

# Digital Essentials Program

*latham*  
The Pool Company™

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Latham's Digital Essentials brings your company into the 21st century with modern applications built for the way important home improvement decisions are made in today's world. These digital tools make it easier for you to educate and inform homeowners and to close sales, quicker. In addition, our tools make it easier for homeowners to find, customize, visualize, and decide on the pool that fits their desired backyard lifestyle.

Latham

COVER SELECTOR

NIGHT MODE



## Liner Visualizer

Choosing the perfect liner pattern just got easier! Now from anywhere, on any device, consumers can experience the fun and convenience of designing their perfect pool, right down to the hue of the water. By setting their choice of backyards and home styles, and having the capability of changing their viewing angles, the Latham Liner Visualizer makes the pool liner purchase decision easier and faster.

Homeowners simply need to select a yard style, choose a pool shape, and start shopping liner patterns. The tool is consumer friendly, easy to use, and requires no special contracts. Now enhanced with night scenes and safety cover options.

The visualizer tool is available at [lathamlinervisualizer.com](http://lathamlinervisualizer.com) and Latham Grand Vinyl Pool Builders have the option to embed the visualizer tool onto their company website.





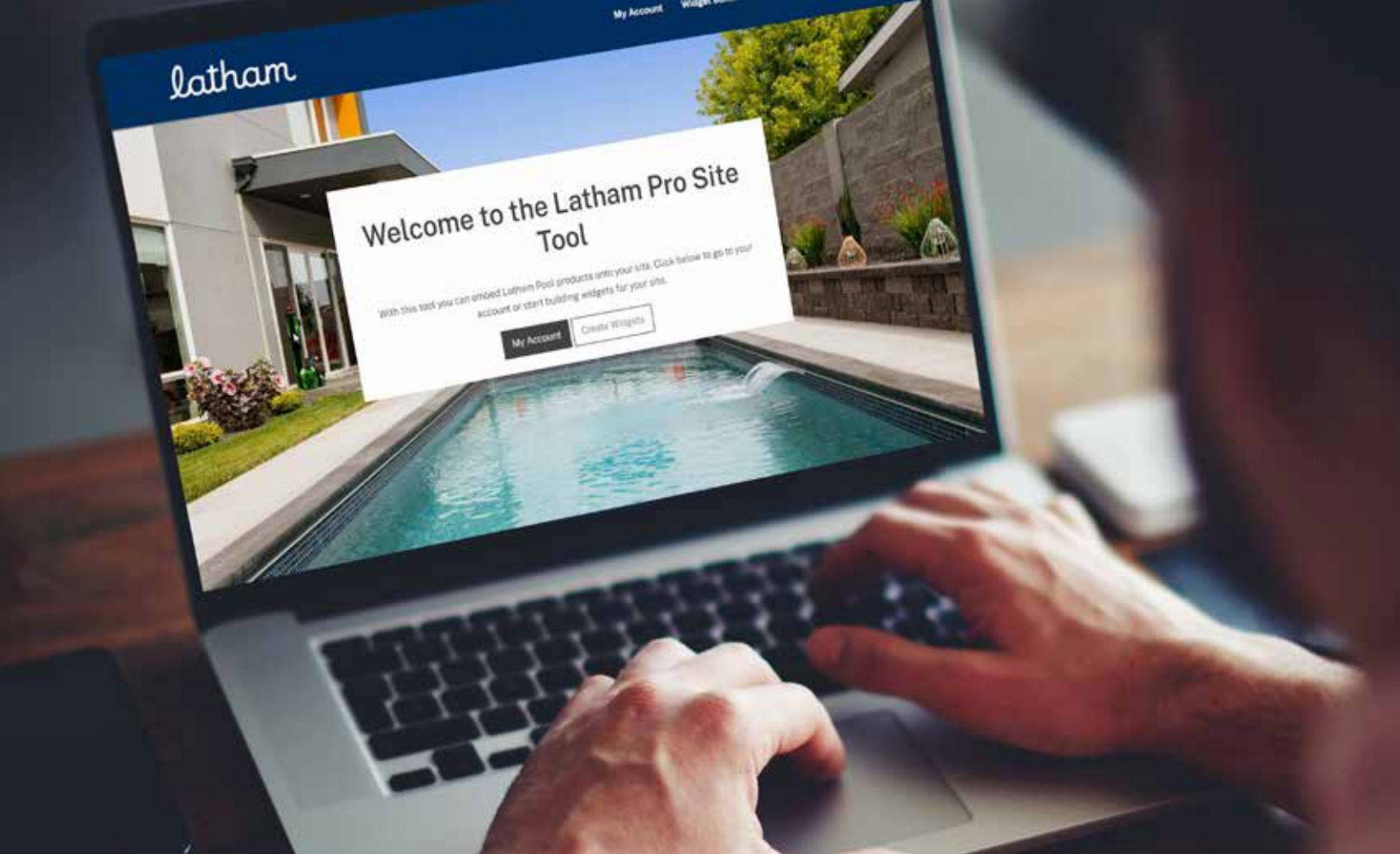
## Fiberglass Pool Augmented Reality App\*

Homeowners can plan their backyard oasis with our powerful augmented reality app. The Latham AR App contains our most popular fiberglass pool designs so customers can visualize what a Latham pool looks like in real time, right from their own property.

Before the Latham AR App, researching a new pool for their backyard could be a frustrating process for homeowners. They might spend all day searching for pictures on the internet to find the perfect shape before realizing it doesn't fit in their backyard. The Latham AR App helps homeowners decide on shapes and exact pool placement before spending a dime getting their backyard dug up.

Envisioning the backyard pool of their dreams is as easy as grabbing their phone, heading out to their backyard, and opening the Latham AR App. Then picking the pool shape and pointing their phone at the spot in their yard where they're planning their pool and touch the pool icon. Once the pool is in their backyard they can walk around the pool and check out the steps and spa features or even add water for visual effects. There's no measuring required. No endless searching through online photos. Just a few minutes spent in their backyard with our app, and their pool shopping is done. Once they've made their selection, they can take a picture using the photo button, and send it to you to make their backyard dreams become a reality

\*Available for iOS devices



## Pro Site Tool

Latham's Pro Site Tool makes it simple to add Latham product content to your existing website. The tool enables builders to select which product sets you'd like to display, options on how it's displayed, all configured within a custom embed code for you to drag and drop into your website. That's it, once done we will support any/all updates that are made dynamically so what you have on your website will always be the latest Latham product offerings.

### To learn more:

Pro Site Tool Tutorial



Pro Site Tool Registration



# Latham Design Center

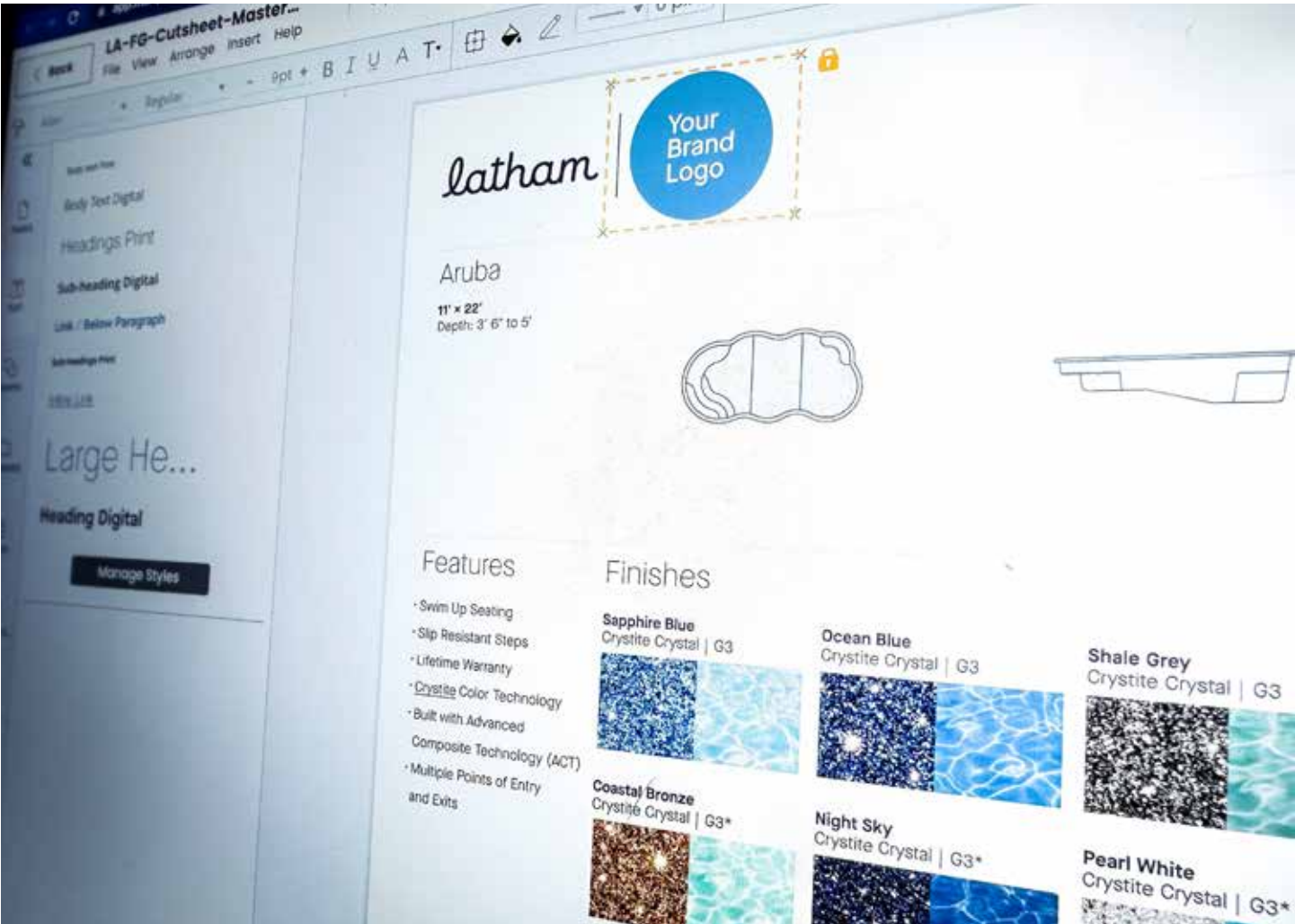


Reaching out to and connecting with homeowners is important for your business. Finding the right look, feel and messaging can be challenging. Which is why we have developed co-branded templates to help you promote your business and take the hassle out of designing yourself. Choose from a wide range of assets and designs, from postcards and door hangers, to sell sheets and ads.

But there's more, not only can you customize content including adding your logo and contact information, but you also have the option to download digital files, or set up printing and shipping through the site. You can even provide a list of addresses and have physical pieces printed and shipped on your behalf.

The intuitive and user-friendly platform is simple to use and will provide you with professional looking sales material in just a few minutes.

Contact your Latham sales representative to learn more and get access to this site, or scan the QR code to opt-in today.



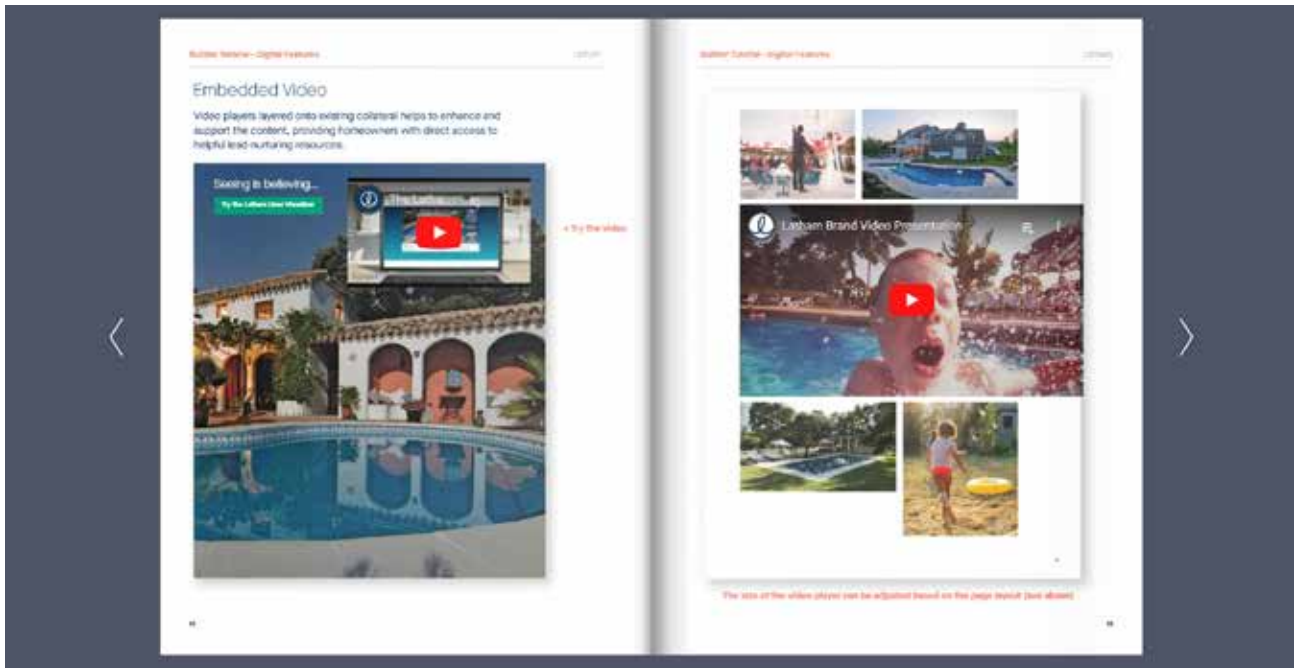
# Digital Flipbooks

Experience a new level of convenience.

Explore Latham's vast product offering with easy navigation and shareable content. View and download our digital product brochures with your customers on the go, or in your showroom from anywhere, at any time.

Please contact your Latham sales representative for more information.

Flipbook Tutorial

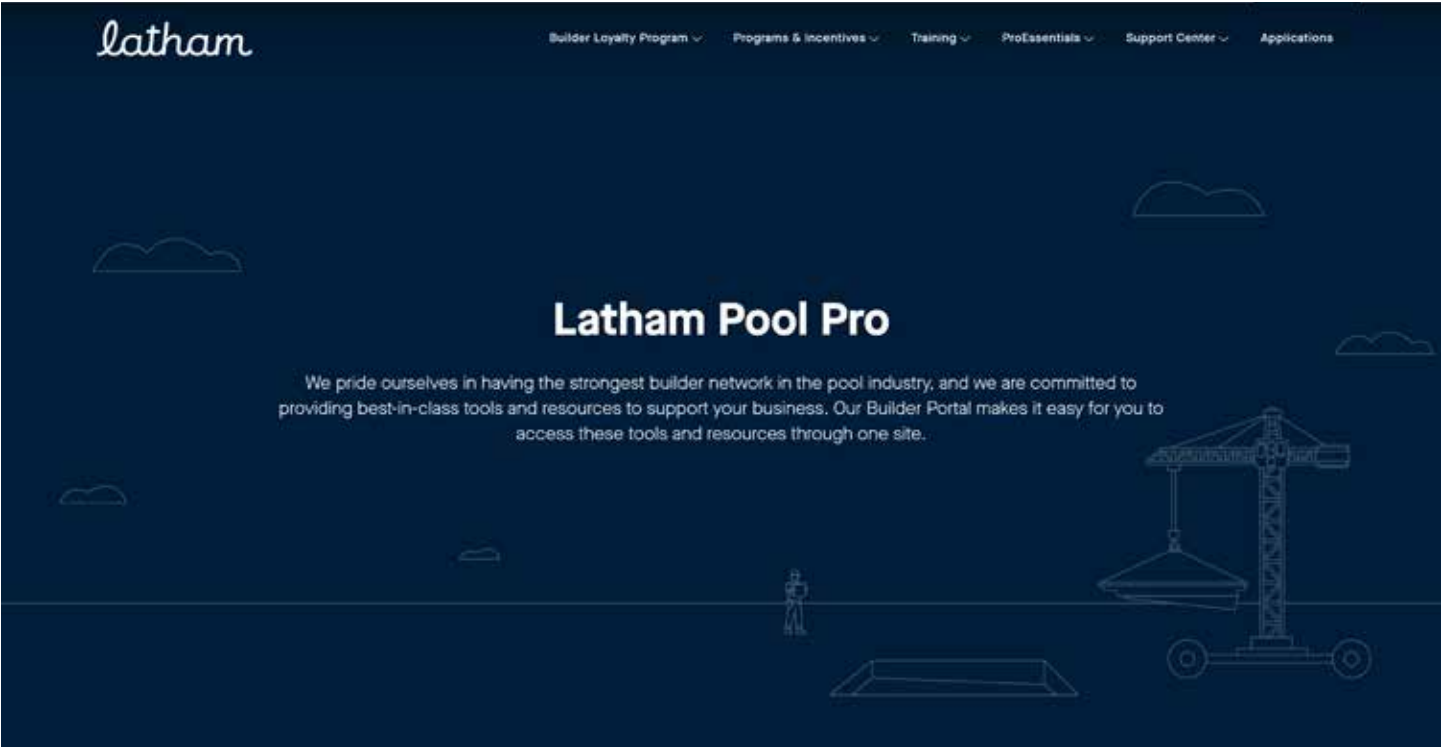




# Latham Pool Pro

Discover Builder resources all in one convenient location.

The Latham Pool Pro Site is a central location for tools and resources that make it easier for you to do business. Whether it is access to sale material, learning more about our dealer loyalty and incentive programs, or access to leads and ordering the Latham Pro Site will meet your needs.



Explore Pro Site







**[www.lathampool.com](http://www.lathampool.com)**  
**[www.lathampool.ca](http://www.lathampool.ca)**

**800-833-3800**  
**800-638-7422**