

Dear BioNova® Partners &  
Customers,



Spring is just around the corner, and we would like to take this opportunity to welcome you out of hibernation and help you get ready for another wonderful year of all-natural swimming in your BioNova® NSP!

In this month's Newsletter, we will share some news and notes from our BioNova® Family in North America and bring you up to speed on all of the exciting things they are doing to bring Natural Swimming Pool technology to the USA and Canada.

For our project of the month we will feature an NSP recently completed in summer 2013 near Hartford, Connecticut, USA. We will also share some tips and tricks for preparing your NSP for spring opening.

Enjoy reading!

Your Team of the BioNova® Global Head Office  
*Rainer Grafinger, Christine Schoeck,  
Andrea Enseleit, Stephanie & Jusuf Rifatov*



## Project of the Month



Our BioNova® Project of the Month was completed in summer 2013 by BioNova® Partners Rin Robyn Pools and Freddy's Landscape Company. This Type III, single-chamber NSP was built for a private residential client near Hartford, Connecticut, USA. The 1,600 sq ft lagoon-shaped NSP is constructed with gunite and finished with a dark colored pebbled plaster. Design elements include a pond edge, beach entry, jumping rock, deep area for diving, and a solar thermal system with heat exchanger.

The clients are very green and environmentally conscious, so a BioNova® NSP was a natural fit for their landscape. They have a large vegetable garden, a chicken pen, keep several beehives, and have a native wildflower meadow on their property.

This year, the clients will be planting fruit and nut trees as part of an edible forest garden master plan, and of course the NSP will be the focal point! We wish them many years of happy, all-natural swimming in their BioNova® NSP!



## BioNova® Partner Spotlight - Meet your North America Team!



### **James G. Robyn - President and CEO**

James graduated from Colgate University with a degree in Astrogeophysics and he holds an MBA in International Management with a concentration in German from the Thunderbird School of Global Management. James designs and consults on Natural Swimming Pools/Ponds (NSPs) throughout the Americas. He has over 30 years of experience in the “traditional” swimming pool business

as the owner of Rin Robyn Pools and he has been marketing NSPs in the Americas as a Partner with the BioNova® Global Head Office in Munich, Germany since 2008.

James has authored many articles on NSPs and his work has been featured in *Luxury Pools*, *Signature Pools*, *WaterShapes*, and *Aqua* magazine as well as numerous other publications. Robyn lectures frequently at many venues throughout North America and he has addressed groups at the NY Botanical Gardens, the Berkshire Botanical Gardens, the University of Pennsylvania School of Design, the University of Colorado School of Design, Rutgers University, the Association of Professional Landscape Designers and the American Society of Landscape Architects Annual Meeting. He is a member of the faculty of the Genesis 3 University and a Gold Member of the Genesis 3 Design Group, a member of the Association of Pool and Spa Professionals and the International Professional Pond Contractors Association, an Affiliate of the American Society of Landscape Architects, a member of the US Green Building Council, and the United States Extra-ordinary member and representative to the International Organization for Natural Bathing Water (IOB), the International Governing Body of constructed swimming pond experts headquartered in Bremen, Germany.



### **Hae-Sun Park Robyn - Vice President and COO**

A native of Korea and the daughter of a Korean State Department official, Hae-Sun graduated from high school in Germany and has lived in many countries around the world. She earned an AS in Radiation Therapy Technology and worked in Oncology. This experience helped her to realize the detrimental influence that unnatural chemicals can have on our

environment and health. Hae-Sun earned a BS in Business Computer Systems from Arizona State University and attended the Thunderbird Graduate School of Global Management doing post graduate work in business, marketing, accounting and the German language. She now has over 30 years of experience in the swimming pool business. Her expertise in design influences all of the BioNova® products and services from brochures to technical training sessions.

Mrs. Robyn resides in Chester, NJ with her husband James G. Robyn. An avid tennis player and active running enthusiast, she has completed 5 marathons, most recently the Boston Marathon in 2009 and the New York Marathon in 2010.





### **Lisa Brooks, Ph.D - Chief Science Officer**

Lisa joined BioNova® in 2011 with a rich depth of experience in chemistry, biology, and management, having spent more than 20 years in the corporate world as a scientist, researcher, and manager, with much experience at Bell Laboratories in Murray Hill, New Jersey. Dr. Brooks received her undergraduate degree in Pathobiology from the University of Connecticut and her Ph.D. in Toxicology from UMDNJ Rutgers University in New Jersey. Lisa is involved in the establishment of microbiological standards for NSPs in North America.



### **Alan Weene - Head of Marketing and Technical Support**

A graduate of Connecticut College with a Bachelor of Arts Degree in Architectural Studies, Alan is currently a candidate for the Master of Sustainable Design Degree at the Boston Architectural College. Alan is an experienced swimming pool operator and pool service technician, and he has been teaching swimming, lifeguarding, and water safety courses for the American Red Cross and the YMCA for nearly 15 years. Alan's passion for sustainability and aquatics led him to join BioNova® in 2012, where he frequently conducts educational seminars on Natural Swimming Pool technology to educate homeowners, pool builders, and landscape industry professionals across North America.



### **Adam Jones - Head of Design and Public NSP Operations**

Adam is a graduate of North Dakota State University having earned a Bachelor of Science Degree in Environmental Design and a Bachelor of Landscape Architecture. He is an associate member of the American Society of Landscape Architects and a former Minnesota Design Team member. Adam joined BioNova® in 2012 where his design experience and passion for landscape sustainability made the collaboration a natural fit. He is a frequent presenter of educational seminars throughout North America focused on Natural Swimming Pool technology and design.



### **Carol Payer-Cooper - Sales and Marketing Manager**

Carol joined BioNova® Natural Pools in 2014. She is a graduate of The College of New Jersey with a Bachelor's Degree in Interior Design and a Master's Degree in Counseling and Personnel Services. Professionally, Carol has held a variety of positions spanning all sectors of business including state run, not-for-profit, and corporate, and she has a solid background in organizational development, management, HR, and customer service. Carol is "vision" oriented, solution minded, and thrives on challenges, particularly those that expand the company's reach.



## North American Team Grows

2014 is shaping up to be a record-breaking year for new BioNova® Partnerships and for new contracts to build residential BioNova® NSPs. This is due in part to the knowledge and confidence that our Partners have exemplified in selling Natural Swimming Pools and also due to our tenacious, world-class educational campaign. By offering informational sessions, full-day seminars, monthly webinars, and by appearing at consumer home shows and major industry trade shows, we have successfully spread awareness of the BioNova® brand, differentiated ourselves from others in the field, and have attracted the attention of both homeowners and industry professionals.

There are now fourteen independent businesses in North America approved as BioNova® Dealer Partners. These businesses have territories in California, Connecticut, Illinois, Massachusetts, New Jersey, New York, North Carolina, Ontario, Oregon, Pennsylvania, Texas, and Utah. To find your nearest BioNova® Dealer Partner in North America, please [click here](#).



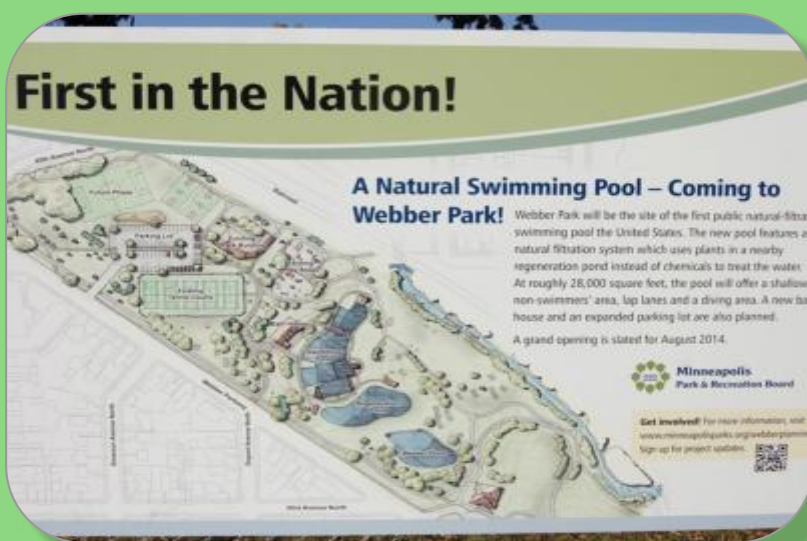
The international BioNova® Partner Family is also growing. Please welcome R.A. Tiburcio & Associates, Inc., the first BioNova® Partner in the Philippines!



## NSPs on the Boards

We are very pleased to announce that a number of new private residential NSPs are currently under design or construction in the United States. The hard-working team at BioNova® Natural Pools North America is actively designing the first BioNova® NSPs to be installed Michigan, New York, Pennsylvania, and California! Additional NSPs are already under construction by BioNova® Partners around the country in Utah, Texas, California, Massachusetts, North Carolina, and Connecticut.

2014 will also usher in the debut of the first public Natural Swimming Pool in North America. Scheduled for completion in August, Webber Park in Minneapolis, Minnesota, USA will be the proud home of a 21,000 sq ft Natural Swimming Pool which will support over one thousand bathers per day! Construction at Webber Park began in August, 2013. Much progress has been made since then including draining and demucking the existing pond, shaping the regeneration basin above existing grade with appropriate fill material, stubbing in the plumbing in preparation for BioNova® equipment, and laying the curbing around the perimeter of the regeneration zone as a means for terminating the PVC membrane. This is an exciting and important project for BioNova® Natural Pools. Public NSPs are very popular in Europe, and we expect that Webber Park will be the first of many all-natural public bathing facilities in North America. Please visit the [Minneapolis Park & Recreation Board website](http://www.minneapolis.gov/parks-recreation/boards) for more information about this groundbreaking project.



## Commitment to Education

The BioNova® team in North America has done a lot of travelling over the past few months to spread the word about Natural Swimming Pools. As you may already know, the first Schwimmteiche (swim ponds) originated in Austria in the early 1980s, and NSPs were first introduced to the North American market by BioNova® in 2008. The NSP industry is still in its infancy in the US and Canada but is rapidly gaining popularity, which is why we focus so much of our time and energy on educating homeowners and industry professionals about these exciting new sustainable alternatives to traditional chemically treated swimming pools. During the winter 2013-2014 season, BioNova® Natural Pools exhibited and presented information about NSPs in the following locations:

### **October 16-17, 2013**

BioNova® Natural Pools Chief Science Officer Lisa Brooks and CEO James Robyn presented two lectures at the 10th Annual World Aquatic Health Conference in Indianapolis, Indiana, USA.

### **October 22-25, 2013**

James and Hae-Sun Robyn represent North America at the International Organization for Natural Bathing Water (IOB) Congress in Bregenz, Austria.

### **November 12-14, 2013**

BioNova® Natural Pools exhibits at the International Pool, Spa, Patio Expo in Las Vegas, Nevada, USA.

### **November 16-17, 2013**

The BioNova® Natural Pools North American Trade Show Tour continues in Boston, Massachusetts, USA at the American Society of Landscape Architects (ASLA) Annual Meeting and Expo.

### **November 20-21, 2013**

BioNova® Natural Pools exhibits at the USGBC Greenbuild International Conference and Expo in Philadelphia, Pennsylvania, USA, the world's largest conference and expo dedicated to green building.

### **December 4-5, 2013**

BioNova® Natural Pools travels north of the border to exhibit at the 2013 Canadian Pool & Spa Expo in Niagara Falls, Ontario, Canada.

### **January 15-16, 2014**

James and Hae-Sun Robyn and Adam Jones exhibit at the Mid America Pool, Spa and Outdoor Living Show at the Schaumburg Convention Center near Chicago, Illinois, USA.

### **January 16, 2014**

Alan Weene, BioNova® Head of Marketing and Technical Support, and Mike Logsdon, BioNova® Dealer Partner and Principal at Land Design (Boerne, TX), conduct a 90 minute informational session on Natural Swimming Pools at the Southwest Pool & Spa Show in San Antonio, Texas, USA.



**January 28-30, 2014**

BioNova® Natural Pools exhibits at the NESPA Atlantic City Pool & Spa Show in Atlantic City, New Jersey, USA. Over 11,000 industry professionals, exhibitors, and consumers attended the show this year!

**February 4-5, 2014**

BioNova® Natural Pools exhibits at the Southeast Pool & Spa Show in Atlanta, Georgia, USA.

**February 20, 2014**

Alan Weene and Adam Jones present a One Day Seminar on Natural Swimming Pools to homeowners, students, landscape architects, and swimming pool industry professionals in Orlando, Florida, USA.

**February 26, 2014**

BioNova® Dealer Partner Rin Robyn Pools exhibits at the New Jersey Landscape Contractors Association 37th Annual Trade Show and Conference in Secaucus, New Jersey, USA.

**But wait, there a few more chances to see BioNova® Natural Pools at a trade show or home show before we dive into the spring season!**

**March 15-23, 2014**

BioNova® Partner Larry Carnes of Reflections Water Gardens will be setting up an elegant garden display at the Chicago Flower & Garden Show at the Navy Pier in Chicago, Illinois, USA. The garden display will include a 5,500 gallon demonstration-sized Natural Swimming Pool!

**March 22-23, 2014**

BioNova® Partner Freddy Miraballes of Freddy's Landscape Company will exhibit at the 11th Annual Fairfield County Home & Outdoor Living Expo in Stamford, Connecticut, USA.

**Stay tuned for more upcoming lectures, trade shows, and educational opportunities. Please feel free to visit our website to see [What We've Been Doing!](#)**

**Our international Partners will present BioNova® at the following fairs:**

**March 26 - 29, 2014**

International exhibition "INTERBUDEXPO 2014", Kiev, Ukraine  
Visit our BioNova® Partner company Homepark at this important exhibition!

**March 26 - 29, 2014**

The Croatian Partner Eleg Pools will exhibit at the Promohotel at Porec (Istria, Croatia) at the "13. Promonaturu".

To find more information about BioNova® worldwide please visit  
[www.bionova.de](http://www.bionova.de)





## Dive Into Spring!

Seasonal maintenance procedures should always be conducted as recommended by your BioNova® Dealer Partner. Here are a few general examples of things to start thinking about as you prepare your NSP for spring opening:

- **Remove the Cover**

If you have a winter safety cover or a leaf/debris cover, it should be removed, cleaned, and stored for the season.

- **Check your Equipment**

Install a clean FineFilter Geotextile Bag by placing the cloth inside the FineFilter cylinder, then lower the cylinder into the FineFilter shaft. If your NSP is equipped with a BioNova® Phosphate Filter, there is an internal mechanical float which should be inspected at spring equipment startup.



- **Remove Dead Biomass and Sediment from the Regeneration Zones**

Use a hand net to remove any dead biomass, e.g., leaf debris, from the planted regeneration zones. For optimal cleaning, sediment can be removed using an external vacuum and passed through a cartridge filter or vacuumed to waste. Remember to top off the pool with water that has been pretreated by your Phosphate Filter.

- **Vacuum the Pool**

Manually brush all surfaces within the Swimming Vessel to remove biofilm. The biofilm and sediment can then be vacuumed via external equipment and a cartridge filter, or you can run your robotic pool cleaner and clear out the filter bag as it fills up.

- **Start your engines**

Your pumps should be started according to Manufacturer's instructions and best current practices. Heaters should be turned on a month early and you can gradually raise the temperature a little bit each week to best replicate the warming that occurs in natural bodies of water. Ideally, the system components should be started up when the ambient air temperature reaches a daily peak of 55° F for at least 5 consecutive days

