



*Simply Smarter.*



## IntelliPro<sup>®</sup> Variable Speed Pump

*Reduce your pool energy costs by up to 90%*



The most energy-efficient pump technology you can buy

# More than the sales leader, it's the technology pioneer

## The pump that launched an energy savings revolution

When we originally unveiled IntelliPro® variable speed technology, it quickly earned rave reviews from pool professionals, public utilities and pool owners alike. And no wonder, given its unprecedented combination of energy efficiency, long-term dependability and whisper-quiet operation.

Now comes the latest member of the IntelliPro family, the new IntelliPro Variable Speed Pump. It further refines the field-proven advancements that have led our pumps to outsell all other variable speed brands combined. The reasons are compelling:

- Estimated cost savings of up to \$1,500 each year.<sup>1</sup>
- 90% energy savings compared to traditional pumps.
- Near-silent operation—as low as 45 decibels.<sup>†</sup>
- 8 programmable speed settings and built-in timer deliver optimum speed and run times, for highest efficiency and lowest operating cost.

For cost savings, quiet relaxation and long service life, the IntelliPro Variable Speed Pump is the single most valuable investment you can make in your pool.

<sup>1</sup>Savings based on variable speed pump compared to a single-speed pump running 12 hours per day at an average of \$0.16 per kWh in a 20,000 gallon pool. Actual savings may vary based on local utility rates, pool size, pump run time, pump horsepower, pump rpm, plumbing size and length, pump model, service factor and other hydraulic factors.

<sup>†</sup>Compared to noise level of typical 1.5 hp single-speed pump.



# The leader never stands still.



IntelliPro brought variable speed technology to market, years ahead of every other manufacturer. We were first then—and we've continued to widen our lead ever since. Our latest pump retains these IntelliPro innovations:

- Hyper-efficient permanent magnet motor—the same technology found in hybrid automobiles.
- Motor speed adjusts to match your pool's requirements in real time.
- TEFC (Totally Enclosed Fan-Cooled) motor runs cooler, quieter and lasts longer.
- Built-in diagnostics safeguard the pump for greater durability.

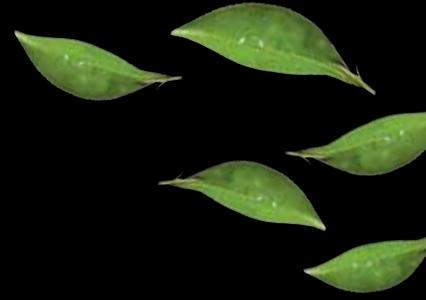
And IntelliPro pumps still lead the market today in all these ways:

- More total energy savings than any other pool pump family, ever.
- Integrated keypad—no need to purchase separately at additional cost.
- Over 5 years of proven in-field reliability.
- Exclusive software and digital controls make programming a breeze.
- Easy installation for inground pools and pool/spa combos of all sizes and types, aftermarket or new.
- Complete compatibility with IntelliTouch®, EasyTouch®, SunTouch® or other brands of digital pool/spa controls for managing pump, heating, lighting, spa jets, water features and more, from virtually any location.<sup>2</sup>



<sup>2</sup>To integrate IntelliPro with other manufacturers' controllers, an IntelliComm® or IntelliComm® II control must be purchased separately and installed properly. See owner's manual for details. IntelliPro functions can be controlled remotely through your PC or Mac®, iPad®, iPod touch® or iPhone® with the addition of a ScreenLogic® PC or Mac interface kit and free ScreenLogic software. iPad®, iPhone®, iPod touch® and Mac® are registered trademarks of Apple Inc.

# Quite possibly the biggest energy-saving move you can make.



The average single-speed pool pump can use as much energy as all your standard household appliances put together. But witness the difference when you replace it with an IntelliPro Variable Speed Pump. It uses up to 90% less energy than the typical single-speed pump, or even compared to “high efficiency” dual-speed pumps—energy savings that translate to found money for you.

Device	Refrigerator	Clothes Washer	Dishwasher	Single-Speed Pump	IntelliPro
Annual Energy Used <sup>3</sup> (kWh per year)	500 kWh	211 kWh	309 kWh	3,285 kWh	1,150 kWh
	Total Combined Energy Used kWh/year 1,020 kWh				Total Energy Saved vs. Single-Speed Pump 2,135 kWh/year

<sup>3</sup>Source: US Federal Trade Commission - [www.ftc.gov/energy](http://www.ftc.gov/energy)





**Save money the same way hybrid car owners do.**

Most pool pumps, even so-called “energy-efficient” models, still use the traditional technology of an induction-style motor. IntelliPro uses an advanced permanent magnet motor—the same technology found in today’s hybrid cars. Result: savings of up to 90%, compared to “high efficiency” single-speed and two-speed pumps.

# The value of quiet relaxation.

You can't put a price on peace and quiet. But you can put a number to it. IntelliPro pumps not only save you money, they also deliver measurably quieter performance. With their permanent magnet motors, totally enclosed fan cooled (TEFC) design, and low average operating speed, they're so whisper-quiet that you may not even know they're operating.

There's more to the story. IntelliPro pumps not only sound quieter, they virtually eliminate the unpleasant high-pitched noise found in other so-called “quiet” variable speed pumps. Result: a more relaxing pooltime experience for you.

**Compare the soothing sound of IntelliPro**

Decibels (dB)

	Lawnmower	90 dB
	Alarm clock	80 dB
	Vacuum cleaner	70 dB
	Single-speed pump*	67 dB
	Car traffic*	67 dB
	Dishwasher	60 dB
	Moderate rainfall	50 dB
	IntelliPro pump	45 dB
	Library	30 dB

\*1.5 hp pool pump. Pumps at distance of 3.28 feet; car traffic at 50 feet. Sources: American Speech-Language-Hearing Association, OSHA.

# Work smarter, not harder.



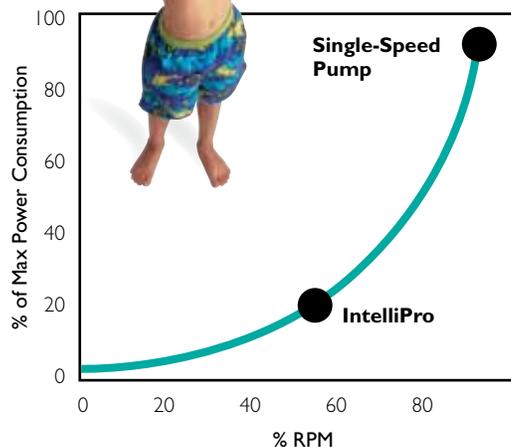
Traditional pool pumps operate at a fixed, non-adjustable speed. That speed is calibrated to meet the highest load the pump will ever face. Most of the time, loads are far lower. Yet the traditional pump still runs full blast, squandering energy and money.

IntelliPro takes a smarter approach. It allows custom programming of optimum pump speeds for specific tasks such as filtering, heating, cleaning and operating spa jets and waterfalls. For virtually all applications, that ideal speed is lower than the preset, unchangeable speeds of older pumps.

This slower speed offers other advantages, too. When water moves more slowly for longer periods, it helps reduce the occurrence of algae that forms more easily when water is pumped briskly and then allowed to rest for long intervals. Your filter works better because it has more time to sift out particles from the same amount of water, rather than pushing them through the filter media under needlessly high pressure. When water circulates for longer periods, automatic chemical dispensers and chlorinators work better too.



With its ability to adjust speed, IntelliPro takes full advantage of the scientifically proven Affinity Law: *Cut the pump speed by half, and you cut energy consumption by 87%. This graph shows just how dramatic your energy savings can be.*



# The savings can be enormous

There isn't a line on your electric bill that says "Pool Pump Energy Costs." So you may wonder: Just how much can an IntelliPro pump save you? Here are realistic estimates when comparing a traditional energy-efficient (EE), single-speed, 2-horsepower pump to an IntelliPro pump in a 20,000 gallon pool. Savings are calculated using 12 hours of operation, which represent common run times.

Energy cost per kilowatt hour (kWh)	Estimated IntelliPro savings per year <sup>1</sup>	Estimated IntelliFlo savings after 5 years <sup>1</sup>
\$0.16	up to \$1,500	up to \$7,500
\$0.20	up to \$1,800	up to \$9,000
\$0.30	up to \$2,700	up to \$13,500

## As your poolscape expands, IntelliPro will too.

With IntelliPro you can add equipment and features, or change them, without reducing pump performance and efficiency. Add a solar system or water feature, or change your filter. Just push a button to set the new optimum speed for the lowest energy use. Even as your pool system changes, your savings keep flowing.



Dancing Waters



Pool Cleaner



Waterfall



Spa

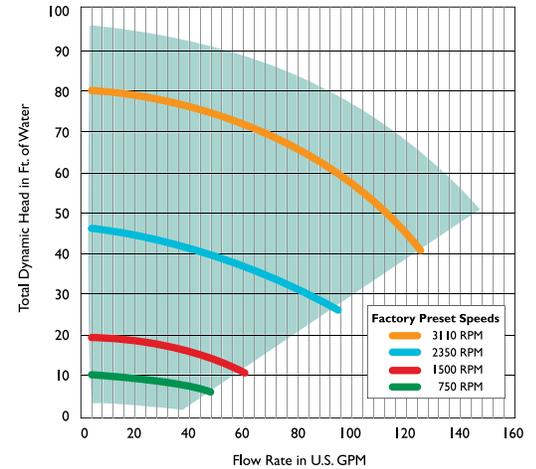
# IntelliPro® Variable Speed Pump

## An unmatched record of reliability.

No other variable speed pump maker can match the IntelliPro® pump's enviable track record of field-proven reliability. Here are just a few of the reasons why:

- Permanent magnet motor cuts down heat and vibration—the twin enemies of long pump life
- Totally Enclosed Fan-Cooled (TEFC) design keeps hostile weather away from vital components
- Built-in diagnostics watch over the pump to ensure long life

In dependability, performance and dramatic cost savings, IntelliPro technology has proven its worth in thousands of pools nationwide. See your Sta-Rite® pool professional today, and put its power to work for you.



NOTE: The chart above demonstrates performance rates at factory preset speeds of 750 RPM, 1500 RPM, 2350 RPM and 3110 RPM. However, flow rates can also be custom programmed between the ranges of 400 RPM and 3450 RPM as indicated by the blue tint.

## Other pumps simply don't compare.

### IntelliPro vs. single-speed pool pumps

Benefit	IntelliPro Variable Speed Pump	Single-Speed Pool Pumps
<b>Up to \$1,500</b> estimated cost savings each year <sup>1</sup>	<b>YES</b>	<b>NO</b>
Energy savings up to 90%	<b>YES</b>	<b>NO</b>
Longer pump life	<b>YES</b>	<b>NO</b>
Permanent magnet motor; as in hybrid cars, reduces noise and vibration	<b>YES</b>	<b>NO</b>
Improves filter and chlorinator performance	<b>YES</b>	<b>NO</b>
Helps reduce algae build-up	<b>YES</b>	<b>NO</b>
Lets you add pool features without reducing pump efficiency	<b>YES</b>	<b>NO</b>
Totally Enclosed Fan-Cooled (TEFC) design protects working parts	<b>YES</b>	<b>NO</b>
Built-in diagnostics protect the pump for longer service life	<b>YES</b>	<b>NO</b>
Integrated keypad—no need to purchase separately at additional cost	<b>YES</b>	<b>NO</b>
8 programmable speed settings and built-in timer assure optimum speed and run times for maximum efficiency and savings	<b>YES</b>	<b>NO</b>

### IntelliPro vs. other makers' variable speed pumps

Benefit	IntelliPro Variable Speed Pump	Other Variable Speed Pumps
Made by the pioneer in variable speed pool pumps	<b>YES</b>	<b>NO</b>
More total energy savings than any other pump family in history	<b>YES</b>	<b>NO</b>
Over 5 years of proven in-field reliability	<b>YES</b>	<b>NO</b>
Outsells all other variable speed pumps combined	<b>YES</b>	<b>NO</b>

## Available from:



**Simply Smarter.**

[www.staritepool.com](http://www.staritepool.com)

Phone: 800-831-7133

[pumps](#) / [filters](#) / [heaters](#) / [heat pumps](#) / [automation](#) / [lighting](#) / [cleaners](#) / [sanitizers](#) / [water features](#) / [maintenance products](#)