



**ALL
NEW
FOR
2025**

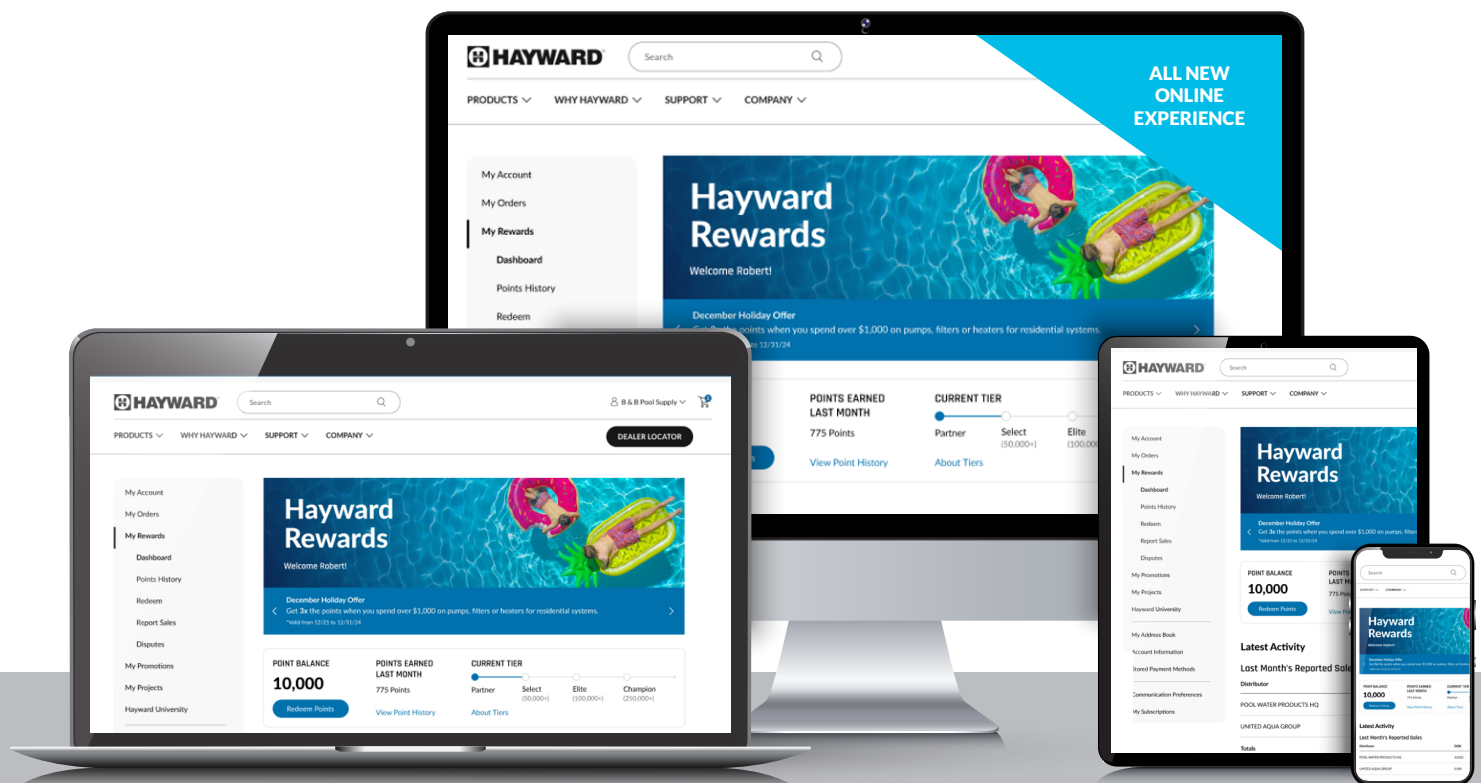


WELCOME TO THE ALL NEW



REDESIGNED TO MAXIMIZE YOUR DOLLARS AND YOUR TIME.

Your business is going places, and loyalty is the force driving your success. The Hayward Rewards Program is built on the power of loyalty, offering you exclusive, industry-leading Expert Line® products, helpful marketing tools and our all new rewards site with perks both you and your team will love. The possibilities are endless with Hayward Rewards, and we can't wait to see where our partnership takes us.





EARN POINTS ON ALL PURCHASES

Purchasing Hayward products now earns you points with every product* in distribution.



MORE WAYS TO REDEEM POINTS

Use your points your way! Redeem points for pool products, Hayward swag, gift cards and more!



ALL-ACCESS MOBILE INTERFACE

Updated, streamlined design with access to reported sales, product announcements and events.



ONE-STOP SHOP

All information is now available on hayward.com. Everything you need, all in one place.



CO-OP MARKETING SUPPORT

Utilize Co-Op benefits by engaging with new and existing customers through creative cooperative marketing campaigns.

NEW!
REDEEM
POINTS FOR
PRODUCTS



*W3 SKUs do not qualify for Rewards.

SPEND MORE, EARN MORE.

As a Hayward Rewards member, you'll earn up to 1.5% back on all purchases*. As your purchases grow, so do your rewards: once you reach \$50,000 in qualifying purchases, you'll be automatically upgraded to our Silver Tier and enjoy a 20% boost on your earnings—turning 1.5% into 1.8%. And it doesn't stop there. When you reach the Gold Tier, your earnings get another boost, continuing to reward your commitment to Hayward.



BRONZE

UP TO 1.5% on EVERYTHING
up to \$50K in Total Spend

SILVER

BRONZE + 20% MULTIPLIER for
\$50K-100K in Total Spend

GOLD

SILVER + 20% MULTIPLIER
for \$100K+ in Total Spend

PUNTA MITA

HAYWARD 2025 • PASSPORT TO PARADISE

Escape to paradise with us on an unforgettable journey to Punta Mita, Mexico, from December 7-12, 2025. Immerse yourself in the vibrant Mexican culture, savor exquisite local cuisine, and unwind on the pristine beaches of this exclusive enclave. Experience the pinnacle of luxury at the Four Seasons Punta Mita, nestled amidst breathtaking natural beauty of the Riviera Nayarit.



For more information on the Hayward Rewards Program, talk to your Hayward sales representative or visit hayward.com/rewards.



*Excluding W3 SKU purchases made online.

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 **HAYWARD**
We Build Better.®