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# client case study.



**Client** Pool Protection Technologies

**Design Studio** General Populace

**Industry** Pool & Outdoor Living | Product Design | Sustainability

**Challenge** Reinvent algae control for the modern pool owner - cleaner, safer, and smarter.

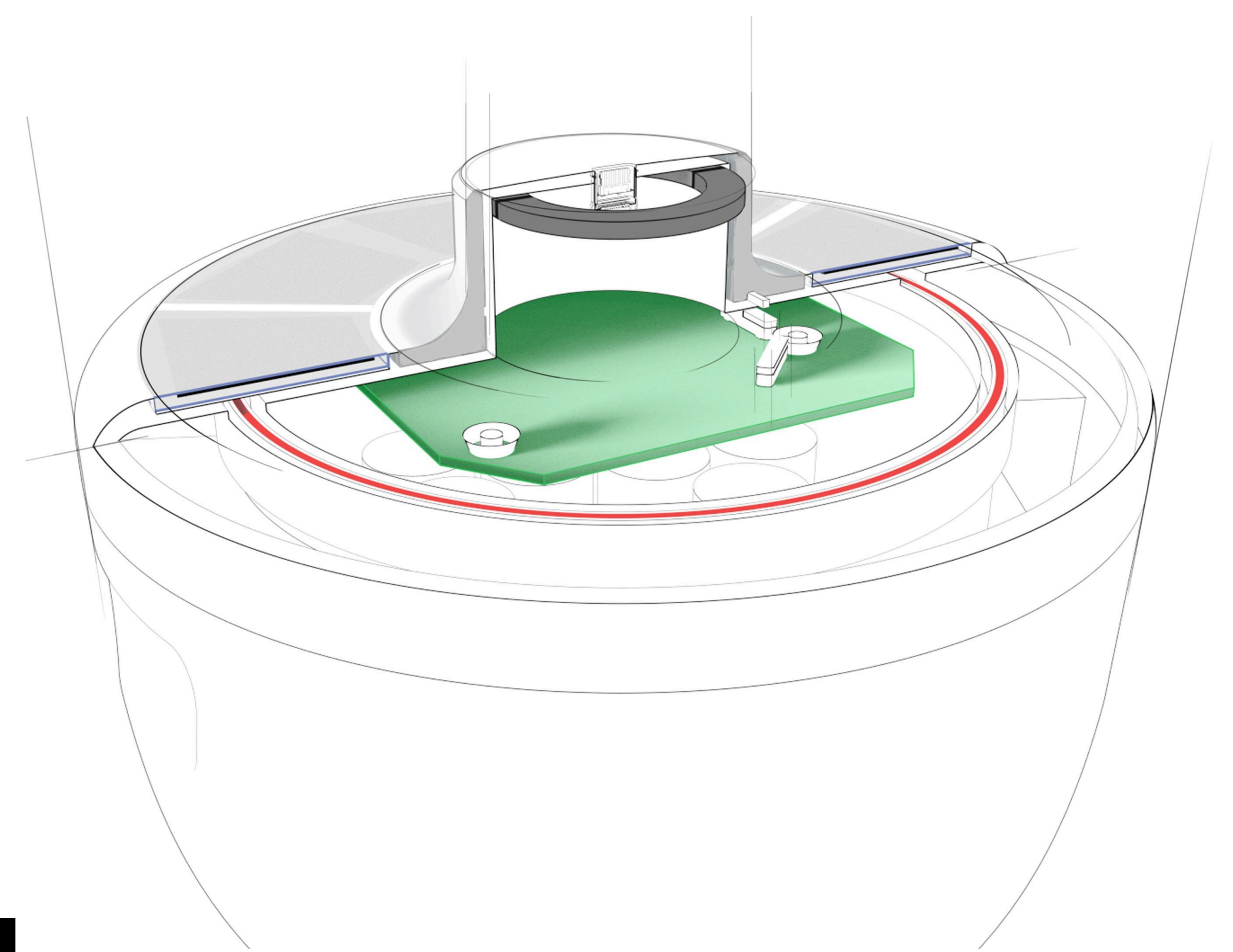
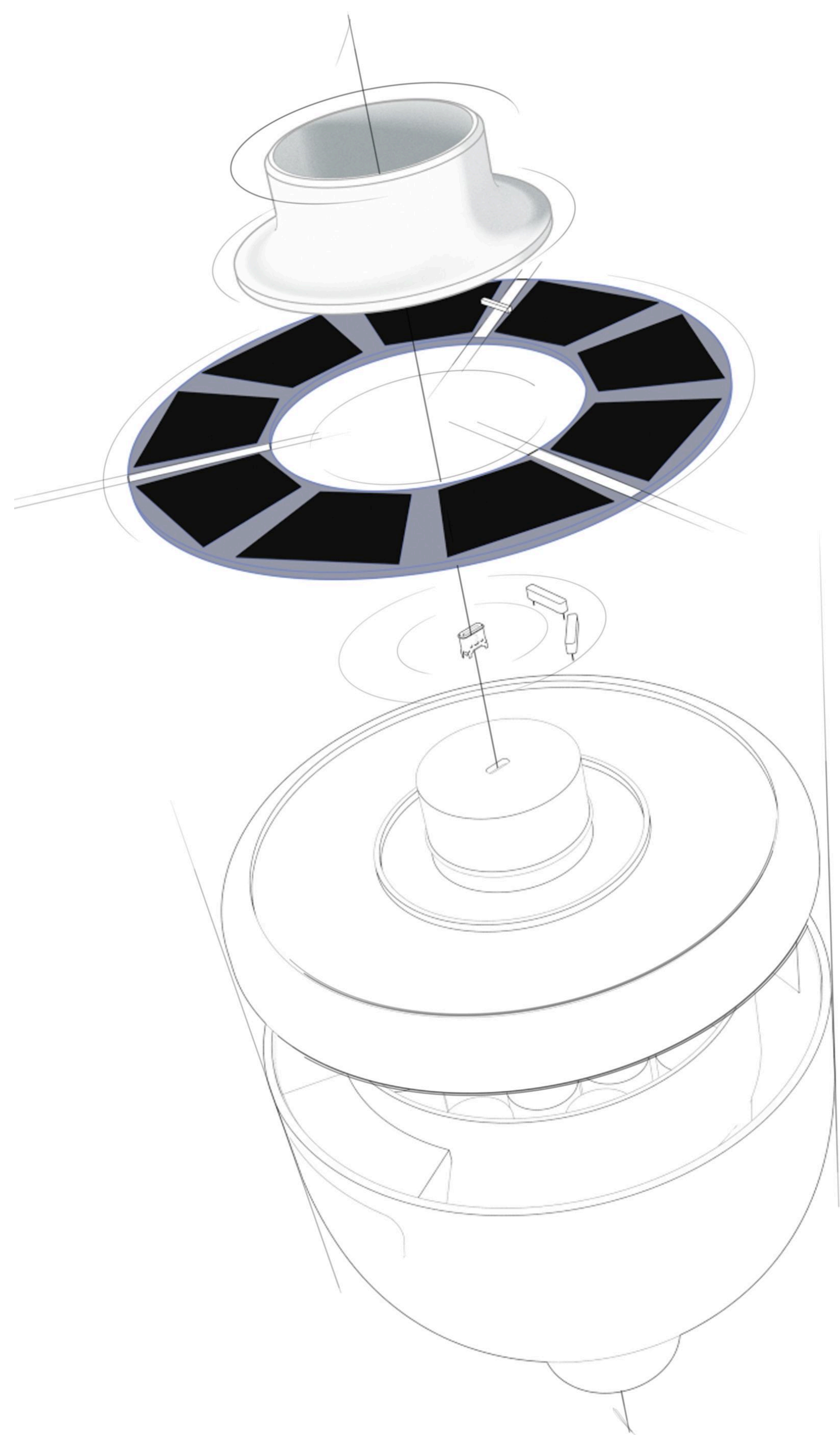


# the ask.

**Guy Gober and Garrett Stigall  
from Pool Protection Technologies  
approached general populace.® with a  
bold challenge:**

**“Design the future of pool protection.”  
No more harsh chemicals. No more  
clunky products.**

POOL PROTECTION  
TECHNOLOGIES



# the goal.

**A sleek, intuitive, and eco-conscious  
solution that would set a new industry  
standard.**





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# the solution.

**We immersed ourselves in user research, material testing, and concept development to create a game-changing product that's as beautiful as it is effective.**

## **Key Features:**

- **Eco-Friendly Algae Elimination – Minimizes chemical usage while maximizing water clarity and pool health.**
- **Tactile Rubber Control Knob – Engineered for ease and comfort, with satisfying user feedback.**
- **Expressive Lighting Cues – Built-in lighting communicates status intuitively, without the need for complex interfaces.**
- **Durable, Minimal Form Factor – Designed to withstand tough outdoor conditions while blending into modern backyard aesthetics.**





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# our thinking.

**We prioritized simplicity, user interaction, and environmental impact. Every detail—from the rubber knob texture to the rhythm of the lighting—was intentional. This wasn't just about function. It was about feeling. We wanted users to trust it, enjoy using it, and feel good about what it means for their health and the planet.**

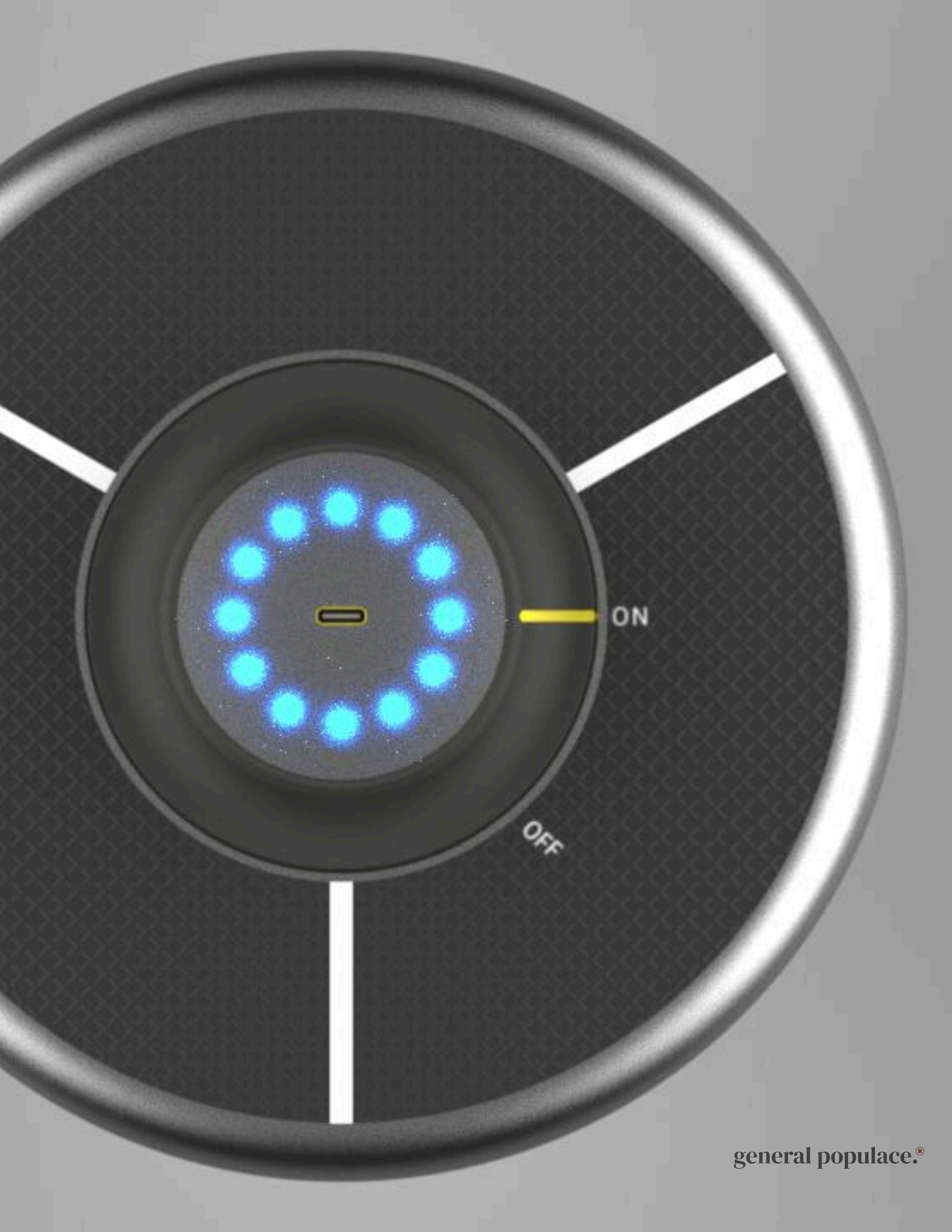
# the feedback.

**“general populace.® is a highly detail-oriented and customer-focused design studio that delivers exceptional value at a quality-for-price ratio that’s hard to beat”**

**- Guy Gober**  
**Pool Protection Technologies**  
**Co-Founder**

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# the outcome.

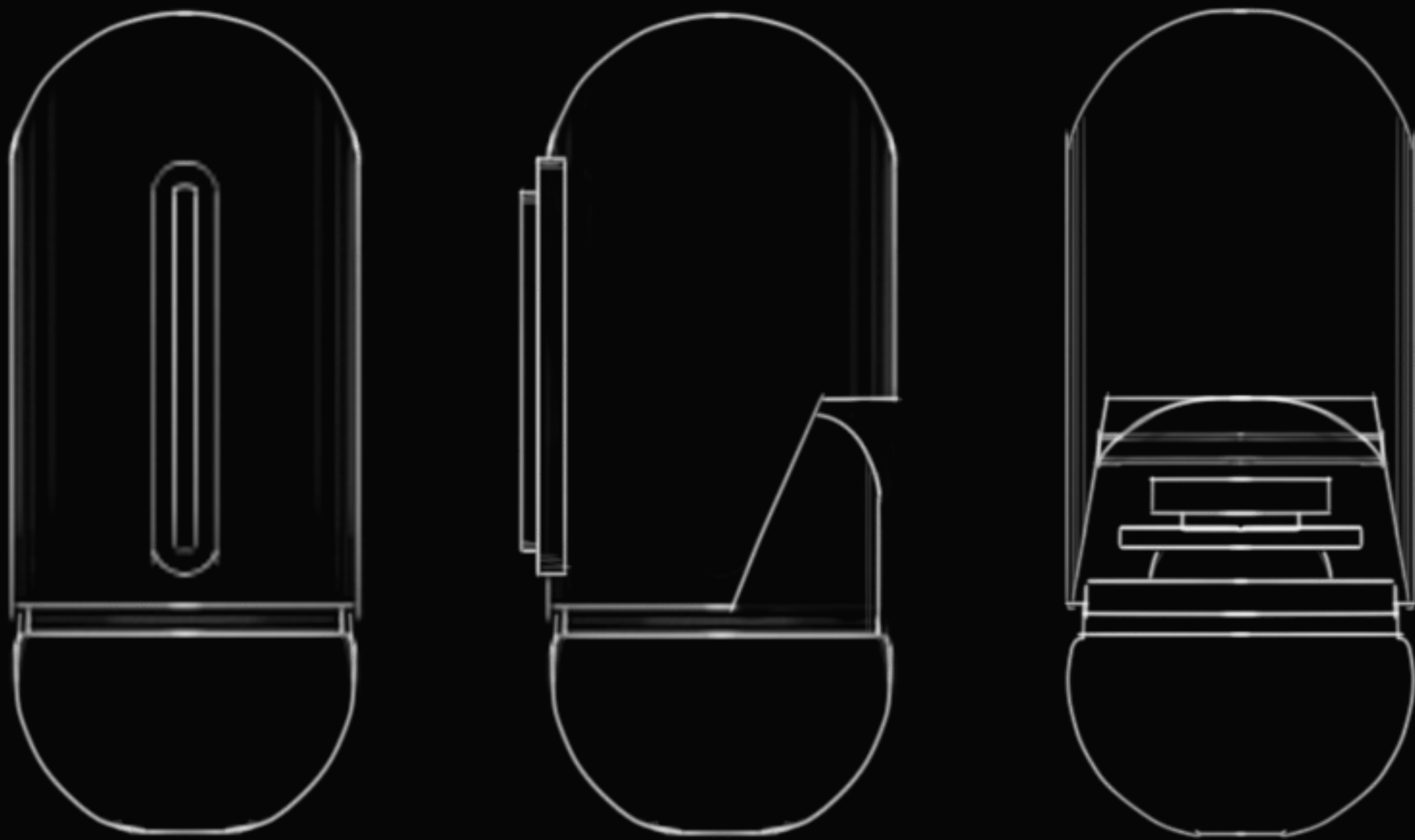
**The product will be making waves (literally) as a next-gen pool care solution—reducing chemical use, improving user experience, and setting a new visual benchmark for the industry.**

- ✓ **Cleaner water**
- ✓ **Lower costs**
- ✓ **Happier pool owners**
- ✓ **One less reason to dread pool maintenance**

# why it matters.

**This project is a perfect example of how industrial design can be a catalyst for better living. Cleaner pools. Smarter choices. Thoughtful design.**





**the best industrial  
designers for startups.**

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