

Meet
ariel
by solar-breeze

Your pool's new favorite
gadget & gizmo



Stay all day in the sun.

Ariel by Solar-Breeze is our smartest and most robust pool cleaning robot yet. We've combined years of engineering and consumer feedback to produce the quintessential, future-focused pool cleaning device that brings a whole new level of intelligence, beauty and performance to the robotic surface cleaning category.

With Ariel, customers are getting the best in robotic features:

- Mesh filter collects and retains particles down to 200 microns in size
- Simple removal from pool with no-slip handle
- Operates for at-least 10-hours on fully charged battery without exposure to sun through 5x stored surplus power
- Sensors detect obstructions
- No chords or hoses attached
- Moves forward 10-20 feet per minute
- Function in temperatures ranging from 40°F to 130°
- Can withstand water salinity of 6,500 ppm





Know any bright men and women who are sick of skimming?

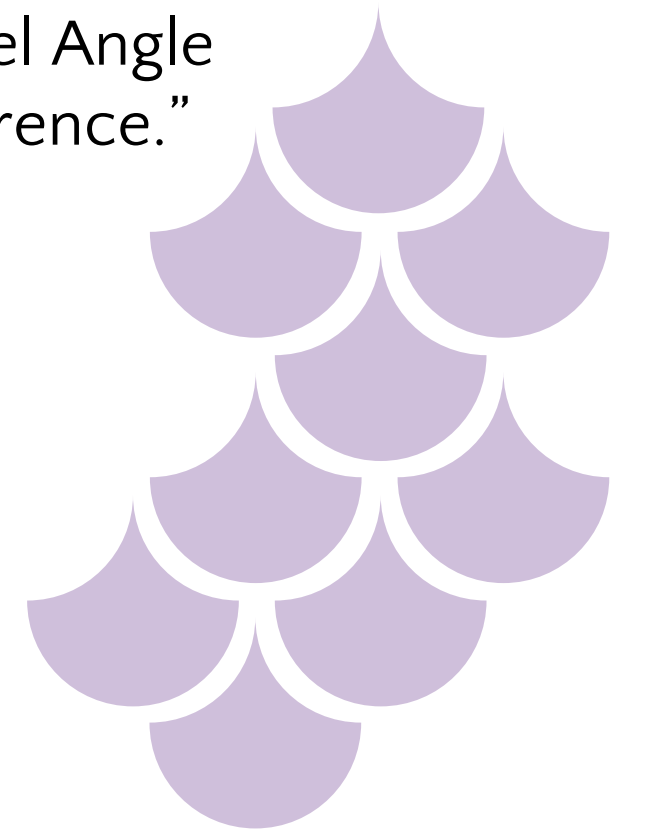
Get Ariel in their pool today!

Ariel by Solar-Breeze is a pool cleaner that combines the force of solar-power and intelligent technology to elegantly travel a pool's surface collecting debris. Smart home products aren't just for indoors, and customers want more from their pool cleaner.

"I take care of a lot of pools. I have one that has such high tree debris in it that I have considered dropping the account because it is so difficult to manage," said Michael Angle of Cactus Pools. "I threw an Ariel by Solar-Breeze in there, and wow, what a difference."

Pool owners experience these benefits with Ariel by Solar-Breeze:

- ✓ A net-free world with effective debris removal
- ✓ Improved water health
- ✓ Less filtration and sanitation needs
- ✓ Less pool pump runtime & increased energy savings
- ✓ More swim time!



"The leaves are hitting us HARD in Litchfield Park. Ariel is our ONLY HOPE!" – Rich G.



ariel

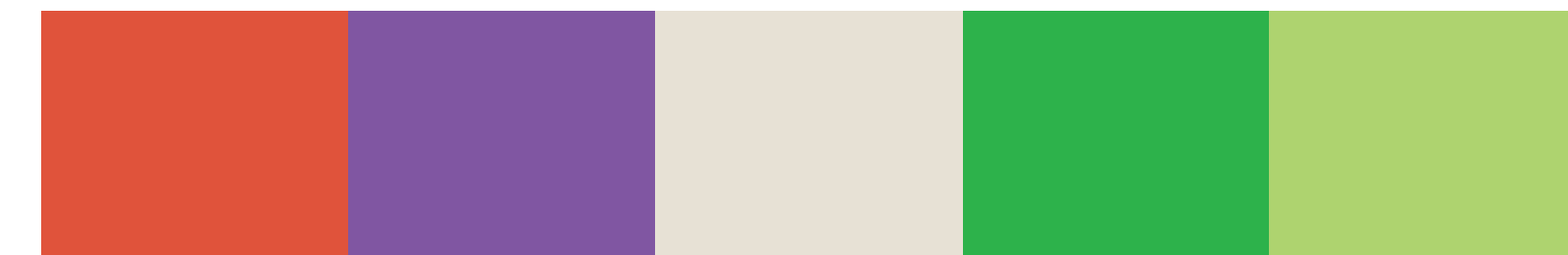
your pool's fave gadget & gizmo

Ariel's logo wordmark incorporates customized letterforms playing on the circle motions of her robotic paddle wheels, the primary devices moving her forward, both through the water and through history as a truly innovative piece of technology revolutionizes the particularly stagnant pool home-cleaning industry.

There is a retro-nostalgia to the wordmark, reminding viewers of the target audiences of summers from their past - a carefree time. Ariel makes pool cleaning a carefree experience, boasting time savings and the opportunity to forego back-breaking labor.

When testing the logo across markets, every viewer had another time period they were initially reminded of, with each period being specifically of a time when they were younger and happy.

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Ariel's color scheme both serves a functional purpose of helping her stand out in the market space, which is currently dominated by blues, whites, and more masculine greys.

However, the pool market is heavily skewed from a purchasing standpoint to female homeowners, dominating market share by as much as 70%. With those key targets in mind, having Ariel incorporate a palette reminiscent of seashell bras, mermaid scales and Kool Decking, we best appeal to our audiences and pop with unbridled frivolity.

Even down to the name, Ariel is humanized for her future owners.



original engineer renderings



Ariel redesigned color scheme



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To best represent the playful experience of swimming in your pool and enjoying a summer backyard, Hana recolored the plastics making up Ariel's robotic components.

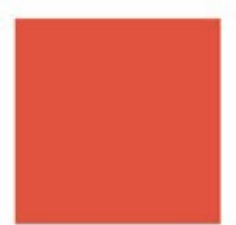
Such a vibrant product color scheme ensures Ariel will pop among other product listings as she incorporates a palette not yet seen in the pool industry.



PMS 367 C



PMS 2665 C



PMS 7625 C



Consumer
Technology
Association™

CES® is the most influential tech event in the world – the proving ground for breakthrough technologies and global innovators. This is where the world's biggest brands do business and meet new partners, and the sharpest innovators hit the stage.

And Ariel by Solar-Breeze has been accepted into this January's #CES2021 as a Smart Home Product.

Yes, she's that awesome.



ariel already making media waves



orm-ravaged community on the Caribbean. Instead of supplies to ship to the island, FundMe, exchanged the funds freely, and bought the supplies on the island, further helping the local economy. To learn more about Jimi Smith, visit jimismithphotography.com; and to check out Mule Men, visit mulemen.org.

Photographs by Jimi Smith Photography



ariel want more from your pool cleaner

Introducing Ariel by Pivot-Solar Breeze, the latest edition of everyone's preferred pool cleaning robot!

Place her in the pool, turn her on, and watch her efficiently navigate your pool's surface to proactively remove debris before they sink to the bottom.

"Ariel by Pivot-Solar Breeze is a MUST for any pool owner," said Taylor Cole, demo unit recipient. "It gobbles up dirt, leaves, pollen, dust, hair, insects, oil and more - anything that lands in my pool! The hours I used to spend skimming my surface are now the hours I spend relaxing, or jumping right in. I love my pool again!"

Ariel owners enjoy a net-free world, less bacteria and algae growth, less filtration and sanitization requirements, and less pool pump runtime. Spend the day in a pool that was cleaned automatically, and grow to treasure her awesome features.

What will Ariel find when she bravely explores the surface of your pool? Be part of the net-free world. Learn more about Ariel's debris-collecting adventures, and pre-order yours!

PREORDER OCT. 19TH
solar-breeze.com

FOR DEALERS:
sales@solar-breeze.com



When Ariel's debris tray is full, pull the light-weight robot out of the pool using her non-slip grip handle and easily slide the debris tray out to empty. Then dive into crystal clear water, or set her adrift again.



do to improve efficiency, installation and connectivity with other products." ■

Questions or comments on this article? Email us!
editorial@kendrickcontent.com

advertorial

ing an effort to educate consumers to make a better decision and avoid automobiles or the SEER rating on air conditioners. "When you're shopping for an air conditioner you can buy. Oftentimes, consumers have a higher upfront cost, but the total cost of ownership of that air conditioner is for pool pumps." says. "Not to be overly dramatic, but the industry that I'm aware of in the pump and every pool has at least one it's a pond - that's the joke. The actuality say 'thou shalt use variable-mum efficiency requirements. We're - they don't care as long as we

ment to pool pros through a direct connection with the dealer, says. "Our tech service team issues if something does arise in the industry that I'm aware of in the pump and every pool has at least one it's a pond - that's the joke. The actuality say 'thou shalt use variable-mum efficiency requirements. We're - they don't care as long as we

"We're really excited with the out there and promote the Hayward But we're not just going to sit continue to look at what else we can

introducing **ariel** by solar-breeze

the ultimate tech to master even your toughest pools

With Ariel by your side you'll:

- + Focus on other maintenance
- + Tighten workflow & routes
- + Improve customer service
- + Earn extra cash

Request a demo unit, receive a dealer discount, and get your customers to be part of the net-free world today!

(623) 582-2825
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A family of four is enjoying a swimming pool. A man and a woman are sitting on the edge of the pool, while two young girls are playing in the water. A solar cover is partially deployed in the pool, and a solar-powered robot is floating nearby. The background features lush tropical landscaping with palm trees and colorful flowers.

Make Ariel your #1 gal for 2021

Questions?
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PIVOT solar
breeze