

**SPASA QLD INVESTIGATES AND DIMISSES GREENWASHING
ALLEGATIONS AGAINST MAGNAPOOL**



From: SPASA QLD
Sent: Friday, 05 August, 2011 5:32 PM
To: Concerned Person
Cc: 'spasa@neonet.com.au'; 'info@spasawa.com.au'; 'info@spasavic.com.au'; 'info@spasa.org.au'
Subject: FW: Magnapool Greenwashing

Concerned Person,

further to your Email (and our reply, below).

Based on information obtained from the Manufacturer and Others, we offer the following advise to assist you with your concerns, as in our opinion:

1. Your opinion that the Poolrite S4000 Salt Water Chlorinator has been rebranded, or is used in the MagnaPool systems – appears to be incorrect,
2. Your opinion that Poolrite are marketing their own bag of salt with additional salts – appears to be incorrect,
3. Your opinions in respect MagnaPool's published statements concerning their products/system, or the health & wellness of users – appears to be incorrect,
4. Your opinion that MagnaPool is different from millions of salt water chlorinators installed in swimming pools all over the world – appears to be incorrect, and
5. Your opinion that there is no qualified independent research of the MagnaPool system – appears to also be incorrect.

We are satisfied with the reports provided by the School of Mechanical Engineering (University of Queensland), School of Biotechnology (University of Queensland), School of Environmental Engineering (Griffith University), Dr G R O'Connell, K Hanson (Environmental Scientist), and NATA Registered Laboratories (Phoenix Laboratories, Symbio Alliance, Simmonds and Bristow & Biotech Laboratories) and others - that there has been sufficient significant, in-depth, independent research prior to the System going to market (and, continuing) to absolutely support the statements and claims made by the Manufacturer on their website and brochures.

In fact, more than enough "Independent" information is available as published on the manufacturer's website (which you have quoted, but obviously not researched as well as us).

Similarly, we are satisfied that there is enough information freely available to prospective purchasers to make an "informed decision", and can therefore understand why any "Regulator" would not see the need to question the manufacturer's marketing.

Your concerns should possibly be directed to the "other companies" you state (but do not identify) that may be "selling salt water chlorinators" with "deceptive marketing".

Hope the above assists you in seeing through any misinformation or misunderstanding that you may have been subject to.

THANK YOU for your enquiry.

Rgds,

Swimming Pool & Spa Association of Queensland Inc.
SPASA Queensland Tel: (07) 3252 6777
PO Box 2123, Fortitude Valley, Fax: (07) 3252 6700
Queensland, 4006
Brisbane - Australia

From: SPASA QLD
Sent: Tuesday, 02 August, 2011 5:32 PM
To: Concerned Person
Cc: 'spasa@neonet.com.au'; 'info@spasawa.com.au'; 'info@spasavic.com.au'; 'info@spasa.org.au'
Subject: RE: Magnapool Greenwashing



Concerned Person,

Thank you for your Email, advising us of your concerns below.
We are of the opinion that your concerns are unfounded, but, never the less:
your concerns will be forwarded to the Management of Poolrite Equipment "MagnaPool" for their consideration and reply.
We shall advise you of their reply in due course.

Rgds,

Swimming Pool & Spa Association of Queensland Inc.
SPASA Queensland Tel: (07) 3252 6777
PO Box 2123, Fortitude Valley, Fax: (07) 3252 6700
Queensland, 4006
Brisbane - Australia

From: Concerned Person
Sent: Monday, 1 August 2011 10:34 AM
To: info@spasa.org.au; info@spasavic.com.au; info@spasawa.com.au; spasa@neonet.com.au
Subject: Magnapool Greenwashing

Dear S.P.A.S.A.

We are from the swimming pool industry and would like to ask S.P.A.S.A. to investigate the company Poolrite which is marketing a product Magnapool.

We have no problem with the performance of the product Magnapool what we do have a problem with is the way in which it is being marketed.

We are of the opinion that Poolrite have taken one of their salt water chlorinators model S4000 and rebranded it as the Magnapool power supply in addition to this they are marketing their own bag of salt with additional salts to be used with the power supply.

This is the problem; it is being marketed as an innovation within the swimming pool industry. When all it is is a green-washed salt water chlorinator with a secret bag of salt to pick up the residual income. Furthermore some of the statements on their web site, reseller's web sites and videos are outlandish in respect of health and wellness.

There appears to be no qualified independent research to back up any of Poolrites claims for their product Magnapool. Magnapool is no different from millions of salt water chlorinators installed in swimming pools all over the world. If this is made clear to the consumer we would have no problem with the product.

We were of the opinion that industry regulators would have questioned this type of marketing by Poolrite earlier but this has not happened. It is also noted that as Poolrite are getting away with this there is now other companies that are selling salt water chlorinators with the same type of deceptive marketing.

<http://www.magnapool.com/>

Regards Concerned Person