



"(Working with VMS) was really one of those decisions that turned things around for Pool Borders. From conception to shipping, VMS wants to be involved with your company's success. VMS is professional through-and-through."

– Linda Hodak, owner Pool Borders

VMS MAKES A SPLASH WITH BORDERLINES™ BY POOL BORDERS

Challenge: Taking the Product Line to the Next Level

Replacing a pool liner can be difficult and costly, but Pool Borders, a division of Simple Pool Technology, developed a product to make pools look new again for a fraction of the cost. The company's patented peel & stick product, Borderlines™ pool tiles, easily adhere to a number of materials to conceal ugly waterline stains and can transform the look of a pool in a single afternoon. The heavy-duty vinyl pool border is UV and chemical-resistant and is made in the USA.

Pool Borders wanted to expand their product line by offering more design choices to their customers while finding a consistent color match between orders. Previously, the tiles were manufactured using basic analog print technology, and their supplier did not offer creative product development options. Upon their first meeting with Visual Marking Systems, the SimPool Tec team was amazed at the range of innovative concepts that were presented – from materials to design to buying options, that would help the company create their new line for the residential pool industry.

Solution: Four-Color Digital Art Process & Design

VMS recommended the tiles be printed with a four-color digital process instead of screen-printing, which proved a much better option and offered greater consistency in color output. VMS recommended an ink perfect for outdoor use, as it is flexible on vinyl and does not crack when stretched. By using digital printing technology VMS was able to increase shading and depth, leading to a new premium line of products with the look of true blue mosaic tiles printed at a fraction of the cost.

VMS also helped create the company's new 9"x24" designer series from start to finish, which had a higher graphic impact, outstanding print quality and no color variance.

Results: Positioned for Growth

Pool Borders' goal was to create a fresh, new look in pool tiles for the residential pool industry. By working with VMS, they found not only new product suggestions, but a supplier who could assist them with materials, new product development, prototypes and inventory management programs... all of which aligned the company for growth.

The success of the premium line led to additional collaboration between VMS and Borderlines™ to add a third product line of temporary products. This Party-Pak™ line focused on temporary borders that could be used for special events, like birthday parties and graduations. The Party-Pak™ prototype that VMS created for Pool Borders was introduced at industry trade shows and generated a great deal of interest from potential buyers. The use of digital printing technology enabled the new products to be produced at a lower price point to entice consumers while maintaining a profitable margin.

Visual Marking Systems provided Pool Borders with a new approach for producing their pool tiles with fresh, innovative designs and new technology, which enabled them to expand their product line to better meet their customer's needs and positioned them for growth. VMS is a high-performance printer to America's hardest working companies—let us help you achieve your goals.



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