

Keller resident comes clean about pool tool

By JUAN PARRA

Some ideas come from the unlikeliest of sources.

Keller resident Greg Blackwell was brushing his pool, hating every minute of it because it made his muscles ache and took too long.

When he envisioned a way to make his pool easier to clean, he thought of a car's spoiler. This spoiler, attached to the end of the brush pole, would enable the brush to 'hug' the wall and would reduce strain on the body.

There must have been a product in stores, but after scouring the market, he found nothing similar.

One trip to the Home Depot and some spare parts later, and a rough draft of the Wall Whale was born.

But it wouldn't hit the stores for a while, because Blackwell was still entrenched in his computer business. So it sat for a few years in his garage.

Last November, he turned to the Wall Whale as his full-time gig. He scanned a pool show with his wife to make sure one last time his idea wasn't already out in the marketplace.

It wasn't. So Blackwell formed GABco Products, Inc., and with the help of Project Design Services of Southlake, which manufactures the invention, the Wall Whale started shipping to stores March 1.

"The response has been great," he said. "I've sold about 2,500 since I've been shipping, which isn't too bad."

"The largest national pool store has picked it up. Some smaller independent store chains have picked it up. And I'm working with an Australian and a Brazilian distributor to hopefully pick it up."



Keller resident Greg Blackwell invented a pool-cleaning tool that resembles a car spoiler.

— photo by Juan Parra

The Wall Whale makes many claims. Cut cleaning time to an average of five minutes. Reduce the amount of chemicals in your pool. Use only one hand to brush the pool, with more than 10 times the normal brushing force.

Blackwell said his customers, especially service professionals, will unequivocally back his product.

"The people who have bought it love it," he said. "It just does a lot better job in a lot less time. I do mine in five minutes and that's without a hurry."

Keller resident Ron Martinez said it takes him seven minutes to sweep his 25,000 gallon pool, a task that once took 30-40 minutes.

"If you have a hard time believing his ad, just believe it," Martinez said. "Believe what he says in his ad because it's true. It was hard for me to believe, but it really is a cure-all."

For information on the Wall Whale, visit wallwhale.com.