



The **sunrise**spas story

2019

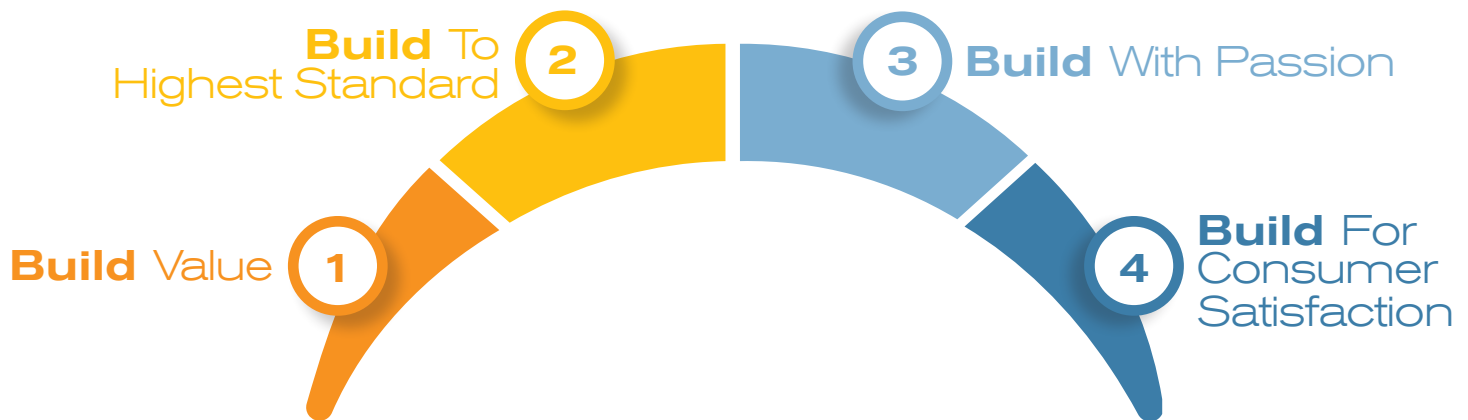
*This guide is intended exclusively for
Authorized Sunrise Spas Dealers.*

sunrise spas

A name fitting of its vision, Sunrise Spas was founded during a period when hot tubs were emerging from their infancy to a fully mature industry, growing at one point to well over 100 manufacturers.

Over the years, as more innovation and creativity drove consumer demand for the product, consolidation took place resulting in fewer manufacturers, but more stable, long term companies that would shape the industry in the next millennium. Today, a period now spanning 4 decades, Sunrise Spas is a hot tub manufacturer recognized as an industry leader, innovator and builder of one of the World's highest quality hot tubs.

Having worked both within the manufacturing and retail sectors of the market, the Sunrise founder had a very clear vision of what it would take to succeed. Beyond his Core Values for Fairness, Honesty and Integrity he would commit to the following:



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The early growth years were filled with start-up manufacturers playing follow the leader. Sunrise Spas started with understanding that to make a difference the product needed to be different; the designs needed to be more exciting, the seats more comfortable and features beyond ordinary. They realized and focused on three things:

1

DESIGN

Their product introduced an innovative new look in hot tubs; not just seats, but carefully crafted, barrier-free seats that were truly unique and comfortable.

2

EXCITEMENT

Be it integral steps and grab rails or a specialty lighting package, Sunrise Spas has always been at the forefront of consumer desired features and benefits.

3

QUALITY

At Sunrise, quality has always been a team mandate. They fully understand that the happy consumers mean happy dealers and therefore the foundation of long-standing, unbreakable relationships.

Sunrise Spas is predominately comprised of **3** different lines:



classic collection



classic collection:

This product line covers the spectrum of model sizes and designs each in a different version or series, entry level to more feature oriented. The Classic Collection incorporates a few Sunrise staple features such as steps to aid in the entry and exit of the hot tub, footwell jets, oversized filtration for ease of maintenance and comfort collars with above the water jets that are fantastic for neck and shoulder massage.



670



770



780



870



880



970



980



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	EZ SERIES	S SERIES		SR SERIES		SX SERIES
MODELS	670 770/780	670 770/780	870/880 970/980	670 770/780	870/880 970/980	870/880 970/980
VOLTAGE	115VAC	230VAC		230VAC		230VAC
GFCI CORD	Included	N/A		N/A		N/A
ELECTRONIC CONTROLS	VL240	TP600		TP600		TP600
PUMP #1	1.5HPR Dual Speed	4.5HPR Dual Speed	5.0SPL Dual Speed	4.5HPR Dual Speed	5.0SPL Dual Speed	5.0SPL Dual Speed
PUMP #2	N/A	N/A	5.0SPL One Speed	N/A	5.0SPL Dual Speed	5.0SPL Dual Speed
JET COUNT RANGE	18-26	18-61		18-61		49-61
SWIRL JETS	Two-Tone Plastic	Two-Tone Plastic		Two-Tone Plastic		Two-Tone Stainless
HEATING SYSTEM	1Kw Heater	4Kw Heater		4Kw Heater		4Kw Heater
FILTRATION SYSTEM	100 Sq. Ft.	100 Sq. Ft.		100 Sq. Ft.		100 Sq. Ft.
LED SAFETY LIGHT	Included	Included		Included		Included
LED LIT WATERFALL	Included	Included		Included		Included
LED INTERIOR LIGHTING	Included	Included		Included		Included
LED EXTERIOR LIGHTING	Included (N/A on 670)	Included (N/A on 670)		Included (N/A on 670)		Included
LED LIT DECK CONTROLS	N/A	N/A		N/A		Included
BLUETOOTH AUDIO	N/A	N/A		Included		Included
SPEAKERS	N/A	N/A		2 Speakers		2 Speaker (870/880) 4 Speaker (970/980)
WATER MANAGEMENT SYSTEM	Ozone Ready	Ozone Ready		Ozone Ready		AquaNova
OPTIONAL FEATURES						
INSTALLED OZONE	Available	Available		Available		N/A
WIFI MODULE	N/A	Available		Available		Available
CONSTRUCTION						
BASE	Capped Bottom Liner					
STRUCTURE	Galvanized Steel Frame					
CABINETRY	Polysteel Cabinetry					
INSULATION	GreenGuard Roxul					





Inspiration Collection:

Both the name and the designs were influenced by the auto industry where curvilinear – free flowing designs became so popular resulting in products that were high in both real and perceived value. Additional and different types of seating, specialized jetting and up-upgrades to the hot tub cabinetry were all things that made the Inspiration Collection an instant success. Like the Classic Collection the Inspiration Collection is offered in different feature levels that allow it to attract different buying level preferences.



S101



S102



S103



S104



S105



S106



Branded and sold to a select group in Canada, The Inspiration Collection is otherwise sold to dealers throughout the world.

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MODELS	S101, S102	S101, S102, S103, S104, S105, S106	S101, S102, S103, S104, S105, S106	S101, S102, S103, S104, S105, S106
SERIES	CONDO	L	LS	LSx
Voltage	115VAC	230VAC	230VAC	230VAC
Spa Pack	SR300AV	SRBP501X	SRB501X	SRBP501X
GFCI Cord	Yes	No	No	No
Pump 1	2 Speed	2 Speed	2 Speed	2 Speed
Pump 2	N/A	1 Speed (N/A on S101, S102)	2 Speed	2 Speed
Jet Count Range	30	30-60	39-60	39-60
LUXE Jets	Two-Tone Plastic	Two-Tone Stainless Steel	Two-Tone Stainless Steel	Two-Tone Stainless Steel
Keypad	VL240	TP600	TP600	SpaTouch
LED Main Light	Yes	Yes	Yes	Yes
LED Waterfall	Yes	Yes	Yes	Yes
LED Deck Controls	No	No	Yes	Yes
LED Lit Cupholders	No	No	No	Yes
LED Perimeter Lighting	Yes	Yes	Yes	Yes
LED Corner Lighting	Yes	Yes	Yes	Yes
Bluetooth Audio	No	No	Bluetooth Only	BBA2
Speakers	N/A	N/A	4	4
Air-X Seat	No	Yes	Yes	Yes
Water Management System	No	Ozone Ready	Ozone Ready	AquaNova
OPTIONAL FEATURES				
Acrylic Colour Upgrade	N/A	Available	Available	Available
Factory Installed Ozone	N/A	Available	Available	N/A
WiFi Systems Controller	N/A	Available	Available	Available



ultimate collection



ultimate collection:

The Ultimate Collection is exactly that; beyond its unique styling, the Ultimate Collection features touch screen electronics with optional Control My Spa WiFi, multiple pumps, higher jet counts, specialized internal and external LED lighting, Auto Clean Water Management, portable Bluetooth stereo and the revolutionary Click Change Cabinet colours. The Ultimate is truly the Pinnacle of Hot Tub Creativity and Innovation.



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FEATURES

- 72 Two-Tone Stainless Steel Jets
- Two-Tone Air Injector Controllers
- Zen Zone Water Cascade (Aqua Bubblers)
- LED Multi-Colour Safety Light & Deck Controls
- Selected Glo Light Jetting
- LED Exterior Ambiance Lighting with Deluxe Corners
- Bluetooth Portable Speaker
- Auto Clean Water Management System
- 5" x 3" Tapered Thermal Cover (Weathershield)
- Status Pro

EQUIPMENT

- User-Friendly, Balboa Touchscreen Controls
- Two 5.0SPL Dual Speed Jet Pumps
- One Power Saver Pump
- 4Kw Heating System
- 120 Sq. Ft. Filtration System

STRUCTURE

- Indestructible Molded Polymer Base
- Galvanized Steel Frame Support
- Molded Polymer Cabinet with "Click Change Colour"
- GreenGuard Rockwool Insulation

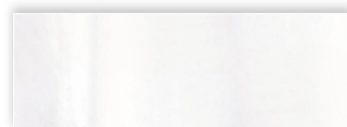
OPTIONAL FEATURES

- Control My Spa WiFi

U-1

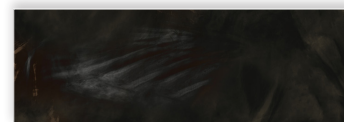
Seating: 5 adults with lounge
Dimensions: 92" x 92" x 39"
Water Capacity: 423 gallons, 1600 litres

STANDARD ACRYLIC COLOUR

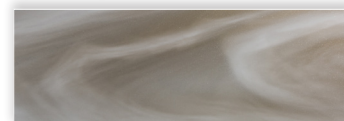


STERLING MARBLE

CUSTOM ACRYLIC COLOURS

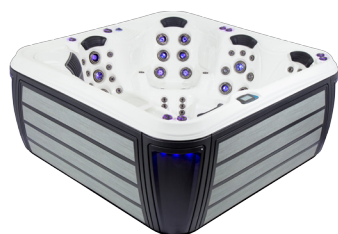


MIDNIGHT CANYON



WHISPERING WINDS

CLADDING COLOURS



DRIFTWOOD GREY



HAZELNUT BROWN



ELECTRIC BLUE



CHARCOAL BLACK



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COMPETITIVE ADVANTAGES

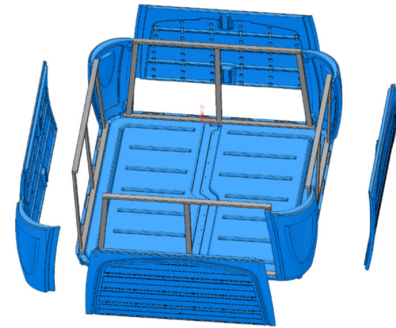
Consumer demand is a continuing process of understanding the wants and needs of the today's generation gaps. What might influence one may have little to do with the decision making analogies of the other. That is where Sunrise Spas is unique as there are certain elements that remain consistent throughout their product lines:

Today's consumers don't kick tires or look under the hood, they assume and expect quality. That is where Sunrise Spas excel as we use only the finest quality components and raw materials that when combined with Canada's reputation for craftsmanship results in a product that is **BUILT TO LAST**.

Classic & Inspiration Frame System



Ultimate Frame & Panel System

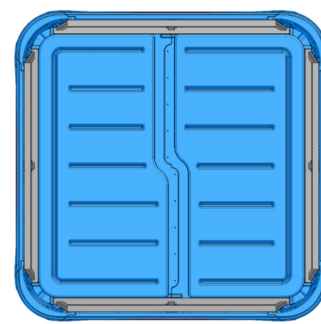


Of particular pride is the design of the Sunrise substructure. It is not a wooden frame that is subject to insect infestation or water absorption, the Sunrise frame is made heavy gauge steel with tolerances that result in a hot tub that is built to exact specifications. Sunrise was the first to exclusively use steel frames in the construction of their hot tubs.

Inspiration Bottom Tray



Ultimate Molded Base



Additional components of our frame, is molded support base, on select models, that both protects the foundation it sits on while at the same time isolating the spa from cold of the ground or the possibility damage from standing water.

**NOTE: Classic Collection base is built with a capped bottom liner.*



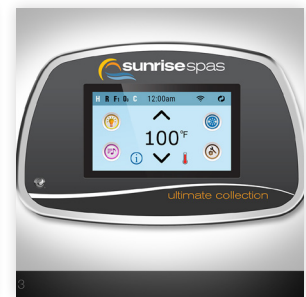
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Regardless the generation of the buyer, efficiency is always an important part of a buying decision. Every Sunrise spa is made to pass the rigors of the coldest of climates and further, meet title 20 standards (California Energy Approval) as required by industry standards. This is accomplished by use of a special Rockwool material that is specified by architects in commercial buildings throughout the World. In addition to its insulating value, it aids in noise reduction and is a fire-retardant material. Rockwool is a service friendly component of Sunrise Spas. If a service is needed on a Sunrise spa, the technician simply removes the Rockwool panel and then replaces it once the work is completed. No chipping away at urethane foam insulation, no mess left behind – just happy customers and service techs.

Over the years hot tub designs have evolved. Beyond the visual appeal of style lines that provide a richer, higher perceived value, things such as Zero Gravity Seating, multi-use entry steps and even jet recesses that aid in therapy performance have all become what is standard in a Sunrise hot tub.

Performance is critical as today's buyer is more product savvy than in the past. More than ever before, learning what the prospect wants is vital as they buy less on impulse. You must know your product specifications and how they compare to the competitor. The use of or the offering of advance technology components, be it a touch screen spa controller or a UV sanitation system are all things that you can find in a Sunrise spa.





*Sunrise has always been a leader and innovator so as new ideas become available at Sunrise it will be the **“New Normal”**.*

Hot tub ownership is special. Regardless if you are buying for health or therapy, a family retreat or just as a means to escape the stresses of the day, owning a hot tub is something to be excited about. At Sunrise we understand that and build our hot tubs incorporating as much excitement as possible.



Be it an integrated water management system, a sound system, a cascading waterfall, chromotherapy, our special jets that sweep away the tensions of your neck and shoulders you will find these things and more in a Sunrise Spa. And, whereas you may find some of these things in competitor's spas, at Sunrise we have more choices and more variety than any other competitor.

At Sunrise Spas we believe that the truest measure of our product value is in the number of repeat customers we have. Those that are passionate about hot tub ownership find value in the very things we stand for and we are confident they will come back to us for our superior Designs, our Exciting features and our superior Quality.





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