



Imperial
POOLS INC.
REDEFINING ONE SOURCE



Corporate and Manufacturing Headquarters

33 Wade Road, Latham NY 12110 • Toll Free: 800-444-9977 • Phone: 518-786-1200 • Fax: 518-786-0954

Coronavirus Customer Update 3.23.2020
Imperial Pools Distribution Centers

Dear Valued Customer,

The safety of our employees, customers, suppliers, and our communities remains paramount in the decision making process as to our operating priorities. In addition to Manufacturing, our company is engaged in Warehousing, Distribution, Fulfillment of Building Materials, and the equipment necessary for safe operation of bodies of water and sanitation products. Our research indicates that we not only qualify, but to the best of our ability need to keep key elements of the swimming pool business and supply chain operating. By definition of executive orders as essential business units, we are permitted to remain operational.

We took a 24 – 48 hour pause in making this announcement to research and develop a safe protocol to function as an essential business in each category in each state where appropriate. We have asked each distribution center to comply with local requirements and protocol.

- The [Centers for Disease Control \(CDC\), COVID-19 \[cdc.gov\]](#) has stated that this virus cannot survive in pools or hot tubs with properly treated water.
- The [World Health Organization \(WHO\) \[who.int\]](#) states that to prevent the transmission of infectious diseases, controlling water quality is necessary.

To that end, Imperial Pools distribution centers will remain open on an as needed basis to support our dealers through this COVID-19 pandemic. This will ensure that we maintain the supply chain and make our sanitation products available for the health and well-being of our communities. All Steel, Vinyl and Spa manufacturing facilities will remain closed. All corporate services and administrative functions remain intact remotely.

These conditions may vary by state and are subject to change without notice. Operations will be highly subject to volunteer employee participation. For more information regarding Operations and our COVID -19 Pick-up Protocol, contact corporate services, your local distribution center, sales representative or your usual contact. We are all in this together and together we will overcome this crisis.

Respectfully,

Anthony Brennan
Chief Executive Officer



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4.1.20

Coronavirus Customer Update 4.1.20

To our Valued Customers,

The team at Imperial Pools, Saratoga Spa and The Vinyl Works hopes this update finds you and the communities we serve safe and healthy. As we travel this journey together, we now know our yesterday, today and tomorrows have been forever changed. What has not and will not change is our commitment to you, our customer, our employees and the responsibility to our country as a whole. As so many of us know, the governor of the State of New York, more than a week ago, asked all non-essential business to stop working. We immediately complied. What was clear to us on March 20th was confirmed this past Friday: that the construction aspect of our industry, specific to New York, is non-essential. It was our position from the start that it would be irresponsible to self-assess as “essential” and to stop. This was a difficult decision and has impacted both us and you, our customers. As many of you know, not all of our competitors have complied. Ours is not to question why. Our decisions are uniquely our own. They are based on what we know to be true in our State, for our Country and on the concerns for our people and not our profits. I am proud to say as of this writing, all of our Employees remain healthy and safe.

Based on the need and executive orders within New York, it is clear we must continue our warehousing and fulfillment to service the necessary and essential channels still open and operating within the pool industry. This will ensure, to the best of our ability, that we maintain the supply chain and make our water treatment and sanitation products available for the health and well-being of our communities. Not only in New York, but throughout the many states and communities we serve. To that end, all Imperial Pools distribution centers remain open, some with a very limited staff. These operations will continue on a case by case basis.

To you, our loyal customers who continue to support us, our operations at the corporate level remain fully intact. All corporate services, sales and the rest of our support staff are working remotely. We have shared with all of you our Imperial and Saratoga Customer Service Contact Information. We strive to make this experience as seamless as possible and will continue to enhance the remote performance experience. Please feel free to contact us during regular business hours: Monday – Friday, 8:00 am – 5:00 pm EST.

We are still here and, for those of you with immediate needs, we have created a variety of unique solutions to support our nationwide network with strong industry partnerships. Please contact the Corporate Service team or your Sales Representative for specific details. For those of you who can wait, a loyalty discount program will be introduced shortly. I believe it is times like this that will define us. Thank you for your support and loyalty.

Stay safe,

Anthony Brennan, CEO



Coronavirus Dealer Update 3.22.2020

Dear Valued Imperial Pools, Saratoga Spas and The Vinyl Works Customer,

We want to update you on the ever-changing dynamics of the COVID-19 Pandemic and its effect on our business. Leaders from the Federal government and State Governor's across the United States have placed various work/travel restrictions on all Americans and businesses. Imperial Pools *will* comply with State and Federal regulations.

Governor Cuomo has mandated that we send 100% of our New York workforce home. Effective Friday at 8:00 pm we closed all of our manufacturing facilities until further notice. Over the past week we have been preparing for this inevitability. Although our building will be empty, we have empowered all of Management, administrative, customer service and CAD personnel to work remotely from their homes across all of our business units. All phones, extensions, and emails are intact and active. We will continue to enter orders and communicate with you as seamlessly as possible. Operational instructions on how to communicate and conduct normal business functions will follow shortly.

Currently several other branches are subject to similar executive orders from their Governors. In all states where Imperial Pools is effected by work shut down orders we will take advantage of a business pause, to research and develop a safe protocol to function as an essential business in each category in each state where appropriate. All other branches remain open. In the event another state imposes restrictions, we will comply. Preparations to work remotely are also in place for all locations.

Our primary focus will be on you our existing customer and the safety of our staff. We will do everything in our power to support our customer's immediate needs while complying with government regulations. Orders will be restricted to historical purchase levels; however, stocking orders or speculative orders will not be accepted. We must look forward to the days when this crisis is over and its business as usual.

These are unprecedented times. We hope you understand our position that we must do our part to support our friends, family, community, and country. We sincerely apologize for the inconvenience we know this will have on all of you.

Respectfully,

Anthony Brennan
Chief Executive Officer



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Coronavirus Update 3.18.20

To our Valued Customers,

As the Coronavirus pandemic continues, we want to keep you informed as to the actions we have taken to operate as efficiently as possible. Our number one priority is the safety and health on our employees, suppliers and you, our customers.

As of 3/14/20, we directed our Sales Team not to travel, work from home and communicate with customers and associates via phone, text and e-mail. Our goal is to eliminate person to person exposure. We are communicating with our staff and all branches via video conference and conference calls

A number of our Corporate Services staff will be working remotely through this crisis. It is our goal to maintain the service levels you have become accustomed to. We will do everything in our power to make doing business with us seamless through these difficult times, and ask for your patience and understanding if we fall short of that commitment at times.

The concern for the health of our manufacturing staff is paramount. So, we are practicing social distancing on the shop floor. As a result, we are adjusting our manufacturing shifts and breaks. This may effect production output, efficiencies and lead-times.

Finally, regarding customer pick-ups. Please give us ample time to process your order and contact your local branch well in advance of your arrival. At that time, we will inform you of the social distancing protocol we have in place for pick-ups.

If we all work together we can help stop the spread of this highly contagious virus, and get back to business as usual.

Sincerely,

Anthony Brennen, CEO



Imperial Pools Covid-19 Update

March 11, 2020

Dear Valued: Imperial Pools, Saratoga Spa & The Vinyl Works Customers,

As the global community experiences an ever-changing impact from the Covid-19 virus, first we would like to express our thoughts and prayers to individuals who have been most affected. At this time, with spring right around the corner, we wanted to provide an update to you, our customers, on our current protocol.

As the disease unfolds in countries that are part of our supply chain and begins to impact the United States, we are following expert advice not to panic but plan. Below we have outlined the planning protocol in place and these measures will continue to evolve as the most up to date communications are made available from our Local, State and Federal Authorities:

- We are actively following the CDC interim guidance for businesses and employers, found on the CDC Website (www.cdc.gov). We encourage our dealers and customers to do the same.
- We have provided our employees with updates and resource information from the New York State Department of Health and the CDC.
- We are actively encouraging sick employees to stay at home and are providing the necessary support and technology when needed to achieve this.
- We have posted best practice and health awareness bulletins and information for employees in all common areas.
- We have developed an enhanced routine cleaning and disinfecting protocol for high touch high traffic employee areas, vehicles and equipment.
- We are currently examining all of our Travel and Meeting requirements and will be implementing responsible alternatives and solutions for our employees, vendors and customers leveraging technologies already in place.
- We are in place with a regular weekly supply chain meeting process across all of our facilities and currently do not anticipate interruptions. We will continue to actively monitor our supply chain.

As we enter into the busiest part of our season, it remains at the upmost importance that we maintain the safest and healthiest environment for our employees and customers. We expect a continual and fluid change to this unprecedented situation. Please be patient as we expect to modify and adopt to whatever necessary accommodations may be needed to keep our employees and customers safe and secure.

Thank you for your understanding and cooperation during this challenging time.

Sincerely

Anthony Brennan, CEO

Can the COVID-19 virus spread through pools and hot tubs?

There is no evidence that COVID-19 can be spread to humans through the use of pools and hot tubs. Proper operation, maintenance, and disinfection (e.g., with chlorine and bromine) of pools and hot tubs should remove or inactivate the virus that causes COVID-19. (<https://www.cdc.gov/coronavirus/2019-ncov/php/water.html>)