



FOR IMMEDIATE RELEASE

## **New Pool Pod Technology Revolutionizes Pool Water Care for Homeowners and Professionals**

May 2025, Minnetonka, Minnesota, [frogproducts.com](http://frogproducts.com) Solving common pool water problems just got a whole lot easier, thanks to groundbreaking new Pool Pod Technology; it's the genius behind FROG® Pool Pods.

Each FROG Pool Pod™ is premeasured with a powerful, dry concentrated formula, so you never touch or come into contact with chemicals.

Pool Pods are made of water permeable fabric; the dry chemicals inside dissolve slowly into the pool water.

FROG Pool Pods Drop 'n Go™ into the skimmer basket, start to work immediately, and dispense within 24 hours. Discard the empty Pool Pod whenever the skimmer basket is emptied.

Four new, different products conquer the common, most frustrating pool water care issues: algae, cloudy water, and phosphates.

### **Why are FROG Pool Pods Revolutionary?**

They're dry, concentrated, premeasured and fit in the palm of your hand.

Compare that to bottles of liquid algaecide, phosphate removers and clarifiers that come in 1 or 2 quart bottles. Dosage directions in very small type give instructions to measure a certain amount per gallons of water.

Then you pour the algaecide into a bucket of water, mix and pour around the perimeter of the pool. Plus, you must repeat the dosage every 3-5 days. Splashing, spilling and staining are common.

This leaves you with a dirty bucket to rinse, empty bottles to discard, and partially filled bottles that leak, spill and stain.

## **New FROG Pool Pods: Simple Dosing Directions**

In contrast, FROG Pool Solutions have a large, easy-to-read chart on the back of a pouch. You use one, two or three Pool Pods, depending on pool size. And dose once a month, or once every 90 days. No math or measuring needed.

It's a simple "Drop 'n Go™" application - drop the Pool Pod in the skimmer basket and the job is done.

## **Smarter Pool Water Care Starts with [FROG Pool Pods](#)**

To make [solving pool water issues even clearer](#), the new FROG product names are definitive:

- FROG Algae Gone™ – cures algae outbreaks
- FROG 90-Day Algae Barrier™ – prevents algae, guaranteed for 90 days
- FROG 90-Day GoodBye Phos™ – reduces and eliminates phosphates, the food for algae
- FROG 90-Day GoodBye Cloudy™ – prevents cloudy water

## **Why Pool Owners Love It:**

- Premeasured—No measuring
- No Mess – No spills, leaks, or staining
- No Guess – Easy-to-follow instructions with big, bold usage charts
- Easy to use –easy directions, simply Drop 'n Go
- Space-Saving and Sustainable – FROG Pool Pods are three times lighter than bottles, and eliminate plastic waste

"FROG has been in the algaecide business for more than 22 years," Alex Granlund, senior product marketing manager for King Technology, makers of FROG products, states.

"We're always looking for new ways to make pool and spa water care easier. FROG Pool Pods offer something truly different and better.

"We launched FROG Pool Pods in January 2025," Granlund states, "and initial response has been incredible—once people see it, they love it."

## **FROG Pool Pods Win Awards**

Accolades began to roll in as soon as the new products were launched.

“Our Pool Pods have won awards for their pod technology,” Granlund states. “The Pool Pods fit in the palm of your hand, which is a unique and easy way to solve common pool water issues.”

FROG Pool Solutions have won awards from leading pool and spa trade publications, and highlighted them in their issues.

## **Service Professionals**

FROG Pool Pods are also made specifically [for pool service professionals](#). [FROG Algae Blocker 4Pro™](#) cures, and treats algae. At the International Pool Spa Patio Expo, FROG Algae Blocker 4Pro was awarded the 2024 Peoples & Experts Choice Winner in the Products for Service Professionals category.

## **Familiar Format, Fresh Innovation**

Pods are familiar to people; they already use them for laundry and dishwashing machines. FROG Pool Pods are similar technology that’s just as easy, effective and efficient.

Simply put, FROG’s new Pool Pod Technology is a game-changer that takes the hassle out of pool water care and makes pool water care easier.

FROG Products are made by King Technology, Inc., a leader in innovative pool, hot tub and swim spa water care solutions, for more than 45 years.

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