



FOR IMMEDIATE RELEASE

FROG® EverClean™ Brings Mineral Sanitizing to Every Pool on the Service Route

Paired with FROG® Algae Blocker 4Pro, the mineral sanitizer simplifies pool care

MINNETONKA, Minn. — [October 12, 2026] — King Technology, maker of FROG® water care products, has launched FROG® EverClean™, an EPA-registered mineral sanitizer designed for residential pool service. The prefilled cartridge drops into the pump basket and works continuously between service visits for up to six months. It allows pool owners to reduce chlorine use by up to 50%* without boosters, tools or plumbing.

EverClean uses proprietary FROG Sanitizing Minerals® to create Fresh Mineral Water®∞. As water circulates through the pump basket, the cartridge releases a controlled amount of silver, which helps kill bacteria when used with low levels of chlorine. Limestone in the cartridge absorbs acids and helps keep pH balanced. The result is cleaner, clearer, softer water that stays consistent from one visit to the next, so technicians no longer need to over-chlorinate to bridge the gap.

“Service pros tell us the hardest part of the job is what happens to the water after they leave,” said Rob Slattery, Senior Product Marketing Manager at King Technology. “EverClean keeps working after the truck pulls away. Homeowners see clearer water, technicians spend less time correcting it, and the whole route runs more efficiently.”

One product for every pool

EverClean is compatible with both chlorine and saltwater pools up to 30,000 gallons, and in saltwater pools it helps extend the life of the salt cell. A single size fits every pool on the route, so service companies can carry less inventory and simplify ordering.

The six-month cartridge also means fewer adjustments at each stop and faster service calls, which can add up to more pools serviced in a day. Lower chlorine demand reduces chemical costs, and EverClean is MAP-protected, giving service professionals a built-in profit window.

Two SKUs for the entire route

For complete coverage, EverClean pairs with FROG® Algae Blocker 4Pro®, a professional-grade algaecide that lasts 6 months and delivers 25% more stain inhibitors than standard algaecides. Together, the two products handle sanitizing and algae protection across a service pro’s entire book of business with just two SKUs. That means fewer trips to the distributor, less clutter on the truck, and more time for billable stops.

“Simplicity is a competitive advantage on a service route,” said Slattery. “With EverClean and Algae Blocker 4Pro, a pro can stock two products and know every pool is covered.”

FROG EverClean and FROG Algae Blocker 4Pro now available at distribution, email salesupport@kingtechnology.com for more information.

* Compared to the minimum EPA recommended chlorine level of 1.0 ppm for a stabilized swimming pool. Chlorine is still required.

∞ Cleaner, Clearer and Softer water for pools, hot tubs and swim spas.

**About King Technology, Inc.**

Founded in 1978 and headquartered in Minnetonka, Minnesota, King Technology® is a pioneer in water care innovation. The company develops patented pool, hot tub, and swim spa solutions designed to make water maintenance easier while helping consumers enjoy cleaner, clearer, and more comfortable water.

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