



**For Immediate Release**  
November 14, 2022

Andrew Rush  
518.441.2118  
[andrew@pcpublicaffairs.com](mailto:andrew@pcpublicaffairs.com)

## **Explosive Growth in Swimming Pool Market Fuels Need for Consumer Awareness** *Globally Renowned Test Lab Puts Pool Covers Through Tough ASTM Testing Protocols*

**Schenectady, N.Y.** – Innovative Test Solutions announced today that they recently completed testing on a number of industry-leading pool covers to ensure they continue to meet the growing demand in residential swimming pool installations.

As the country moves forward after COVID, Innovative Test Solutions is witnessing and increased interest from customers to test a variety of products directly related to the lingering effects of the pandemic – one of the most notable is pool covers.

During COVID [sales of new residential inground pools exploded](#) with a growth rate of 24% according to *the Wall Street Journal*, and even though growth has slowed some, the swimming pool market is still forecasted to grow by [\\$4.6 billion](#) over the next five years, with a year over year growth of 2.32%, according an analysis by Technavio. This growth not only fueled the need to do a fresh round of testing, but it highlights the need to ensure consumers, especially first-time pool owners, know what to look for when purchasing items like pool covers, and understand how they are tested to help keep people and children safe.

Pool covers are tested to standards developed by the American Society for Testing and Materials (ASTM) to determine whether the product can withstand winter conditions, but also keep children under five years of age from gaining access to the water when a pool is closed for the season with a properly installed pool cover. Covers that pass testing are allowed to display an ASTM label on the pool cover itself.

Kevin McEvoy, General Manager of Innovative Test Solutions said, “We are proud to work with leading pool cover manufacturers to independently verify that their pool coverings continue to meet the international standards designed to keep families safe. Our team used pools in neighborhoods close to our testing facility to perform a variety of tests that measure their performance to ASTM standards. Testing the pool covers in real world conditions not only validates the ASTM certification, but it also provides them useful data and insights that may lead to future innovations.”

ASTM standards include four main criteria based on weight, drainage, and seal integrity to prevent small objects from passing through.

- The pool cover must be able to hold at least 485 lbs., which is considered the combined weight of two average adults and one child.
- The cover must pass a perimeter deflection test to prove that any openings on the cover are too small to allow objects to pass through.
- The cover must pass a surface drainage test designed to prove that excess water will not collect on the cover’s surface.
- The cover must be properly labeled, so consumers can clearly understand information such as manufacturer warranties and ASTM standard warnings.

Testing photos [available here](#).

## **About ITS**

Innovative Test Solutions, Inc., is a full-service mechanical engineering and testing laboratory in Schenectady, N.Y. specializing in the mechanical behavior of structures and structural material with a particular emphasis in the areas of thermal barrier coatings (TBCs), vibration, fatigue, fracture mechanics, creep/rupture, and friction and wear. For more information, please visit <https://its-inc.com>.

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