

# Floating Pool & Spa Lights

*Adding fun, colour and excitement to the water at night*

by David Barnsley

With inground and above-ground pools and spas now considered an architectural statement in the backyard, homeowners are looking for ways to enhance the appearance of these increasingly spectacular water features, as well as adding a bit of fun, colour and excitement to the water at night.

To cater to this market, manufacturers are offering floating LED lighting fixtures that run on batteries or solar power without the need for electricity. These portable units are simply dropped into the pool or spa where they float along the surface of the water – illuminating the water, changing the mood in the backyard, and allowing greater use of the pool at night.

## Accents The Surrounding Water

Although floating lights will never replace the need for permanent underwater lights which can illuminate the entire underwater area of a pool or spa, floating lights, when used as an ornamental fixture, produce enough light to accent the surrounding water.

Monica Jones of SwimWays Corporation in Virginia Beach, Virginia, comments on the current wave of popularity that floating swimming pool lights are experiencing.

“More pool and spa owners are asking for these accessories so retailers are dedicating more shelf space to them. We believe it is because people are investing more in their backyards and in their swimming pools as a place to entertain their friends and family.

According to a survey by the APSP (Association of Pool & Spa Professionals), 20 per cent of people say their number one reason for owning a pool is for entertaining.

Homeowners want to create a personal backyard paradise and

they want their pool to be the talk of the neighbourhood and lighting is big part of creating ambiance in and around the swimming pool.”

SwimWays has had great success with its Ocean Art Jellies™ floating lights. These jelly fish-shaped lights feature an illuminated bell-shaped body that floats on the surface of the water, while the illuminated ‘tentacles’ of the jelly fish drop down into the water to softly illuminate the pool or spa under water.

Ocean Art Jellies are 45 cm (18 in.) tall and 22 cm (9 in.) in diameter and use LED lights to illuminate the water up to a radius of 1.5 m (5 ft.).

Also offering a wide range of floating light fixtures for pools and spas is GAME in Scottsdale, Arizona. For 2008, they introduced their AquaGlow™ LED line of decorative star-shaped Floating Light Stars™, heart-shaped Floating Light Hearts™, and duck-shaped Floating Light Racers™ lights for pools and spas.

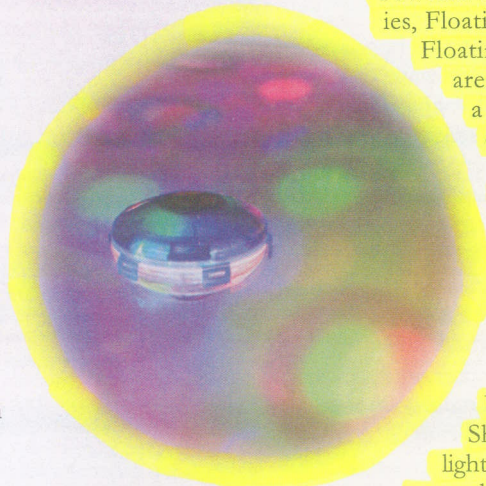
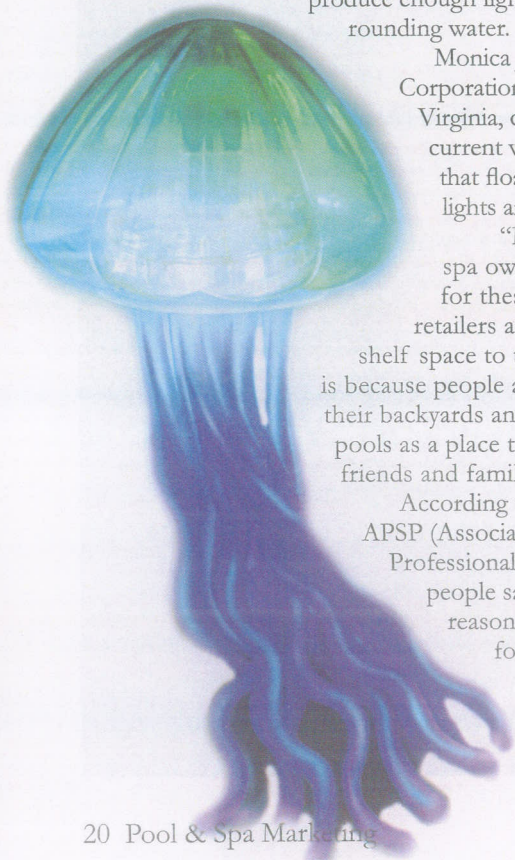
Powered by two, 3-volt batteries, Floating Light Stars™ and Floating Light Hearts™, are activated by pressing a button and produce colours in red, blue and white, while Floating Light Racers™ offer the same features but are not colour-changing.

GAME also offers the redesigned Underwater Light Show™ with four LED lights that can produce seven light shows, while the

Underwater Light Starship™, which is a larger version of the Underwater Light Show with eight LEDs, produces a rotating effect with ten different light patterns.

Also available from GAME is the lantern-shaped Floating Glow Lantern™ and Floating Glitter Globes™

Top: HydroTools' Solar Lights from Swimline Corporation.  
Middle: The 'Underwater Light Starship' light from GAME.  
Left: 'Ocean Art Jellies' from SwimWays.



with four LED light options that produce an attractive decorative effect in the water, as well as their Underwater Light Show & Fountain – a portable floating light with a fountain that uses water flow to spin the unit in the water without the need for any hose hook-up.

GAME also offers the Floating Light Garden™ – a floating light in a range of floral patterns.

“These floating lights are gaining in popularity with pool and spa owners because they are an inexpensive way to add excitement to the backyard experience,” says GAME’s sales account manager, Holly Shimanski.

“Our Underwater Light Show, Floating Light Garden, Underwater Light Starship and Underwater Light Show & Fountain are our best sellers,” adds Mitch Smith, GAME’s national sales manager.

“They do not require installation or electricity to operate and can display a party atmosphere or calming light show in the water depending on the mood you want to create outdoors. They are also programmed with a one hour shut-off to preserve battery power and to provide a convenient shut-off for the consumer.”

Although they do not eliminate the need for an underwater light, GAME floating lights do produce a significant amount of light, says Shimanski.

“Our Underwater Light Show produces light within a radius of 3 m to 4.5 m (10 ft. to 15 ft.), while the Underwater Light Starship produces light within a 4.5 m to 6 m (15 ft. to 20 ft.) radius, as does the Underwater Light Show & Fountain.”

Made from durable plastic, GAME floating lights are designed to be water-tight and weatherproof in and out of the water.

“They can also be left in the water while the pool or spa is in use because they are battery-operated and do not require electricity to operate,” says Smith.

However, floating lights should be removed whenever the pool or spa is not in use to increase their longevity, Shimanski advises.

Swimline Corporation in Edgewood, New York also offers many different styles of floating lights in their HydroTools™ line. These include ‘Floating Solar Rainbow Lights’ – single colour or continuously changing colour models that are equipped with a built-in solar cell on the top of the unit to collect the sun’s energy during the day so they can operate all night without the use of batteries or electricity.

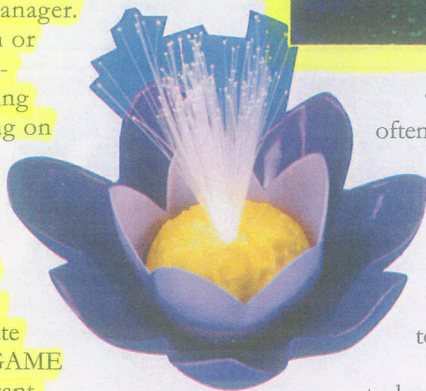
Also popular is Swimline’s ‘Floating Fiber Optic Lily Light’ – blossom-shaped light with a fiber optic stamen cluster.

“Our floating lights appeal to people who want to enhance their backyard environment,” says Swimline’s Cynthia Schwimmer. “Our floating lights are made of chemical-resistant



Left: GAME’s spinning ‘Underwater Light Show & Fountain’.

Below: Swimline’s ‘Floating Fiber Optic Lily Light.’



molded plastic and illuminate the water in a radius of 61 cm to 91 cm (2 ft. to 3 ft).”

## Advice For Increasing Sales

For dealers interested in adding floating lights to their product line-up, Smith offers some advice for increasing sales.

“Because these items are inexpensive impulse items, they often do best when sold on an end cap display or near the register. We also offer our Underwater Light Show and Floating Light Garden with a four-colour graphic floor display, which is a great way to display the product and increase sales. Displaying these products in a demo pool will also increase consumer awareness and increase sales.”

Jones agrees that an in-store demo is the best way to promote floating lights.

“For lights such as our Ocean Art Jellies, it is best to have a demo model floating in a working spa in the store. They are beautiful to look at when they are illuminated and make quite an impression on customers when they see them in the water.” PSM

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