

*WetEdge*<sup>®</sup>  
TECHNOLOGIES

*The Next Generation<sup>®</sup>  
of Pool Finishes*





# Our Story

The Wet Edge Technologies® story began years ago as our leader, Laurence Turley, started his career as a metallurgical process consultant for mining companies. His work centered on metal extraction from mineral ores, with emphasis on chemical and mechanical flow sheet design efficiency. Laurence never settled on the status quo and was always improving on plant efficiency. He holds two patents on rock crushing and pulverizing machines.

As his career evolved it focused on the swimming pool industry. As with all of his endeavors he began to look for ways to improve on existing pool finishes. He also brought new products into play, including many he had come across in remote locations around the globe. Over the years he built an infrastructure that serves Wet Edge from plants and mine locations in Arizona, Mississippi, New Zealand, Mexico, South America and Asia. He formulated cement admixtures using the latest German engineered polymers, that are used in all of the Wet Edge Technologies® product lines.

It wasn't long before Wet Edge Technologies® grew into an industry leader. The passion and innovative spirit that sparked the Wet Edge Technologies® brand in 2005 still remains a driving force today, and is evident in its ever growing product line and solid reputation. Governed by a corporate philosophy of growth, improvement, quality and integrity the Wet Edge Technologies® family continues to search out new and exciting possibilities that will offer pool owners lasting beauty and value for years to come.

## Quality Materials & Processing

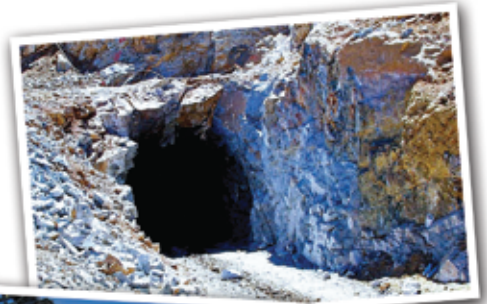
- Sourced from Around the World
- Naturally Round Pebbles
- Quarries Owned and Operated by Wet Edge
- State-of-the-Art Processing Plants in Arizona, Mississippi and New Zealand

## Pebble Edge® Admixtures

- Latest Scientific Advancement in Cement Technology
- Formulated with Concentrated German Engineered Polymers
- Increases Durability, Strength and Workability
- Fortifies the Cement for Superior Bonding
- Contains Pozzolans, Polymers and Acti-Plex®

## Certified Installers

- Chosen for their Commitment to Quality & Service
- Certification Program includes Continuing Education
- Knowledge & Support Exchange Forum Member







## **"Discover the WetEdge Difference"**

- ▶ Quarry & Plant Ownership Guarantee Consistent Supply and Uniform Material
- ▶ Pebble Edge Admixture Provides Extra Assurance for a Long Lasting Pool Finish
- ▶ Professional Quality Application by Reputable Installers

### **Chandler/Mesa**

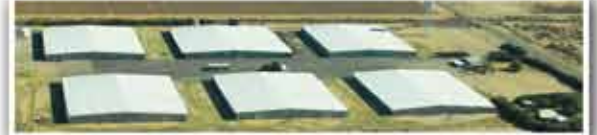
Company Offices and Production Facility    Drying, Blending, Bagging Capacity    18,000 Bags per 8 hours



Mesa, Arizona Plant



Chandler, Arizona Railroad Transfer Station and Raw Material Storage



Warehouse Facilities, Eloy AZ. 10 Acres of Buildings, 85 Acres Land

### **Picayune, Mississippi**

Offices, Testing Laboratory & Production    Drying, Blending, Bagging Capacity    18,000 Bags per 8 Hours



Golden Pearl Pebble, Picayune, Miss. Quarry



Picayune, MS Plant



### **New Zealand**

Quarry & Plant Production    Sizing, Crushing, Drying, Bagging Capacity    4,000 Bags per 8 Hours



### **Chile**



**Source • Producer • Direct to Market**

For more product information, please visit [www.wet-edge.com](http://www.wet-edge.com)





- ▶ Fortified with the Pebble Edge Admixture
- ▶ Naturally Round Pebbles
- ▶ Super Smooth and Vibrantly Colored Glass Bead Accents
- ▶ Long Lasting Durable Pebble Finish
- ▶ Timeless Beauty
- ▶ Easiest Pool Finish to Maintain
- ▶ Applied by a Wet Edge Certified Installer

Products are grouped by the water color hue they cast in **most cases**. Products are displayed in the order of their intensity level within each hue. For more information on water colors download our free eBook **Water Color Hue Guide** at [www.wetedge technologies.com/watercolor](http://www.wetedge technologies.com/watercolor)

The illustrated water color examples were created to show a range of possible colors. The water color will vary due to a variety of influences. Additional information about water color variables is found in this brochure.

## Blue Hue



Polar Star



Southern Lights



Morning Light



Indigo Blue



Eclipse



Moonlight



## Aquamarine Hue



Blue Lagoon



Twilight



Kaleidoscope



Constellation



## Black Bottom Hue

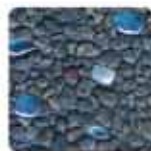
The watercolor hue cast by Black Bottom pools can be either blue or green. Because of the intense color they are highly influenced by the surroundings and sunlight.



Deep Sea Blue



Glossy Black



Night Sky



You can expect the color of the water to vary depending on a variety of influences such as the position of the sun, whether the day is sunny or overcast, the pool design, the landscaping around the pool, and the pool depth. Water color is considered to be subjective and your watercolor will be unique to your pool and its surroundings. Product samples may vary from printed samples. Finish color and consistency may differ due to variations in natural materials, plastering techniques and pool water chemistry. Ask your contractor for a product sample. It is recommended that you view several pools when making a choice on a WetEdge pool finish. Some WetEdge Pool Finishes contain shell blend or moon dust which are crushed abalone and mother of pearl shells. Because of the unique composition of these shells they are not guaranteed from long-term breakdown or loss of color due to pool water chemistry.





- Fortified with the Pebble Edge Admixture
- Luxuriously Smooth and Resilient Texture
- Colorful Glass Accents available in some colors
- Lowest Lifecycle Cost Finish
- Never have to re-plaster, restore by re-polishing
- Applied by a Wet Edge Certified Installer

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## Blue Hue



Ivory Mist



Crystal Coast



Sky Blue



Caribbean Coast



Blue Pacific Coast



Azure Treasure



Tahoe Coast



## Aqua Green Hue



Evergreen



## Black Bottom Hue

The watercolor hue cast by Black Bottom pools can be either blue or green. Because of the intense color they are highly influenced by the surroundings and sunlight.



Midnight Breeze



Black Kona



Black Diamond Treasure



You can expect the color of the water to vary depending on a variety of influences such as the position of the sun, whether the day is sunny or overcast, the pool design, the landscaping around the pool, and the pool depth. Water color is considered to be subjective and your watercolor will be unique to your pool and its surroundings. Product samples may vary from printed samples. Finish color and consistency may differ due to variations in natural materials, plastering techniques and pool water chemistry. Ask your contractor for a product sample. It is recommended that you view several pools when making a choice on a WetEdge pool finish. Some WetEdge Pool Finishes contain shell blend or moon dust which are crushed abalone and mother of pearl shells. Because of the unique composition of these shells they are not guaranteed from long-term breakdown of loss of color due to pool water chemistry.





- Fortified with the Pebble Edge Admixture
- Small Naturally Round Pebbles
- Long Lasting Durable Pebble Finish
- Timeless Beauty
- Easiest Pool Finish to Maintain
- Applied by a Wet Edge Certified Installer

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## Blue Hue



Polar White

White Diamonds

Champagne

Supreme White

Cool Blue



Aqua Blue

Tahitian Blue

Smokey Grey

Antigua



Satin Matrix® Antigua

Satin Matrix® Smokey Grey

## Aquamarine Hue



Northshore Caribbean

Irish Creme

Northshore Tahoe

Tahitian Tropical

Northshore Plum



Satin Matrix® Northshore Tahoe

Satin Matrix® Irish Creme

## Aqua Green Hue



Northshore Gold



Satin Matrix® Northshore Gold

## Black Bottom Hue

The watercolor hue cast by Black Bottom pools can be either blue or green. Because of the intense color they are highly influenced by the surroundings and sunlight.



Midnight Sea

Jet Black

Black Velvet



Satin Matrix® Jet Black

Satin Matrix® Midnight Sea

Satin Matrix® Midnight Sea

You can expect the color of the water to vary depending on a variety of influences such as the position of the sun, whether the day is sunny or overcast, the pool design, the landscaping around the pool, and the pool depth. Water color is considered to be subjective and your watercolor will be unique to your pool and its surroundings. Product samples may vary from printed samples. Finish color and consistency may differ due to variations in natural materials, plastering techniques and pool water chemistry. Ask your contractor for a product sample. It is recommended that you view several pools when making a choice on a WetEdge pool finish. Some WetEdge Pool Finishes contain shell blend or moon dust which are crushed abalone and mother of pearl shells. Because of the unique composition of these shells they are not guaranteed from long-term breakdown of loss of color due to pool water chemistry.





- Fortified with the Pebble Edge Admixture
- Naturally Round Pebbles
- Long Lasting Durable Pebble Finish
- Timeless Beauty
- Easiest Pool Finish to Maintain
- Applied by a Wet Edge Certified Installer

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## Blue Hue



White Pearl



Soft White



Aqua Pearl



New Zealand Blue



Dove Grey



Mediterranean



## Aquamarine Hue



Chilean Beach Caribbean



Chilean Beach Plum



Chilean Beach Tahoe



New Zealand Tropical



## Aqua Green Hue



Chilean Beach Gold



## Black Bottom Hue

The watercolor hue cast by Black Bottom pools can be either blue or green. Because of the intense color they are highly influenced by the surroundings and sunlight.



Midnight Ocean



Black Magic



Jet Black



You can expect the color of the water to vary depending on a variety of influences such as the position of the sun, whether the day is sunny or overcast, the pool design, the landscaping around the pool, and the pool depth. Water color is considered to be subjective and your watercolor will be unique to your pool and its surroundings. Product samples may vary from printed samples. Finish color and consistency may differ due to variations in natural materials, plastering techniques and pool water chemistry. Ask your contractor for a product sample. It is recommended that you view several pools when making a choice on a WetEdge pool finish. Some WetEdge Pool Finishes contain shell blend or moon dust which are crushed abalone and mother of pearl shells. Because of the unique composition of these shells they are not guaranteed from long-term breakdown of loss of color due to pool water chemistry.





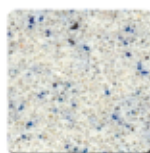
- › Fortified with the Pebble Edge Admixture
- › 100% Naturally Round Un-Crushed Quartz
- › Moondust sparkle in each color except Polar White
- › Long Lasting and Durable Quartz Finish
- › Applied by a Wet Edge Certified Installer

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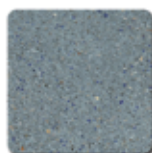
## Blue Hue



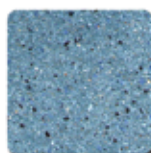
Polar White



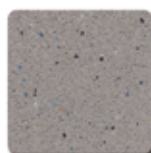
Martinique



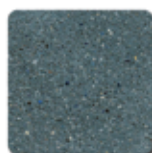
Key West



Pacific

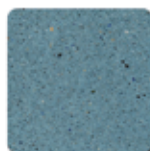


Bermuda

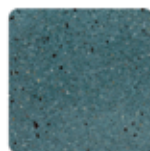


St. Maarten

## Aquamarine Hue



Aruba



Montego



## Black Bottom Hue

The watercolor hue cast by Black Bottom pools can be either blue or green. Because of the intense color they are highly influenced by the surroundings and sunlight.



Madagascar



Add **Moon Dust** to any Luna Quartz® pool finish for a glitter effect in your swimming pool. The particles of **Moon Dust** look like individual points of light. Upgrade charges will apply.



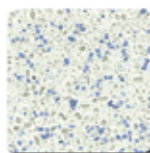
- › Fortified with the Plaster Edge Admixture
- › Marble and Quartz Blend
- › Long Lasting and Durable Plaster Finish
- › Applied by a Wet Edge Certified Installer

For an extra dimension of color we have included Quartz FX® in some of the Altima® Pool Finish colors. The Quartz FX® is coated with a proven and time-tested enamel resin that is extremely chemical and U.V. resistant.

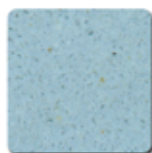
## Blue Hue



White



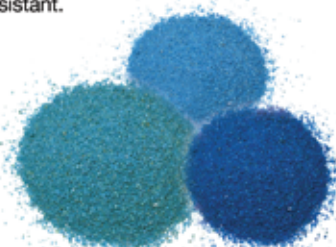
Blue



Pacific



French Grey



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# Now that you've chosen your pool finish, what pool water color are you looking for?

## What color hue do you want your pool water to cast?

Most pool finishes fall under only a few hue categories. Within the categories the hues will range from light to dark.

### Blue Hues



### Aquamarine Hues



### Aqua Green Hues



### Black Bottom Hues



## What is more important to you, the water color at a distance or the pool finish close-up?

For example some of the most beautiful water colors use grey pigment to color the cement. Even though the water color is a stunning blue some people don't want to stand on the deck and look down on a grey finish. Generally pools are enjoyed from a distance.



## Do you want the pool to pop with a vibrant color or to be subdued and blend with the surroundings?



**Now that you've answered those questions it is time to consider the 5 most common variables that can affect water color. As you learn about the variables contemplate how they may influence water color in your own pool's setting.**

### Size and Depth

Water is clear so the deeper the water the more refraction. If you have a shallow pool and prefer a deep water color you may want to choose a darker colored finish than you planned. Keep in mind that trying to achieve a deep and dark water color may not be possible in a small play pool.

### Sunlight

Pool water color will change throughout the day depending on the amount of sunlight, unless of course the pool is entirely shaded throughout the day. Full sun on the pool reflects more and shows off the pool water color. Cloudy days, early mornings and evenings or times when the pool is shaded by trees or structures the pool water will appear more clear.

### Surroundings

Hardscape material colors and landscape both will have an influence on the pool water color. A significant amount of red, gold, green and brown hardscape surrounding the pool could impact the color and possibly add more teal or green to the hue. A large amount of green foliage close to the pool can also cause a pool finish to appear more teal.

### Water Chemistry

Unbalanced water can distort the typical hue of a pool finish. A normally blue hued pool water color could appear green. Some pools especially those on well water with a high content of metals will cast a green hue. Organic material such as leaves and pine needles in the pool will change the pool water color.

### Preconceived Ideas

*How different are the variables of the pool you are looking at whether it be in a brochure or actual pool site viewing from the variables for your "soon to be" pool?*

Keep in mind the differences in your own pool's size, depth and surroundings. For instance, if you are viewing a large deep pool and your pool is a small play pool be aware that your pool water color will not be as rich of a tone. Your pool may not receive much sunlight and the pool you are viewing is in full sun. If you are still in the layout phase you may want to situate your pool in a different place in your yard. Take a good look at your hardscape material colors and ask what role they could play in determining the pool's watercolor.

### Multimedia and Print Disclaimer

Cameras, lens filters, brochure papers are all different and therefore may capture a different hue. Please keep in mind that computer monitors will vary too.

Our brochure and website will give you a good idea of water color in a normal condition, but know that every pool is unique. Remember the influences of size, depth, sunlight, surrounding materials and water chemistry all have a factor in determining water color.



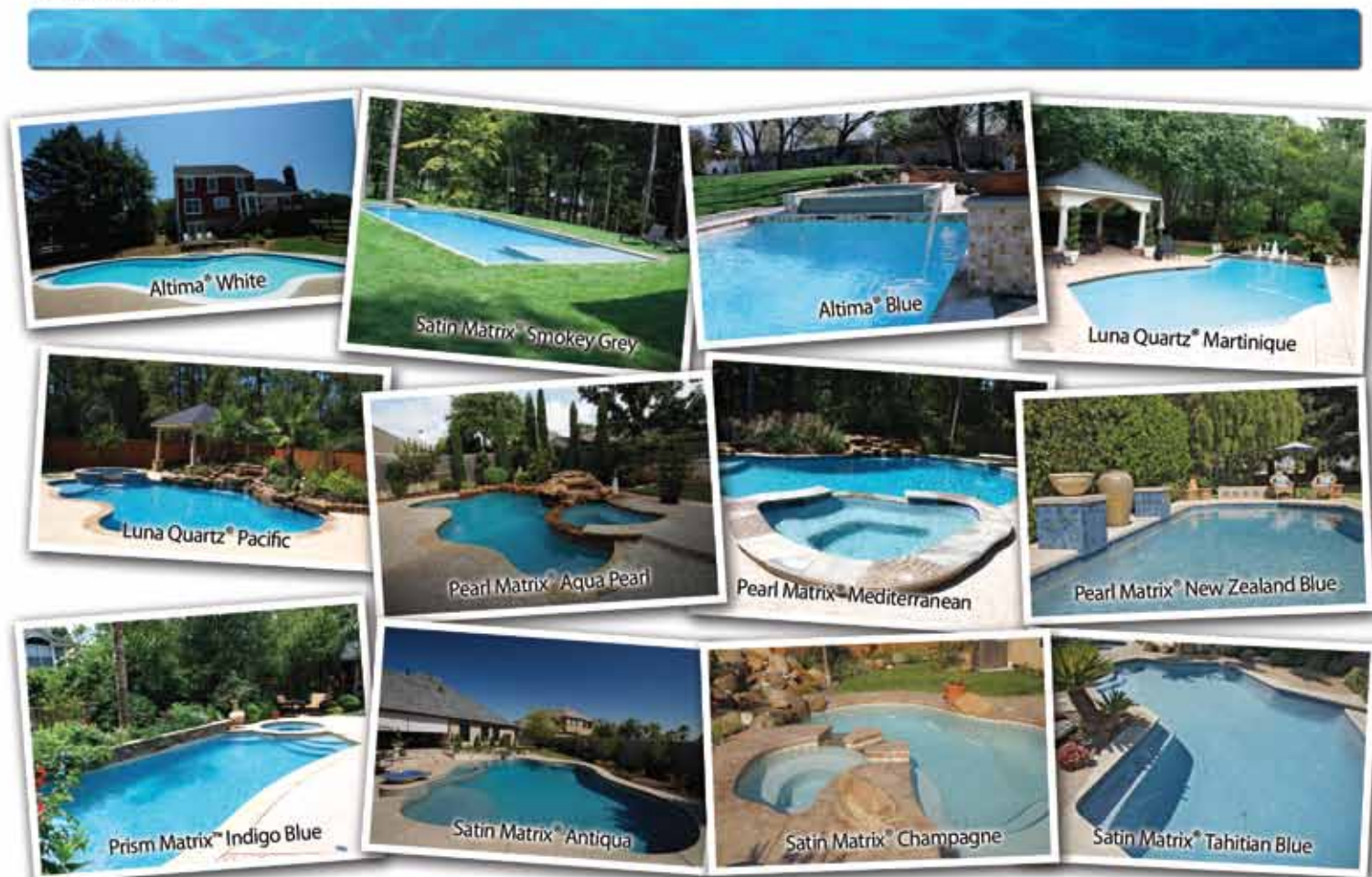
Visit our website's Resource Library to watch the Video **"How to Choose a Water Color"** for an in depth look at actual pictures depicting these variables. Watch this video at our YouTube Channel WetEdge100



# Pool Finish Photos by Water Color Hue

This guide is designed as an "in most cases" indication of the hue that a particular pool finish will cast. Please keep in mind that the water color will vary from pool to pool. Factors that determine the water color are unique to each pool setting. Variables that can affect the water color are size, depth, amount of sunlight, pool surroundings and water chemistry.

## Blue Hues



## Aqua Green Hues





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## Aquamarine Hues



## Black Bottom Hues







Need some help selecting a watercolor?  
**Watch our How to Choose Your  
Pool Watercolor Video**



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