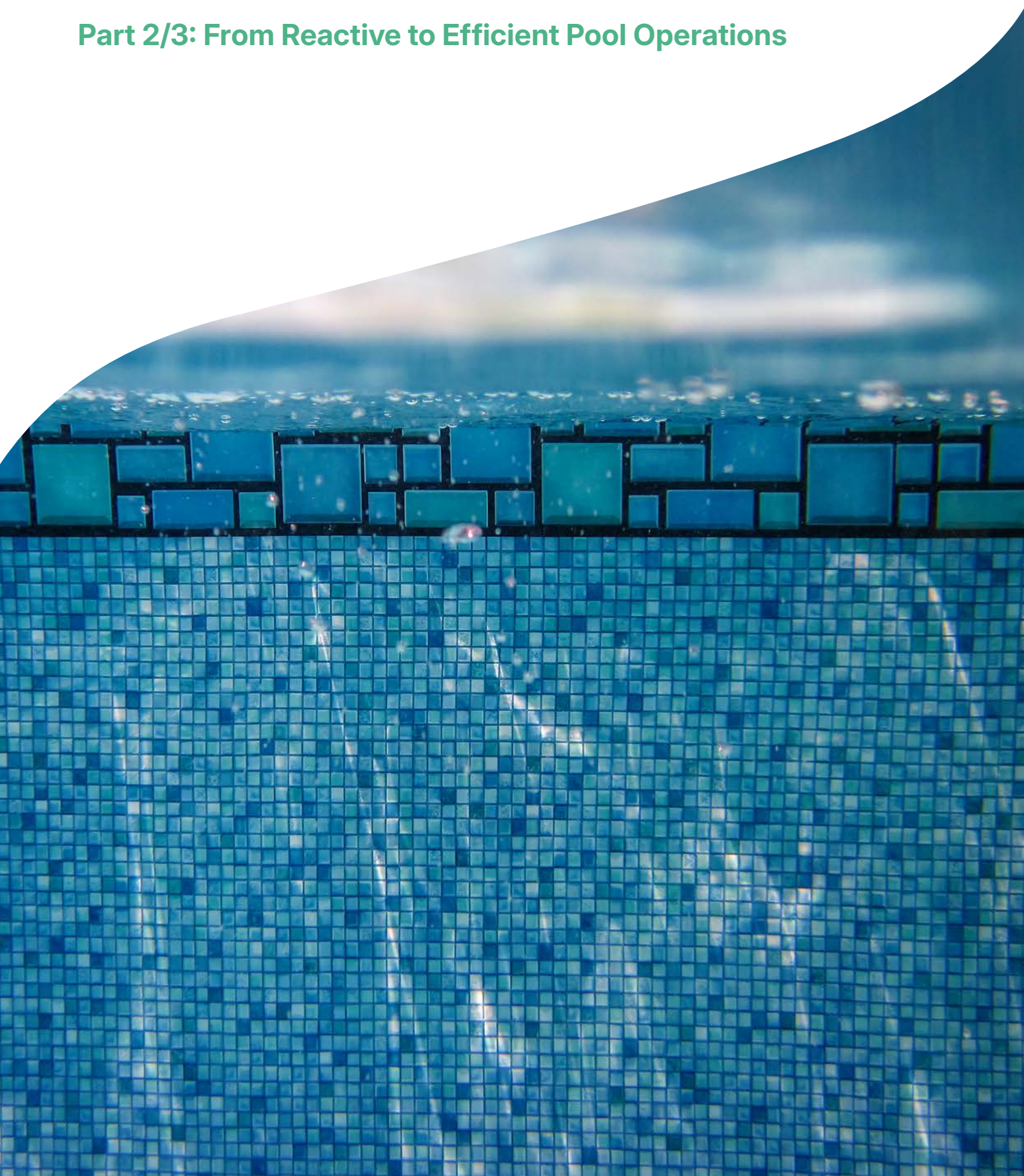




Modern Pool Water Care in Hospitality

Part 2/3: From Reactive to Efficient Pool Operations



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Introduction

Swimming pools and spas are no longer “nice to have” amenities in hospitality - they are decisive factors in guest booking decisions, brand reputation, and regulatory compliance. Recent surveys show that:

- **75% of travelers** rank swimming pools or hot tubs among the top three most important amenities when booking a hotel stay (Source: VivoAquatics/PRWeb Survey)
- **More than half of guests** have experienced a pool or spa closure during their visit - often resulting in negative reviews and reduced likelihood of return bookings (Source: VivoAquatics/PRWeb Survey)

The reality is that pool and spa operations sit at the intersection of three critical business drivers:

- **Guest perception risk** → Cloudy water, chlorine odor, or unhygienic surroundings are among the most common causes of negative guest reviews (Source: TripAdvisor Insights)
- **Operational risk** → Poor water quality and compliance risk due to manual dosing, staff shortages, and rising costs will increase the likelihood of unexpected closures, safety incidents, and inefficiency in pool operations
- **ESG and compliance pressure** → Water stress in Southern Europe, stricter EU regulations, and sustainability expectations from guests require measurable improvements (Source: European Environment Agency, (Booking.com Sustainable Travel Report)

To address these challenges, this whitepaper is presented as a three-part series, each focusing on a key dimension of modern pool water management:

- **Part 1 – Guest Experience**
How pools and spas directly influence guest perception, satisfaction, and brand loyalty
- **Part 2 – Operational Efficiency**
How modern systems improve safety, stability, and day-to-day management performance
- **Part 3 – Sustainability**
How responsible water and chemical management supports ESG goals, reduces waste, and ensures regulatory compliance

Across all three parts, one central question remains:

How can hotels deliver a safe, consistent, and future-proof pool experience while balancing guest experience, cost & performance, and sustainability?

This whitepaper provides decision-makers in hospitality with an evidence-based framework to:

- Diagnose recurring pain points in pool, spa, and wellness operations
- Link water quality and hygiene standards directly to guest satisfaction and brand credibility
- Align pool and spa operations with ESG targets and EU regulations
- Understand the financial and reputational consequences of poor water management
- Explore modern solutions such as dry chlorine briquette technology with automated dosing, high-performance disinfectants, sustainable water use, and safe operating procedures

Ultimately, the goal is to transform pool and wellness areas into a safe, clean, and consistently crystal-clear experience for every guest, every day.



Operational efficiency in hotel pool water treatment

Traditional vs. Modern Pool Water Treatment: Why Operational Efficiency Starts with the Right System

In today's hospitality environment, pool water treatment is no longer a purely technical choice. It directly affects guest safety, brand perception, operational risk, and sustainability performance.

As hotels move from reactive maintenance to smart operations, the gap between traditional and modern pool water treatment systems becomes increasingly clear.

Traditional Pool Water Treatment

Familiar But No Longer Fit for Purpose. Many hotels still rely on:

- Manual testing and dosing
- Liquid chlorine (sodium hypochlorite)
- Stabilized chlorine products

While widely used, these systems introduce structural weaknesses across four critical dimensions.

✗ Safety Risks

- Frequent handling of heavy liquid chlorine containers
- Increased risk of spills, splashes, and chemical exposure
- Higher transport and storage risks
- In some cases, potential for gas release or hazardous fumes
- More manual actions = higher staff exposure and liability risk

✗ Instability in Water Quality

- Liquid chlorine loses strength quickly when exposed to heat or UV
- Requires higher and more frequent dosing
- Manual systems cannot respond in real time to:
 - Weather changes
 - Peak occupancy
 - Temperature fluctuations
- Results in overdosing, underdosing, or fluctuating chlorine levels

✗ Compromised Guest Experience

Unstable chemistry often leads to:

- Strong "chlorine smell" (a sign of poor balance, not cleanliness)
- Skin and eye irritation
- Discoloration or damage to swimwear
- Cloudy water or algae incidents
- These are the moments guests remember and review

✗ Higher Long-Term Costs and Environmental Impact

- More chemical consumption due to degradation
- Increased water waste from corrective backwashing or draining
- Faster corrosion of tiles, grout, stainless steel, and pipework
- Higher labor demand for testing and troubleshooting
- Traditional systems are neither cost-efficient nor sustainable over time

Modern Pool Water Treatment

Designed for Today's Hospitality Challenges

Modern pool water treatment systems replace manual correction with automation, precision, and predictability. They are built around four core advantages:

✓ **Safety by Design**

- Minimal manual chemical handling
- Reduced spill and exposure risks
- Safer plant rooms and workflows
- Lower dependency on staff availability
- Safety becomes structural, not procedural

✓ **Stable, Consistent Water Quality**

- Automated dosing based on real-time parameters
- Reduced degradation from heat or UV
- Continuous control of chlorine and pH
- Stable water means fewer incidents and fewer interventions

✓ **Superior Guest Experience**

- Clear, balanced water without harsh odors
- Improved comfort for skin, eyes, and swimwear
- Lower risk of pool closures or guest complaints
- Guests experience the pool as clean, calm, and premium

✓ **Sustainable and Cost-Efficient Operations**

- Lower chemical and water consumption
- Reduced energy use through fewer corrective actions
- Extended asset life (tiles, grout, equipment)
- Predictable operating costs
- Sustainability and efficiency reinforce each other

Traditional Systems	Modern Systems
Reactive	Preventive
Labor-intensive	Automated
Variable quality	Consistent quality
Higher risk	Built-in safety
Short-term thinking	Long-term efficiency

Legacy water treatment models prioritize functionality. Contemporary approaches align with broader business objectives - safeguarding health, optimizing asset longevity, and reinforcing brand integrity. In hospitality, the question is no longer:

The question is no longer:

- Is the pool operational?
- Does our pool consistently reflect the experience we promise?

Modern water treatment ensures the answer is **yes, every day.**



Efficiency in modern pool water treatment is defined by system performance, not product price

In hotel pool operations, efficiency is not defined by the price of a chemical per liter, but by how reliably and predictably the system performs day after day. Product price is visible and easy to compare. Operational impact is not yet it is what ultimately determines cost, risk and performance. Traditional pool water treatment systems often appear efficient on paper, yet require frequent manual intervention, corrective actions, and emergency responses.

Traditional pool water treatment systems often appear efficient on paper, but in practice they introduce operational variability. Instability in dosing and water balance leads to frequent manual intervention, corrective actions, and unplanned responses.

Traditional pool water treatment systems often appear efficient on paper. In practice, however, dosing instability and water quality fluctuations create operational variability, resulting in increased staff workload, water waste, chemical overuse, asset degradation, and service disruptions that drive up total operating costs over time.

Modern pool water treatment systems are designed to reduce operational variability.

By delivering consistent water quality, automated dosing, and reduced manual handling, they shift pool management from reactive problem-solving to controlled, predictable operation. This stability lowers operational risk, protects infrastructure, and frees up staff capacity for the true indicators of efficiency in today's hospitality environment.

Only when viewed through this operational lens does cost become meaningful. Systems that lack stability and automation may carry a lower visible product price but generate higher operational and sustainability costs over time. For this reason, leading hospitality operators increasingly assess pool water treatment solutions based on total operational impact, rather than purchase price alone.

Operational efficiency is not about what you spend upfront. It is about what you avoid over time.

Product price is visible. Operational impact is not, but it's what matters most.

Product price

- Remove hidden costs, simplify your logistics and operations
 - Reduced chlorine consumption
 - Reduced backwash water reduction
- 2-year shelf life means less waste for seasonal
- Reduced pH adjustment requirements
 - Reduced grout deterioration
- Less corrosion extends pool lifetime / less maintenance cost

The hidden benefits

Seasonal transitions, where efficiency meets first impressions

Seasonal pool openings and closures are more than calendar moments, they're critical transition periods that define how your pool performs and how guests perceive it. Poor preparation can lead to algae blooms, equipment failure, and non-compliance right at the moment guests expect perfection. Winterizing means protecting performance: Deep-clean your pool basin and filters, lower water levels, shock-treat before closing, and apply protective covers to reduce evaporation and contamination. Document equipment status to avoid surprises come spring.

Closing the Season: Protecting Performance, Not Just the Pool

Effective winterization goes beyond shutting down operations. It is about preserving water quality, infrastructure, and system readiness. Best practices include deep-cleaning the pool basin and filters, lowering water levels where required, shock-treating before closure, and applying protective covers to reduce evaporation and contamination. Documenting equipment condition and system settings ensures a controlled restart - not surprises - when the season resumes.

Reopening the Pool: Precision Matters

Seasonal reopening demands accuracy and consistency. Dosing systems must be inspected and calibrated, water chemistry tested and rebalanced, all surfaces cleaned, and safety signage and furnishings restored. This is not only about technical readiness - it is about delivering a flawless first impression. For many guests, the pool is one of the first areas they experience, and their perception forms immediately.



Why Shelf Life Matters in Seasonal Pool Operations

Seasonality also exposes a hidden inefficiency in traditional pool disinfection products.

Many hotels still rely on liquid bleach or sodium hypochlorite, which typically have a **shelf life of less than one year** and degrade rapidly when exposed to heat, light or prolonged storage. As a result, unused chemicals at the end of the pool season often lose effectiveness or must be **disposed of entirely**, creating unnecessary waste, additional costs, and sustainability challenges.

In contrast, pool disinfection systems with a **shelf life of up to two years** offer a clear operational advantage. They allow hotels to:

- Store products safely across seasons without loss of performance
- Avoid chemical disposal at season end
- Reduce emergency reordering at reopening
- Improve planning accuracy and inventory control
- Minimize waste and environmental impact

Shelf life is therefore not a technical detail; it is a **key efficiency lever** in seasonal pool management.

From Seasonal Stress to Seasonal Control

Using a structured seasonal checklist helps prevent costly downtime, rushed corrections, and last-minute chemical purchases. Combined with stable, long-shelf-life disinfection systems, it enables hotels to move from reactive seasonal transitions to predictable, efficient operations.

Because one missed step at closing, or one compromised product at reopening, can quickly translate into water quality issues, guest complaints or a negative review before the season has even begun.

Seasonal transitions are where operational efficiency, sustainability, and guest perception intersect. Getting them right protects both performance and reputation.

The role of Calcium Hypochlorite in modern pool water treatment

Crystal-clear water, free from strong chlorine odors and skin or eye irritation, is not just an operational goal; it is a brand promise.

From first impression to final review, guests judge your standards by the clarity, comfort, and safety of your water. Consistent water quality builds trust, drives positive reviews, and strengthens guest loyalty. In an era where online reputation defines success, pool performance directly impacts brand value. A clean pool does more than meet expectations - it builds confidence in your entire operation.

Make your water your brand signature HTH™

The HTH EASIFLO™ System is engineered for hospitality, combining smart dosing technology with high-concentration Calcium Hypochlorite BRIQUETTES. You move beyond compliance - delivering control, consistency, and confidence every day.

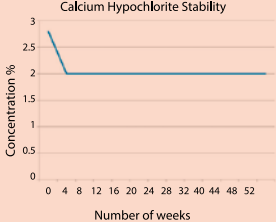
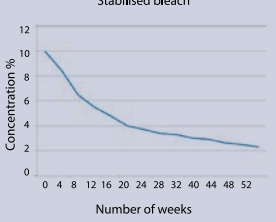
Global health authorities confirm that stable, well-dosed chlorine is essential for safe recreational water. HTH™ Calcium Hypochlorite combined with automated dosing and monitoring ensures predictable performance, fewer disruptions, and a consistently premium guest experience. With the HTH™ EASIFLO BRIQUETTE technology and the HTH EASIFLO™ System, hotels deliver:

- Guest Confidence
 - Crystal-clear, inviting water, even in peak occupancy
 - Balanced pH levels that help avoid skin and eye irritation
 - Consistently clean, visibly maintained pool environments from waterline to tiles
- Operational Control
 - Fewer interventions, no guesswork or overdosing, consistent chlorine levels, and lower total cost
 - Consistent stable disinfection with no stabilizer buildup or cloudy residue
 - Easy-to-use briquette feeders that require minimal manual input minimize handling and risks
- Sustainability
 - Compact “pillow shaped” briquettes that reduce chemical waste*, plastic reduction, and safer staff working conditions
 - One 25 kg HTH EASIFLO™ BRIQUETTE replaces up to 7 x 25 L of liquid bleach canisters reducing plastic, transport emissions, and storage needs.
 - Long shelf life = fewer deliveries, lower transport emissions
 - No stabilizers = reduced Total Dissolved Solids (TDS) and fewer backwashes.

Ready to future-proof your pool operations?

Join leading hotels across Europe already raising the standard with HTH™ EASIFLO Calcium Hypochlorite and smart water treatment solutions.

For tailored solutions and expert advice, visit <https://www.solenis.com/> or contact your account manager. Together. For crystal clear water.

	Calcium Hypochlorite	Sodium Hypochlorite (Bleach)
Cost	The average pH of 1% calcium hypochlorite solutions, i.e. 10 g/l, is of 11.5. Using calcium hypochlorite instead of bleach can offers savings in acid corrector (pH MINUS) that can be up to 50% of the consumption of acid. However, this value depends significantly on the pH values of the water being added.	The average pH of bleach solutions is around 13. Add the fact that up to 7 times more bleach is required for the same chlorine content, a greater amount of product with a higher pH is being added. This will need reducing with a pH reducer, increasing costs.
Conservation period	The chlorine solution manufactured in real time by feeder and controller system, i.e. HTH EASIFLO feeders, has a concentration in stable active chlorine close to 2%. In addition to this, as the stability of hypochlorite solutions is inversely proportional to their concentration, the solutions produced by HTH EASIFLO feeders are much more stable over time than more concentrated bleach solutions. Calcium Hypochlorite Stability 	Bleach degrades very quickly when stored, even more so when it is subjected to UV rays or high temperatures. This leads to dosing problems and difficulty maintaining an adequate chlorine level. Stabilised bleach 
Storage	• Requires minimal storage space. • 25 kg of calcium hypochlorite contains up to 70% active chlorine, which corresponds to 168 kg of bleach. 25 kg of calcium hypochlorite 	• Requires a lot of space due to its low concentration in active chlorine which demands significant amounts to reach the required levels. • 25 litres of liquid bleach weigh 30 kg for an average of 10% active chlorine 168 kg of bleach 

Sustainability and ESG: Responsible Hospitality

Sustainability is no longer optional; it is a core expectation from guests, regulators, and investors. HTH EASIFLO™ Cal Hypo in briquette form offers substantial environmental advantages: it replaces six 25L liquid chlorine canisters with a single 25kg pack, dramatically reducing plastic waste and transport emissions.

With a shelf life of up to 24 months, HTH EASIFLO™ BRIQUETTES minimizes chemical disposal and emergency reordering, supporting efficient inventory management.

The absence of stabilizers in Cal Hypo means lower Total Dissolved Solids (TDS), fewer backwashes, and reduced water and energy consumption. These benefits directly support ESG objectives and help hotels meet the rising standards of sustainable tourism.

Guest Experience and Brand Value

Crystal-clear water, free from strong chlorine odors and skin or eye irritation, is not just an operational goal, it is a brand promise. Consistent water quality builds guest trust, drives positive reviews, and fosters loyalty. In an era where online reputation can make or break a hotel, investing in modern pool water treatment with Cal Hypo-based systems is an investment in long-term brand equity.

Science-Based Recommendation

Research from global health agencies confirms that stable, well-dosed chlorine solutions are essential for safe recreational water environments. Hotels that invest in modern pool water treatment with Cal Hypo in combination with smart dosing automation are leading the way in safety, sustainability, and guest experience setting a new standard for hospitality excellence.

Let's set a new standard
together for crystal-clear water,
responsible hospitality, and
unforgettable guest experiences.

Your pool is more than one feature, it's a reflection of your entire hospitality promise.

From the first dip to the final impression, guests judge the quality of your brand by the clarity, comfort, and confidence your water provides. That's why modern pool water treatment must go beyond compliance.

It must deliver performance, simplicity, and proximity every single day. The good news? With the **HTH EASIFLO™ System powered**, hotels can now do exactly that.

Guest experience

Make your water your brand signature. With the Cal Hypo technology and the HTH EASIFLO™ System, you deliver:

- **Crystal-clear, inviting water**, even in peak occupancy
- **Consistent disinfection** with no stabilizer buildup or cloudy residue
- **pH stability** that avoids skin or eye irritation
- **Safe, enclosed systems** that minimize handling and risk
- **Visibly maintained surroundings**, from waterline to tiles

Because a clean pool doesn't just look good, it earns trust, drives positive reviews, and enhances brand loyalty.

Operational efficiency

Do more with less effort. With the **HTH EASIFLO™ system**, you unlock:

- **Precise, automated dosing** no guesswork, no under or overdosing
- **Easy-to-use briquette feeders** that require minimal manual input
- **Time savings** that free up your team for other tasks
- **Fewer equipment failures** thanks to better pH control

More control. Less disruption. Better outcomes.



Responsibility: hospitality that guests can believe in

That's why HTH EASIFLO™ SYSTEM helps you operate responsibly, without compromise:

- **Up to 50% less water and energy usage** through smart systems
- **Compact “pillow shaped” briquettes** that reduce plastic packaging waste, and transport emissions
- **Long shelf life = fewer deliveries**, lower transport emissions
- **No stabilizers** = reduced Total Dissolved Solids (TDS) and fewer backwashes
- **Alignment with ESG goals**

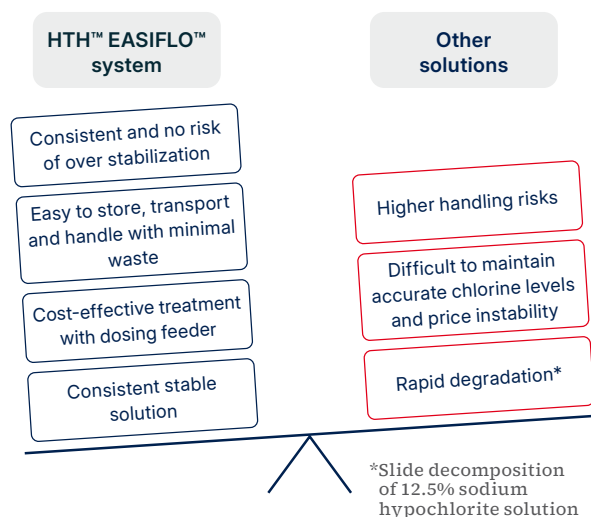


Why the HTH EASIFLO™ system sets a new standard

When it comes to modern pool water treatment, there are big differences between pool water treatment systems, some work more effectively than others.

The **HTH EASIFLO™ System** is engineered specifically for hospitality operations combining smart dosing technology with the performance of high-concentration **HTH™ EASIFLO™ BRIQUETTE** made of calcium hypochlorite.

What makes it different?



The System Built for Hospitality Professionals

With the HTH Easiflo™, you're not just maintaining a pool you're delivering:

- **Guest Confidence:** Crystal-clear water with no strong chlorine odors, residue, or eye irritation
- **Operational Control:** Fewer interventions, consistent chlorine levels, and lower total cost
- **ESG Impact:** Reduced water waste, chemical waste,* plastic reduction

*One 25 kg HTH EASIFLO™ BRIQUETTE replaces up to 7 x 25 L of liquid bleach canisters reducing plastic, transport emissions, and storage needs.

This isn't just about pool water, it's about brand integrity, guest satisfaction, and future-proof operations, it's designed for hospitality. You get water quality your guests can feel, and a solution your team can trust.

Ready to take the next step?

Join the growing number of hotels across Europe who are future-proofing their pools with HTH EASIFLO™ and Cal Hypo. We provide integrated pool water treatment and wellness hygiene solutions that help hotels maintain crystal-clear pools and achieve sustainability goals.

Visit www.solenis.com or contact your account manager to explore your options.

Let's raise the standard. Together. For Crystal Clear water.

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