



**CREATIVE
WATER
SOLUTIONS**

CWS Commercial Case Study

Salvation Army Kroc Center, PA

Effects and Statistics

CWS Case Study

Salvation Army Kroc Center

Philadelphia, PA

This report discusses the successes and benefits achieved by the Salvation Army Kroc Center in Philadelphia, PA.

PoolMoss® beat back the crippling effects of poor air and water quality, and helped their swimmers achieve far more satisfaction, better performance, and improved health.

At the same time, their chemical usage decreased dramatically, while efficiency and effectiveness increased.

Jim Ellis (on the right), Aquatic Director and Swimming Coach at the Kroc Center in Philadelphia and David Knighton, CEO and Co-Founder of CWS



Coach Jim Ellis

Jim Ellis had a problem. As a storied swim coach, his legendary commitment to bring competitive swimming into the inner-city community, had already made him the central focus of the motion picture “Pride” (2007). Now the coach at the Salvation Army Ray & Joan Kroc Center in Philadelphia, his kids were suffering.

The Kroc Center is a wonderful facility, which features a beautifully designed Myrtha competition pool, and some of the industry’s best filtration equipment. Still, with an enormously large and active bather load, his pool staff was constantly battling serious water and air quality issues.

With a high concentration of asthma in his community, many of his kids were commonly experiencing active symptoms during practices and meets. Clearly, this not only impacted their performance and happiness while swimming, but their level of general health, as well.

And, privately...Jim was feeling the effects, too, and beginning to think about retirement.

A New Concept

Jim and his staff were at their wit’s end. He brought in Main Line Commercial Pools (*King of Prussia, PA*) to help develop a strategy to overcome the issues. Gary Grimes, the owner and President of Main Line, began talking about Sphagnum moss and Creative Water Solutions. He had only been working with the product a short time, but had already begun to see remarkable effects in some very difficult situations. For Jim, using moss in a swimming pool certainly seemed a peculiar remedy, but trusted Gary and agreed to put it on his pool.

A New Hope

In the days following their moss installation, it became apparent that things were changing. The cloudy water began to clear, and the natatorium just didn’t seem to smell quite so badly.

After two weeks, it was like a different place. The “pool smell” was gone, and the water was clear. Jim noticed that his swimmers were using their asthma inhalers less and less. In fact, he estimated that inhaler usage dropped by 65% during the first two weeks on the moss.

Practices were getting more productive, and people began to notice the difference.

Things were also changing in the pump room. Chemical usage began to drop. For example, chlorine had been hovering between 4 and 5 ppm, and dropped to 1.5 ppm. Even with the drop in chlorine, their ORP increased from 730 to 770. They were using less chlorine, but achieving greater effects.

Happiness

By the time six weeks passed, the Kroc Center had a truly new lease on life. Coach Ellis now presided over a beautiful facility with some of the best air and water quality in the industry. Most importantly, it showed with his swimmers.

Coach Ellis estimates that after Creative Water Solutions PoolMoss® was installed:

- Asthmatic Difficulties were Reduced by 95%
- (Severe) Headaches were Reduced by 99%
- Vomiting was Reduced by 100%
- Visiting Coaches and Swimmers Routinely Praise the Facility and Water Conditions

Every single swimmer has achieved their personal best time since the introduction of PoolMoss®.

And...Coach Ellis now says that "PoolMoss® will allow me to coach for another 20 years!"

Pride indeed.

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