

**FREE CUSTOMIZED FLEXJET MASSAGE OPTIONS**

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# The Straight Goods

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Cover Story:

# KEITH SCOTT

Beachcomber founder and  
industry pioneer answers the most  
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**A TWO WEEK VACATION = A BEACHCOMBER HOT TUB**

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# Building a Business with Family Values

This is Beachcomber's founder Keith Scott with his wife Judy, who together started Beachcomber in 1978 just outside of the beautiful city of Vancouver on the Pacific Coast. The Beachcomber philosophy is simple. We build the best quality and most comfortable hot tubs in the world—and our family of exclusive distributors strive to treat every customer with the same care and respect we treat the people closest to us—our families. We built our business by taking care of our customers, one customer at a time. And they, in turn, recommend us to their friends. Our ultimate goal is to reduce stress, relax, and enjoy therapeutic health and wellness, with the recuperative healing powers of a Beachcomber Hot Tub for you.

We are proud that we are able to distribute Beachcomber Hot Tubs into over forty countries around the world helping thousands of others find health, romance and family warmth right in their own backyard. Judy and Keith care passionately about what they do and work tirelessly to advance the products or services the industry provides. They are the heart and soul behind Beachcomber.

## Everything You Want to Know about hot tubs

There's no doubt about it; the Beachcomber star burns brightest in the galaxy of hot tub marques. We have been a pioneer in the hot tub industry since the mid-seventies, and are proud of the contributions we have made in the fields of engineering and design. This magazine answers everything anyone could possibly want to know about purchasing a hot tub or spa. Throughout these pages, we explain the changes that are happening in our industry and the positions that Beachcomber takes which differ from our spa competitors. The hot tub industry is still young and often it is tough to find the right information. The Straight Goods magazine covers price, hot tub jetting, cost of operation, ease of maintenance and more. We explain how with Beachcomber's thirty plus years of specializing in making nothing but hot tubs, we make a hot tub for every size and need. Since 1978, the heart of Beachcomber has been focused on only doing what is right for the retail customer.



More information & education online at [www.beachcomberhottubs.com](http://www.beachcomberhottubs.com)



Beachcomber's first hot tub.

## The Evolution of a Quality Brand

Keith started with a simple goal: "to build a better quality hot tub". In the mid seventies, at the start of the spa industry, the lack of quality products that Beachcomber was receiving for resale prompted us to provide our customers with something better. We started by manufacturing our own Beachcomber Hot Tub shells and putting together a package of pumps and plumbing parts allowing retail customers to put the pieces together themselves at home, but this process was still unsatisfactory. Next, in the early eighties we built portable hot tubs with the equipment inside the cavity allowing for little or no insulation, a process that most spa manufacturers still use today. We still do not agree with this type

of spa construction. In 1983, we came up with a 'better idea' and insulated all 4 walls and cab forwarded the power equipment outside the water vessel. To this day, I am still committed to this construction method of Beachcomber Hot Tubs because it confirms my first goal, "it's a better quality hot tub."

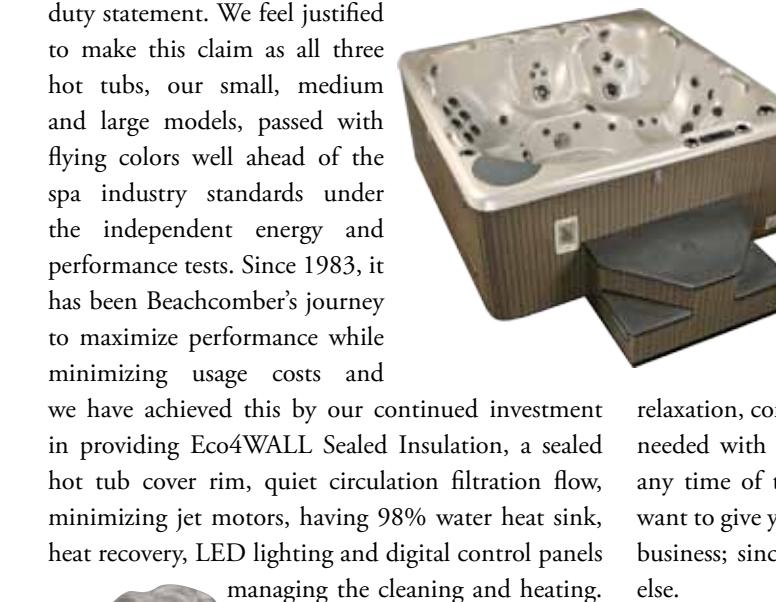
## FLASH BACK



Beachcomber Founder Keith Scott in 1952, age 7

Looking back over the history of your working career confirms why things turned out the way they have in life. I am fortunate that my parents made me work hard in our family restaurant until I was twenty. I learned from them at an early age that looking after your customers and providing them with a good product and service builds customer loyalty. At twenty, I ventured out and worked for Sears for ten years. During this time there were many things I learned but there are three important things that I must thank them for; one, honing my business skills, two, learning the true value of 'customer satisfaction guaranteed' and three, meeting my wife Judy who also worked there during the same time. At thirty, while I was building swimming pools, I am grateful to have seen an opportunity to start into the then new industry of hot tubs. Using the basic skills that I had developed from an early age of caring for the people that we touch, or come in contact with, I jumped right in and began Beachcomber Hot Tubs.

Who would have thought that making Beachcomber Hot Tubs in 1978 could touch so many people in such a positive way.



## Strong Family Values



### To my mom and dad,

I dedicate our company, Beachcomber, to you and our family. During my youth, working in our family restaurant, you gave me the opportunity to learn the basics of running a good business; quality products and outstanding service create quality customers. You gave me a home where honesty, love, hard work and caring for our fellow man were as natural a part of life as breathing. Thank you for helping me to learn to trust my own vision.

*Love from your son,  
Keith*

"...our back yard was dark and unused before we got our Beachcomber, now we talk in it, dream in it, all week long" –Heather T. 2

# BEACHCOMBER'S LIFE SPAN IS LONGER THAN THE INDUSTRY STANDARD

Hot tub owners recognize energy use as an important issue and they need the knowledge to understand what features are important to invest in. Typically, after a first experience with a poorly constructed, inadequate and energy demanding hot tub, most second time owners eventually upgrade to a better quality, energy efficient hot tub. Most first time buyers are unaware of the key features that they need. Another critical factor that must be taken into consideration is the 'Life Span' of your hot tub and knowing how many years of use you would get before you would have to dispose of it. Independent evaluations conducted have exposed these standards and have found they are dependent on the quality of construction; poorer quality, lower priced hot tubs could last as little as five years, whereas higher quality hot tubs are expected to last between ten to fifteen years or more.<sup>1</sup> These reports have also determined that hot tubs should have as much insulation as possible inside the cavity shell; a hot tub cover that seals the rim with a full center bumper seam that locks in the water's heat; a quiet, efficient independent circulation pumping system for easy maintenance, cleaning and management of heating cycles; low cost LED lighting and an economy setting that controls the temperature to decrease energy while not in use. All of these key features are found in a Beachcomber Hot Tub.



## #1 FlexJet customizable Jetting Inserts

Choose the number of jets you want with free jetting customization.

## #2 Digital Temperature Control System

Fully-programmable, digital up-to-the-minute water flow saves you money.

## #3 Safety Entry Steps & Equipment Access

A non-slip landing pad and twin side steps that is also your equipment cover.

## #4 Full Length Lounge

Stretch out and enjoy your hot tub massage in this full-length lounge.

## #5 Body-Molded Head Rests

Ergonomically designed and sculpted into the hot tub body, maximizing comfort.

## #6 LED Ambient Lighting

Moodlighting gives added ambiance, with low cost operation.

## #7 Integrated Cupholders

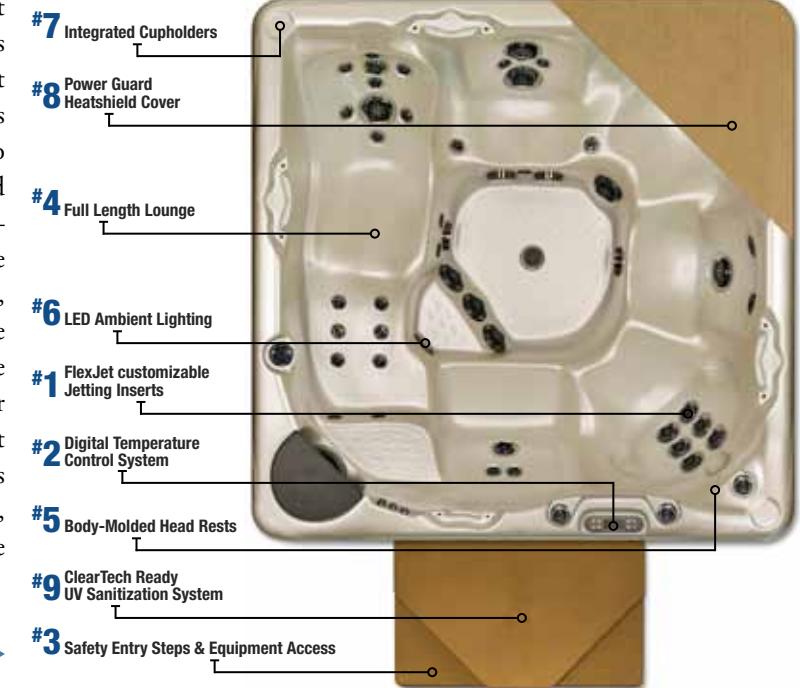
Convenient and easy to use for drink, food and candle holders.

## #8 Power Guard Heatshield Cover

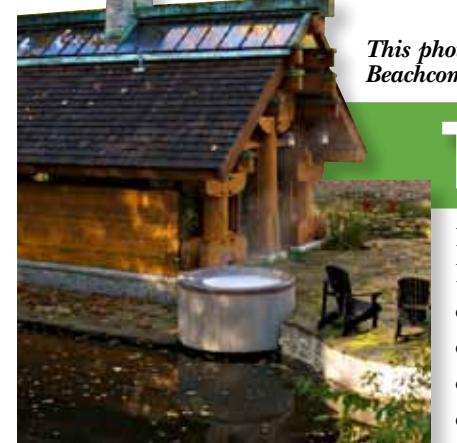
Seals the rim like a thermos bottle to trap in water's heat in all climates.

## #9 ClearTech Ready UV Sanitization System

A breakthrough technology that uses UV light to produce clean, fresh water.



**The biggest misconception in hot tub construction** is in the difference of opinions that hot tub and spa manufacturers have in the required amount of insulation under the hot tub shell and / or in the hollow air cavity. Can you believe that most manufacturers in our industry put little or no insulation under the shell in their hollow air cavity? Recently independent testing laboratory conclusions stated "High R-value is the single most important factor affecting hot tub and spa energy efficiency", and "More insulation is better."<sup>2</sup> Beachcomber's Hybrid Edition insulates 100% of all 4 walls with a blown-in spray foam that expands and fills every square inch of our hollow air cavity with energy saving insulation. Beachcomber has always said "would you buy a house from a contractor that says they are not going to insulate your house for whatever reason?"



This photo shows a 321 model installed in Keith and Judy Scott's Totem cabin near Whistler, BC. They proudly display 2 Beachcomber Hot Tubs on their property, a 321 and 750 model. You will feel comfortable with any price level you choose.

# THE VALUE OF A DOLLAR



Keith has always strived to build three classes or series of Beachcombers for all segments of the hot tub market. He has three obsessions: Price, Quality, and Permanence. He came from a hard working family and still to this day appreciates the value of a dollar. Beachcomber proudly hand makes their hot tubs for all price categories from our 321 plug in model to our executive 750 model. Our company stands out in our industry as we put the same quality and guarantee throughout our entire price lineup, of all 15 models! We are on a worldwide quest to have everyone understand what we offer!

## Testing has proved Beachcomber's low cost operation

hot tub and spa manufacturers **guilty** of using too much energy!

Faced with electrical blackouts from appliances overusing the electrical grid, in 2008 the state of California notified the Hot tub Industry that energy guzzling hot tubs or spas would not be allowed to be sold within their state unless they passed their strict testing. Manufacturers were asked to pay for their own tests to be conducted, and Beachcomber voluntarily sent in their small, medium and large models to the California Polytechnic University to undergo independent energy testing. All 15 models of Beachcomber Hot Tubs have passed and we are proud to say that we outperformed the spa industry's average energy consumption by up to 33%. As of June 2010, only 26% of North American hot tub/spa manufacturers had successfully passed this rigorous testing.

As all the testing results became public it was found that Beachcomber had not only passed on all 15 models we produce, but when testing was conducted on both of our most energy efficient Hybrid Hot Tubs we found that we have the single lowest energy consumption of the entire hot tub/spa industry. These test results combined with additional usage tests enabled us to determine the average energy consumption for all Beachcomber hot tubs. These usage tests were based on using the hot tub for a half hour every other day, as well as for one half hour with the high speed jet massage running for 15 minutes. We have achieved these lowest

levels of energy usage with the use of state of the art hydraulic water flow systems, in conjunction with our computerized Energy Saver Management System (ESMS) along with combining this with one of the most scientifically proven R rating insulation products sprayed into every nook and cranny of our optional, completely filled cavity.

Like any other twenty-first century appliance Beachcomber has a moral responsibility to conserve our earth's energy resources, without sacrificing anything in your health and recreational benefits. Your choice of a Beachcomber Hot Tub will allow you to enjoy our hot tubs in all four seasons at the lowest operational costs!



Beachcomber outperforms the spa industry's average in energy costs... by up to 33%. The 'Energy Guide' as shown here will show the actual electrical operation costs on every one of our hot tub models.



## PRICE VS. COST OF OWNERSHIP

When evaluating your hot tub purchase, don't just consider the initial price of the hot tub. Spending some extra money at the beginning could save you a bundle in long-term expenses.

### HOT TUB MANUFACTURERS WITH LITTLE OR NO INSULATION

ENERGY COST TO RUN THE HOT TUB PER DAY:

**\$3.78**

**\$6,898.50**  
OVER 5 YEARS

### QUALITY MANUFACTURERS WITH PREMIUM INSULATION

ENERGY COST TO RUN THE HOT TUB PER DAY:

**\$97**

**\$1,770.25**  
OVER 5 YEARS

### BEACHCOMBER HYBRID EDITION WITH ECO4WALL INSULATION

ENERGY COST TO RUN THE HOT TUB PER DAY:

**\$61**

**\$1,113.25**  
OVER 5 YEARS

**TOTAL ENERGY SAVINGS: \$5,785.25**

Actual energy consumption will vary by model, region and country of use. The red and yellow arrows are based on information obtained from the Fall/Winter 2008 issue of SpaSearch Magazine. The green arrow represents Beachcomber's improved efficiency based on independent industry testing. This energy chart is for demonstration purposes only.

"We have shared many special moments in our Beachcomber Hot Tub. The cost is minimal compared to the memories..." –Peggy H. 4

## BEACHCOMBER EXCLUSIVES

**Comfort with Ergonomic Design** Beachcomber is well known for our human ergonomics comfort design. Our gently curved contoured seats fit the human body perfectly. Many factors related to human comfort are carefully considered in the design of the depth, height and width of each seat. Waterports are strategically placed in every seat for the best AllActive Seating™ massage pressure so you can relax and rejuvenate.

### A Hush Pump for low cost operation

Beachcomber's Hush Pump, working in conjunction with our Microfilter™, effortlessly heats and cleans your hot tub water keeping it fresh and clear. Its low electricity usage ensures energy efficiency and makes it a perfect addition to our Hybrid.

### Our Powerful Reflex Foot Massage

The soles of our feet are covered with the thickest skin on our body. With nerve endings affecting the entire body, a good foot massage can relieve stress and improve your mood and overall health. With the turn of a dial, Beachcomber directs a full force of powerful water to your feet, to immediately start draining the stress and tension out of your body.

### Safety Body Molded Hand Grips

Ergonomic Body Molded Hand Grips are conveniently incorporated into the hot tub mold allowing for safe entry and exit of your Beachcomber Hot Tub. This is an important safety feature for all bathers, especially for children or the elderly.

### Recessed Neck Jet Massage

Positioned just at the water line, Beachcomber designers placed a recessed concave mold indentation for total relaxation of upper back and neck water massage. Repetitive motion and long hours in front of a computer bring pain and strain in the upper back and neck area. Neck jets, hot water and comfortable seating help relieve that pain, allowing you to recover and heal.

<sup>3</sup> Beachcomber's 'life span' is longer than the industry standard – '28 Years of Pleasure' page 6.

<sup>2</sup> Studies from CalPoly Technical University confirm insulation as the most important option in a hot tub.

## PRICE & QUALITY MATTERS IN EVERY PRICE CATEGORY

We are proud to say, with Beachcomber, no matter which hot tub model or price you choose, you get the same top quality and guarantee. Many people ask us "So then what is the difference in pricing between the 15 different models that you offer when you say the quality and guarantee is exactly the same?" The only difference in price with Beachcomber is in the size, design and options you choose. We hand build many different sizes of hot tubs to fit all applications and budgets. One thing we will never compromise on is our quality. "We believe all our customers deserve the very best quality and guarantee regardless of the model or price they choose!"

# Beachcomber is Designed and Priced for Everyone



**Beachcomber 750 Model**  
The FlexJet System delivers up to 168 jets  
Seating for 8 people plus 1 cooling seat  
Size: 89" x 89" x 38", 226cm x 226cm x 97cm



**Beachcomber 740 Model**  
The FlexJet System delivers up to 155 jets  
Seating for 6 people plus 1 cooling seat  
Size: 89" x 89" x 38", 226cm x 226cm x 97cm



**Beachcomber 725 Model**  
The FlexJet System delivers up to 126 jets  
Seating for 6 people plus 1 cooling seat  
Size: 80" x 88" x 38", 203cm x 224cm x 97cm



**Beachcomber 720 Model**  
The FlexJet System delivers up to 123 jets  
Seating for 7 people plus 2 cooling seats  
Size: 80" x 88" x 38", 203cm x 224cm x 97cm



**Beachcomber 715 Model**  
The FlexJet System delivers up to 115 jets  
Seating for 4 people  
Size: 70" x 86" x 38", 178cm x 218cm x 97cm



**Beachcomber 580 Model**  
The FlexJet System delivers up to 108 jets  
Seating for 8 people plus 1 cooling seat  
Size: 89" x 89" x 38", 226cm x 226cm x 97cm



**Beachcomber 578 Model**  
The FlexJet System delivers up to 94 jets  
Seating for 7 people plus 1 cooling seat  
Size: 80" x 88" x 38", 203cm x 224cm x 97cm



**Beachcomber 550 Model**  
The FlexJet System delivers up to 88 jets  
Seating for 6 people plus 2 cooling seats  
Size: 80" x 88" x 38", 203cm x 224cm x 97cm



**Beachcomber 540 Model**  
The FlexJet System delivers up to 84 jets  
Seating for 5 people plus 1 cooling seat  
Size: 70" x 88" x 38", 178cm x 218cm x 97cm



**Beachcomber 520 Model**  
The FlexJet System delivers up to 48 jets  
Seating for 2 people (opposite dual seating)  
Size: 57" x 75" x 30", 145cm x 191cm x 76cm



**Beachcomber 380 Model**  
The FlexJet System delivers up to 84 jets  
Seating for 7 people plus 1 cooling seat  
Size: 89" x 89" x 38", 226cm x 226cm x 97cm



**Beachcomber 360 Model**  
The FlexJet System delivers up to 82 jets  
Seating for 6 people plus 1 cooling seat  
Size: 80" x 88" x 38", 203cm x 224cm x 97cm



**Beachcomber 350 Model**  
The FlexJet System delivers up to 86 jets  
Seating for 6 people plus 1 cooling seat  
Size: 80" x 88" x 38", 203cm x 224cm x 97cm



**Beachcomber 340 Model**  
The FlexJet System delivers up to 81 jets  
Seating for 5 people plus 2 cooling seats  
Size: 70" x 86" x 34", 178cm x 218cm x 86cm



**Beachcomber 321 Model**  
The FlexJet System delivers up to 46 jets  
Seating for 4-5 people plus 1 cooling seat  
Size: 78" x 34", 198cm x 86cm

## FREE FLEXJET OPTIONS

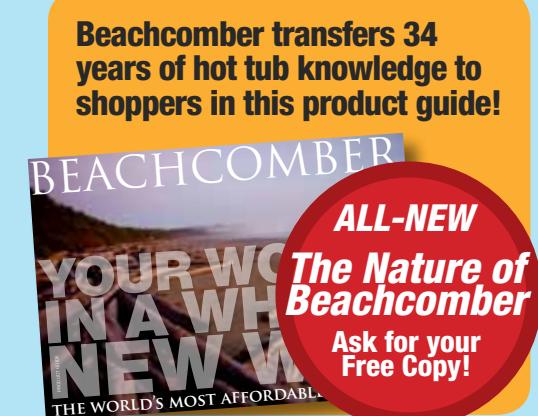
One of the biggest misconceptions in our industry is that people believe the number of jets and pumps are what make the differences in hot tub pricing. This is not the case with Beachcomber's exclusive Waterports engineering. We allow you to choose the number of jets, as well as jetting patterns, style, width, intensity, motion and massage pressure at no extra cost on any model, at any price level. Customization creates the ultimate in therapy and relaxation!

## LOWER YOUR OPERATING COSTS

Independently conducted energy tests show a Beachcomber Hot Tub can use up to an average of 33% less electrical power than the spa industry's approved energy standard. Our company engineering goal is to deliver the maximum jetting massage therapy while using the lowest possible horsepower and least number of pumps. We have achieved this through our 'Energy Saver Management System' (ESMS). Ask for the latest 'Energy Guide' showing our actual hot tub electrical costs for the model that you choose.

## 28 Years of Pleasure

"I bought my Beachcomber back in the early eighties at a home show, called the "P.N.E" Fair. It was one of the models with all 4 walls insulated with the pumping equipment outside under a step. It ran for the last 28 years, still on the same original motor. It just kept going and going! It gave us much pleasure! I really need it being in the tire business, for my lower back and my knees." -Bill D.



"We've found our Beachcomber Hot Tub to be the best and most useful investment we've made. Now that many of our friends and family have used it, they all agree that owning a Beachcomber Hot Tub is definitely the way to go. -Diane and Tom B."

"We make Beachcomber for everyone," says Keith Scott, Beachcomber Founder. "It is an important part of our philosophy to give all our customers the same quality in every price category."



## CARING FOR A HOT TUB AND OUR ENVIRONMENT

In the early 1980's Judy Scott started Beachcomber Water Care to look after Beachcomber Hot Tub customers' needs. Her goals are to: 1. Create a number of simple hot water care treatment methods, 2. Show how easy it to care for your Beachcomber, 3. Show how to use and enjoy your hot tub, and 4. do this in an environmentally friendly way. That's why you buy the Beachcomber brand, to reduce stress and relax in clear, clean, fresh, healthy hot water in the safest, easiest way.

## COMMUNICATE TO US ON OUR BLOG

Keith & Judy communicate and share their knowledge and experience with past and prospective hot tub customers on their blog. Not many hot tub buyers know much about hot tub construction, features, options or what should or shouldn't be built into your hot tub. Feel free to ask any question related to hot tubs directly on the blog... They promise they will answer your question.

**talk to us on our blog:** [www.askkeithscott.com](http://www.askkeithscott.com)

# A Beachcomber Versus A Holiday

## THE COST OF A TWO WEEK VACATION = A BEACHCOMBER HOT TUB



Why go half way around the world cooped up with sneezing, coughing strangers? For the cost of just one two-week traditional vacation for a family of four, you could be relaxing in a Beachcomber Hot Tub for many years to come. That's what we take vacations for, to get away from it all. So why do we feel like we need a holiday when we get home? With a Beachcomber Hot Tub, you can get that holiday feeling right in the privacy of your own home, every time you feel you need it. Long after the expensive tans would have faded, you would still be enjoying your Beachcomber escape; relieving stress, relaxing, and connecting with family, friends and loved ones.



**The benefits of hydrotherapy** have been known for thousands of years—it's one of the safest and most natural ways to treat common ailments. Hydrotherapy uses three of nature's most powerful pain relief agents - heat, water and air to invigorate and gently massage the body to ease away aches and pains, and relieve stress.

**Vacations are about relaxing,** rejuvenating and reconnecting with yourself and your family. Hot tubs bring these elements of prized vacations to your back yard year round. A hot tub is a better investment than a vacation.

**Soak your way to better health** The health benefits of a hot tub go beyond relieving the pain of sore and achy muscles. Hot tubs can help prevent and manage chronic health conditions by lowering blood pressure, improving circulation, opening pores, helping rid your body of toxins, and more.

**Hot tubs create the perfect opportunity to connect** with your significant other and family. Flip open the cover, start the jets, and get away from TV, computers, cell phones and the multi-tasking that is taking over our lives. Talk about your day, world events, or anything else that might come up as the conversation flows.

## THE BEACHCOMBER HEALTH REPORT

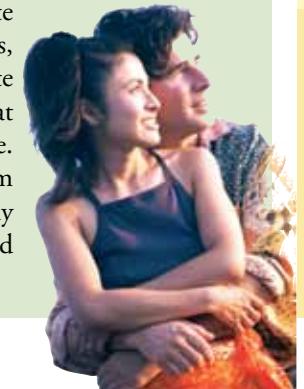
### ENDORPHINS: The Body's Natural Pain Killer

**EN•DOR•PHIN:** A neurochemical occurring naturally in the brain and having analgesic properties.

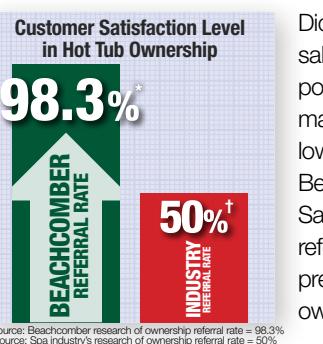
The human body is a superb machine—but like all machines, it needs regular maintenance! Water is the traditional source of healing for aches and pains, even before the Romans who made the public 'baths' famous. Sinking deep into Beachcomber's warm, massaging water brings physical relaxation, releasing the strain on sore joints. Flowing, warm water with deep seating helps you to completely relax tense muscle fibers, sore joints and ligaments.

### HOT WATER REDUCES THE HARMFUL EFFECTS OF STRESS

Recent studies show that everyday life produces anxiety, pain, fatigue, poor energy levels, motion problems, lack of sleep and more. Medication with side effects, expensive therapy and strenuous exercise are ways to deal with stress. But you can also control and relieve daily stress and tension by soaking in a Beachcomber for just 15 minutes every other day.



## BREAKING INDUSTRY NEWS • INDUSTRY REPORTS REVEAL CUSTOMERS WANT AND NEED QUALITY



Did you know that Beachcomber's customer referral rating is 98.3% versus the industry's 50% in recommending another spa sale to a friend? This low industry approval referral rating comes from their dissatisfied hot tub owners that have experienced poor quality and after sales service problems that they found were not looked after properly by the store and/or by the brand manufacturer. Beachcomber has built our business on referrals from satisfied owners and we will not participate in these low or average industry customer referral ratings. We provide the highest level of quality, value and after sale service for our Beachcomber customers by listening to their needs and are dedicated to providing the best hot tub experience. Our Customer Satisfaction Index online survey provides us with feedback which we have used to establish the highest customer approval referral rating. One of the key survey questions setting the benchmark for the quality experience customers expect from the premium Beachcomber brand is: "Would you recommend a Beachcomber Hot Tub to a friend?" Beachcomber Hot Tub owners rank us with a 98.3% approval rating to refer us to their friends and family! We are nothing like the industry standard.

## Beachcomber's Genuine Quality Versus Glitz & Gimmicks

The Scott Family run a hands-on family business along with a like minded executive team of free thinking people that have made them the quintessential brand in the hot tub industry. Beachcomber has steered away from the bells and whistles from day one! The hot tub industry has gotten themselves into trouble with glitz, big insignias, sass and a dollop or two of ostentation. Beachcomber's three price levels with the 700, 500 and 300 series all convey a 'long life' approach, not the 'gimmick' factor that was so prevalent in the auto industry

in a young, fierce, global hot tub market. Since 1978, our own customers have shown us that our value, economy, usability and durability have raised us to the top in the 1970's, 80's, 90's and now completing our fourth decade of leadership with the Beachcomber Hybrid Edition Hot Tub. We are proud to say that when you see a Beachcomber, it calls for nothing fake! Beachcomber Hot Tubs takes a 'long life' approach, not the 'gimmick' factor that was so prevalent in the auto industry

of the past. "We don't want the flashy effect, where you buy a hot tub/spa that lasts only for a few years, and then throw it away; we want our hot tubs to work for 25 years. Our goal is to take the quality we have through all of our 15 hot tub models and be the leader in greener technologies. We see that people want quality and energy efficiency in all hot tub model sizes and price points." Our thinking is to always have our leadership technology and quality at every Beachcomber price level.

## We Maximize Jetting Power and the Number of Jets for All Bathers

The biggest difference you will notice with Beachcomber is the incredible AllActive Seating™ jetting massage therapy. What does this mean? At the simple touch of a button, all seats in a Beachcomber can be activated at the same time. How is that possible? Most manufacturers today can not make this happen and break up their spas into zones of '3 or 4 massaging seats only' running at the same time thus under-delivering jet massaging for their users. This is not right! We took the correct approach with our AllActive Seating™ engineering, and made sure that every person in each of the seats can have the maximum jetting massage power at the same time.

## Free Customized FlexJet Massage Improves Your Health

How many jets do you want? What sort of massage do you want? What type of water pressure do you like? Beachcomber's Jetting massage is fully adjustable, providing you with the exact type of massage you need with a simple twist of the jet face. Whether you are looking for a powerful invigorating massage or deep relaxation, with our exclusive massage insert technology you can choose the width of spray, intensity and direction of massage. Our interchangeable flexible massage inserts let you select the exact number of jets you want, from 46 jets in our lowest price model 321, up to 168 jets available in our executive 750 SLB model. With Beachcomber's 30 day in home "Customer Promise", you have the ability to try your hot tub at home for 30 days and then exchange or pick the jet numbers and type of massage you want for free.

## SHOCKING INDUSTRY NEWS

I'm shocked that competitor's hot tubs/spas don't last more than 5 to 10 years! Recently, independent industry case studies were carried out to determine energy usage, the impact on the environment, and the life span of hot tubs and spas. The average industry's hot tub/spas were reported to last only 5 to 10 years, while more reputable manufacturer's hot tubs/spas lasted an average of 10 to 15 years. These time frames are shocking to us, as our past history shows Beachcomber Hot Tubs outperform these life span cycles by so many years. From day one, Beachcomber's quality manufacturing principles have been the same as those of the finest quality goods made in the world. The graph on the right shows 4 different manufacturing groups with 4 different product qualities, all equally priced at the time of purchase, and this points out what the 'true hot tub/spa life span value' is. Clearly, a poor quality hot tub costs 4 times as much to replace during the single lifespan of one Beachcomber Hot Tub. The dependability of a Beachcomber far out-weighs purchasing a lower quality brand at the same price, or even at a lower cost.



Each of the above hot tubs originally cost \$7,500. Clearly, purchasing a premium quality hot tub increases the product lifespan, and reduces your overall replacement costs. Over the lifetime of a single Beachcomber Hot Tub, you would have to purchase and dispose of up to 4 poorer quality spas or hot tubs.



# Heart and Soul "The Expert in the industry."

In most industries there is one person who is recognized for the outstanding contributions he or she has made to the industry and is acknowledged as an authority on it. These people care passionately about what they do and work tirelessly to advance the products or services the industry provides. In the hot tub industry, this driving force for the past 34 years has been Keith Scott, founder of Beachcomber Hot Tubs. He knows hot water and hot tubs better than anyone else.

## Q: Who can I trust to give me correct, reliable information on hot tubs?

Keith: This is a good question but what I do know is Beachcomber has been specializing in hot tubs since 1978 with a proven track record, which makes us one of the oldest, most reliable and respected companies<sup>3</sup> in a very young industry. I have made it my business to provide accurate information about hot tubs and is the reason why we have produced The Straight Goods magazine as few hot tub prospects know exactly what they should be looking for today.

## Q: Why does every Beachcomber Hot Tub have the same high level of quality at all price categories?

Keith: I don't feel good when someone is selling me something and says, "Here is my best quality, and here is my lower quality." I want to build all 15 models of Beachcomber Hot Tubs with the same quality and guarantee. Then the only differences in price are in the design, size and options. You get to choose the model and features you want knowing you have the best quality and guarantee in a hot tub built today. You get the best quality, at the price you can afford.

## Q: Explain your guarantee versus the hot tub/spa industry's limited warranty?

Keith: It makes me mad when my wife and I buy something and have a problem with it and the manufacturers say, "Oh, that's not covered in the limited warranty. Read the fine print." It seems to me that a limited warranty protects the manufacturer, not the customer. Buying a hot tub is a major purchase, but few people understand what can go wrong. I put in a guarantee to protect the purchaser. I'm proud of the position Beachcomber has taken in looking after their customers after they purchase a hot tub. It's still a young industry and people are not as familiar with buying a hot tub as they are with other household appliances. I recommend you check closely that you don't buy a hot tub or spa with the limited spa industry warranty that has incorporated outright exclusions, limitations and disclaimers in their product. Beachcomber's

Guarantee is included on all our 700, 500 and 300 series hot tubs. **"We protect you 100% with the Beachcomber Guarantee."**

## Q: What does Beachcomber mean by a 30 Day, no risk in home trial?

Keith: It means that the customer can purchase a new Beachcomber Hot Tub size, color and options they want, then try it in their home for 30 days and have the confidence that if something's not right, they can exchange it for the right model.

## Q: How do we install our hot tub?

Keith: Our Beachcomber retail store professional should visit your home to do a Free Site Evaluation. At this time they will bring our Hot Tub Template to determine the size, the best place to install and, how best to deliver it in your home and the exact list to

manage the heating and cleaning functions automatically so your hot tub is always ready for use. Our computerized system lets you control the cleaning and maintenance of your Beachcomber – and saves you money in energy costs. There's a special Economy Mode for when you're away for long periods – or for your hot tub at the cottage or second home. Nothing could be simpler – or more energy efficient.

## Q: Is the spa industry standard of having a small diaphragm circulating pump running 24 hours a day the best and most efficient way to clean your hot tub water?

Keith: No, small circulating pumps are fine for fish tanks, but I would not recommend you rely on this type of circulation method for the best maintenance and cleaning of your hot

**Beachcomber's Customer Satisfaction Index Report proves our construction methods to be right!**

**98.3%**  
C.S.I.  
Approved

# WHAT'S DIFFERENT ABOUT BEACHCOMBER?

- We are consistent by providing the same quality from our top to bottom in our pricing.
- We incorporate an allowance for expanding the number of jets you desire with FlexJet.
- We endeavor to design a simplified, lower costing hot tub/spa in operation and usage.
- We use maximum insulation with the lowest possible HP as our Hybrid foundation.
- We deliver a modern low cost, carefree, clean hot tub/spa for enjoyment in all seasons.

**We would not build a typical low quality hot tub like the industry does; our 98.3% customer referral rate shows how high we value our customers!**

oxidization process. Releasing a harmful gas like this directly into your hot tub bothers me – it's not safe. Natural, clean water is a very important part of our service to Beachcomber customers after they install their new hot tub. We recommend a easy, clean, simple and as a natural a process like CareFree or our ClearTech UVC Ware Care System.

## Q: Can you explain your thoughts on the Salt Water systems used for hot tubs?

Keith: Many salespeople recommend salt water for hot tubs without knowing the ramifications of using this highly corrosive mineral. In fact, many municipalities are now banning the use of salt systems; it becomes an environmental pollutant when flushed into storm drains from hot tubs. And to make

matters worse, salt quickly deteriorates hot tub

pumps you have in a hot tub/spa just cost you more in service and energy bills. We use reverse engineering to direct available horsepower effectively so that each jetting location delivers just the right power for the best jetting massage. When you lower horsepower or remove motors you use less energy and thus pay less to service and operate your hot tub.

## Q: Is installing permanent pillows or molding them directly into a spa a good method of manufacturing?

Keith: No. I don't recommend buying a spa or hot tub with pillows molded right into the lip of the hot tub shell. Customers have told me that one of the biggest problems with this method of construction is that these synthetic pillows stain, absorb bacteria, smell and become unsanitary and will have to be thrown away. Why would you install synthetic pillows that are not only unpleasant but also very expensive to replace? As an alternative, Beachcomber has developed comfortable contoured neck recesses without plastic pillows that let you sit back and relax.

**Q: What does the disposability or the design life of a hot tub or spa mean?**

Keith: While conducting the testing of hot tub/spa monthly total electrical operational costs the independent industry studies also noted the

## Q: What about more jets? Do more jet holes drilled in a hot tub make it better quality, or worth more money? Do they make for a better massage?

Keith: Definitely not! Many manufacturers drill as many jets as they think they need to sell the hot tub to the uneducated buyer. The more jet holes they drill into their hot tubs means the more motors and energy guzzling horsepower is required to operate the jets. This is dead against the findings of the latest independent research studies<sup>5</sup> on lowering hot tub energy use, construction and quality. Some customers are led to believe that more jets and motors mean it's worth more money. This is not true. The fact is that the more holes drilled, the weaker the hot tub wall and structure becomes. Beachcomber engineered all 15 of our hot tub price levels with the ability to customize the number of jets you want, along with the type of jet massage you need for customized therapy at no extra cost.

equipment, fixtures and often surrounding environments like decks and railings. Special mechanical units that generate the sanitizer for this system have no way to regulate their output into hot tub water; and they will require cleaning and replacement because of the scale and corrosion that salt naturally brings. Beachcomber brand water care products give you options, including eco-friendly enzymes.

## Q: Do more motors and higher horsepower in a hot tub mean it is better and worth more money?

Keith: People suggesting this is nonsense! I have been making hot tubs since 1978 and started this 100% Cavity Filled insulation construction method in 1983. Beachcomber

of hot tubs and electrical equipment. Since electricity costs vary from place to place let's put our executive 750 model, to the test. The cost to run it for a month is less than it would cost you to go to the movies with your partner one Tuesday night. We can verify monthly costs on all models through independent testing; ask for the Energy Guide to verify your model and monthly cost.

## Q: Do more motors and higher horsepower in a hot tub mean it is better and worth more money?

Keith: No, in fact it is the opposite. I regularly work with our engineers to look for ways to reduce the number of motors and horsepower. The more motors and

'Design Life' spans or the number of years before you would have to throw your hot tub away. The study noted that the life span of hot tubs is mostly rated to quality and its cost. Beachcomber was shocked to learn that they stated that most spas would last only 5 years while other higher priced spa company's product lasted an average of 10 years. In this magazine read page 6 to see how many years a Beachcomber can last! The industry's low life span is unacceptable to Beachcomber and it is why we build the same quality and guarantee at every price level, yes even on our lowest priced models!

<sup>9</sup> See Beachcomber's first hot tub 'the Drifter' on page 2.

<sup>4</sup> CalPoly Technical University study stated 'more insulation lowers energy costs.'

<sup>5</sup> CalPoly Technical University discovers 'multi pumps and big horsepower equals high energy cost.'

<sup>6</sup> Our cab-forward Energy Saver Management System is highlighted in green on the back cover.

# These three options make up a Hybrid Hot Tub.

These three leading energy saving design features must be in every Hybrid hot tub to lower the energy costs, as confirmed by independent testing laboratories. The yellow line depicts the needed **100% Cavity Filled Insulation Package**. The green line depicts the needed cab forward **Energy Saver Management System**. The blue line depicts the needed **SafeAxiss Steps**. Together, these three features perform the three essential Hybrid tasks: First, maximizing the amount of insulation in the hot tub cavity to sustain the water temperature is a must! Second, lowering the use of horsepower and the number of motors, which is mandatory to reduce the total hot tub operational costs. Third, giving you a safe and easy way to enter and exit your hot tub with a quality, hand made step. This cab forward construction shown below, with the Energy Saver Management System (ESMS) gives Beachcomber an exclusive position; at the touch of a button, you have the ultimate in the most professional massage in every seat in the hot tub. This is AllActive Seating™.

## Hybrid Feature #1

### 100% Cavity Filled Insulation Package

Perfecting the four wall insulation method started back in 1983 as Protec; in 2008, we tested against the spa industry energy standard and are proud to say Beachcomber passed with the lowest energy use. Our Energy Saver rated 100% Cavity Filled Insulation, with a high R value of 3.6 per inch seals 100% of the hot tub cavity which is confirmed to be the single most important factor affecting energy efficiency. Government tests verified that maximizing insulation in the cavity is critical.

#1



## Hybrid Feature #2

### Energy Saver Management System

Digital computerized programming, with up to the minute water flow, reduces power usage and maintenance while providing clean, fresh water. Our R&D design team focuses on hydrodynamic water flow to reduce horsepower and lessen the number of motors needed, while creating the ultimate body massage in every seat. Increasing water pressure, while minimizing electricity usage and saving you money has been our goal at Beachcomber since 1978.

#2

## Hybrid Feature #3

### SafeAxiss Steps

Giving the hot tub owner the ultimate in comfort is paramount to Beachcomber. The SafeAxiss Steps allows the user to access the hot tub from any angle with ease; while multiple tiers provide easy entry and exit. Made with non-slip surfacing, this custom made step accessory provides safety and ease of use for anyone from children, to the elderly.

#3



**Feedback makes the Hybrid Hot Tub better...** the 100% Cavity Filled Insulation Package, the Energy Saver Management System, and the SafeAxiss Step identified above make up a Hybrid Hot Tub. These three features combine to make an energy efficient hot tub with low cost maintenance and the ultimate in massage. All of our other features were chosen by Beachcomber's engineers, our retail store owners, and the retail customers that use hot tubs. For more information and education, visit us online at:

Call or visit your local Beachcomber store

[www.beachcomberhottubs.com](http://www.beachcomberhottubs.com)