

FOR IMMEDIATE RELEASE



S.R.Smith Launches kēloXL 10” Class LED Pool Light

- *Ideal replacement option for older pools, designed to fit into older style niches with little to no modifications needed.*
- *No bonding or grounding required for faster, easier and safer installation.*
- *Low-profile design produces an optimal light distribution for all pool types.*

Canby, OR (3/1/22) — S.R.Smith, now part of the Fluidra family of brands, is proud to announce the release of the [kēlo@XL pool light](#). The kēloXL is the newest addition to the reputable kēlo® LED pool light family and is the first 10” 12VAC large-format niche LED pool light from S.R.Smith.

The kēloXL 10” LED light comes with a long list of features and benefits that make it stand out. Utilizing a unique polymeric construction, the kēloXL pool light requires no bonding or grounding, is corrosion-resistant, and offers a smooth, low-profile design. Built for durability and dependability, water-tight seals prevent leaking and the need for gasket replacements. The kēloXL is competitively priced and offered in various cord lengths and trim plate colors.

S.R.Smith offers both an RGB color model (38W) and white-only model (42W). The White-only model has a lumen count of 2,395, which is equivalent to a 300W incandescent light. Professional Trade and Lighting Marketing Manager, Stephanie Hartgraves explains, *“With over half of the existing pool base aged 20+ years, we wanted to give pool professionals a simple, reliable, and quality light solution for those pools that need updating. LED lighting continues to be among the highest requested pool upgrades simply because it is an easy upgrade that looks nice, is energy efficient, and lasts a long time.”*

The kēloXL pool light is also the newest addition to the list of eligible products in the S.R.Smith Pool Better™ Rewards program, where the company is rewarding the trade for their loyalty by giving away \$10,000 to a winner each quarter.

For more information about the new kēloXL pool light or the company's portfolio of residential and commercial pool equipment, visit www.srsmith.com or contact S.R.Smith at (800) 824-4387 or email customercare@srsmith.com.

About S.R.Smith

Since 1932, S.R.Smith has helped make the swimming pool experience better around the world for pool users, owners, and operators with products that encourage fun, increase functionality, and improve performance in ways that help pool owners and operators get more from their pool investment. In short, our customers trust our leadership and expertise to Pool Better™. S.R.Smith is part of the Fluidra family of brands and has manufacturing locations in Oregon, Arizona, and Tennessee. The company also has operations in Australia and a sales office in Burgundy, France. For more information, visit srsmith.com.

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