

Saluspa Hot Tub Filter - Product Brief

Product Brief: Type VI Hot Tub Filter Cartridges

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Title

Premium Type VI Hot Tub Filter Cartridges for Inflatable Spas

Overview

This product brief outlines the specifications and desired features for a high-quality hot tub filter cartridge designed to meet the needs of various customer avatars, including eco-conscious homeowners, busy family managers, and health-conscious spa enthusiasts. The goal is to create a durable, efficient, and user-friendly filter that stands out in the market by offering superior filtration performance and value.

What the Product Should Have

1. Specifications

- **Length:** 13 5/16"
- **Diameter:** 5"
- **Top Hole:** 2 1/8"
- **Bottom Hole:** 2 1/8"
- **Filtration Area:** 25 Sq.ft
- **Compatible Models:** PRB25-IN, Unicel C-4326, Filbur FC-2375, and more

2. Filtration Technology

- Trilobal Filtration Fabric and Dirt-Locking Technology for efficient contaminant removal
- 50-Micron Fine Filtration to capture fine particles like hair, dust, and sand

3. Durability

- Constructed with 4 oz. thick polyester, reinforced ABS end caps, and a strengthened integrated core
- Designed for long-lasting performance and reduced maintenance costs

4. Maintenance

- Easy rinsing and reusable design
- Recommended replacement every 2 weeks for optimal performance

5. Water Clarity

- Ensures crystal-clear water and a pristine spa experience

6. Positive Attributes

- Perfect fit and easy installation
 - Good quality and durable
 - Better than OEM/original with consistent filtration flow rate
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What the Product Should NOT Have

1. Material Issues

- No melting in spa or plastic frame deformation
- Avoid color leaching and flimsy plastic housing

2. Performance Concerns

- Should not require frequent replacement or cause pump errors
- Must not produce white residue in water or clog faster than OEM

3. Quality Concerns

- Avoid generic aftermarket quality concerns
 - Should not shrink after first use or fall apart when rinsing
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Value Added Ideas and Desired Improvements

1. Enhanced Material Quality

- Use high-quality, heat-resistant, and BPA-free materials
- Ensure NSF/ANSI certification for safety and durability

2. Advanced Filtration Technology

- Implement a multi-layer filtration system with enhanced dirt-locking capabilities

3. Durability and Longevity

- Reinforce the plastic frame with stronger polymers and thicker filtration fabric

4. User-Friendly Design

- Design for easy installation and removal with a snug fit
- Develop washable and reusable filters that maintain performance

5. Cost-Effectiveness

- Offer competitive pricing and multi-pack options for better value

6. Aesthetic and Functional Improvements

- Use colorfast materials to prevent leaching and maintain aesthetic appeal

7. Comprehensive Customer Support

- Provide a satisfaction guarantee and responsive customer service

Customer Avatars

#	Avatar	Key Characteristics
1	Eco-Conscious Homeowner	Sustainable, reusable, certified products
2	Busy Family Manager	Easy maintenance, cost-effective, time-saving
3	Health-Conscious Spa Enthusiast	Clean water, high-quality filtration, wellness
4	DIY Pool Maintainer	User-friendly, detailed compatibility info

#	Avatar	Key Characteristics
5	Inflatable Spa Owner	Compatible solutions, clear water, easy install
6	Cost-Conscious Consumer	Affordable, long-lasting, good value
7	Outdoor Leisure Enthusiast	Water clarity, handles outdoor debris
8	Tech-Savvy Shopper	Detailed specs, advanced features, reviews
9	Seasonal Pool User	Easy storage, replacement guidance
10	Safety-Conscious Parent	Certified safe, clean environment for kids
11	First-Time Spa Owner	Clear guidance, compatibility help
12	Canadian Winter Hot Tub User	Year-round performance, fast Canadian shipping
13	Airbnb/Rental Property Host	Bulk options, consistent quality, reliability
14	Frustrated Aftermarket Buyer	Seeks OEM quality after cheap filter failures

Strategic Insights

Bestway OEM Advantage

Since Bestway is the **original equipment manufacturer**, emphasize: - “Genuine Bestway” / “Original Equipment” - “Same filter that comes with your spa” - Heat-tested quality (addresses the #1 competitor complaint)

Key Competitor Weakness: MELTING

Multiple competitors have reviews complaining about: - Plastic melting in hot water
- Frame deformation - Color leaching - Discoloration

This is the primary differentiation opportunity.

Canadian Market Considerations

- Emphasize year-round performance including winter use
- FBA fulfillment = fast Canadian shipping
- Price in CAD, consider multi-pack value bundles

Compatibility Reference

This Type VI filter is compatible with: - 90352E - Lay-Z-Spa (Vegas, Miami, Monaco, Coronado) - Intex - Coleman SaluSpa - Bestway SaluSpa

Next Steps

1. ☐ Use this brief to optimize existing Bestway listing title
 2. ☐ Create bullet points addressing competitor weaknesses
 3. ☐ Develop A+ Content highlighting OEM quality
 4. ☐ Build keyword strategy from DataDive keyword data
 5. ☐ Create image requirements based on customer avatars
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