

Dear Aquathin Dealer OnLine & Friends;



HAPPY NEW YEAR!

Aquathin turns "40 in 2020" to enjoy it's RUBY Anniversary and you could not have picked a better time to continue to enjoy the many benefits and newest benefits of being a member of the ever growing Aquathin Family as an Authorized Dealer, Customer Sales Representative and Technician. The Next Quarter Century Celebration Begins !

*This is the **39th > 40th** time I am privileged with the pleasure and responsibility to wish you Happy New Year...and all because of Aquathin's many "**DURABLE COMPETITIVE ADVANTAGES**" that have resulted in both yours and Aquathin's growing stellar domestic and international reputation and presence.*

*For 2019-20, the majority of economists and market leaders cited we are past the domestic and international economic challenges...and growth is indeed holding **domestically and internationally**. Aquathin's goal is **STAY THE COARSE AND PATIENT ADMINISTRATION WITH CONTINUED IMPROVED EFFICIENCIES THAT FURTHER ENHANCE AQUATHIN'S MANY DURABLE COMPETITIVE ADVANTAGES.***

REMINDER: 85% of all businesses (including within the industry water treatment manufacturers their distributors and their dealers) fail within the first five years. For many other companies that seem to enjoy growth beyond five years, some ultimately cannot pass the test of time because they do not **POSSESS DURABLE COMPETITIVE ADVANTAGES** that allows them to control change in their favour.

FACT: Authorized Aquathin Dealers know, experience and enjoy the security that comes with Aquathin's **DURABLE COMPETITIVE ADVANTAGES 24/7/365**. aaaaaaaaAAAAND additionally, Aquathin Dealers enjoy the security in knowing that as an Authorized Aquathin Dealer, **you don't compete against Aquathin and its many DURABLE COMPETITIVE ADVANTAGES.**

Aquathin continues its planned investments in certifications, validations, R&D, NEW WEBSITE. Going into 2019-20, Aquathin Corp. and every Authorized Aquathin Dealer possess more IAPMO PLATINUM Seal Certified Products than any other company for our RODI, RO, Softening, Filtration, Commercial & Industrial Systems...aaaaaaaaaaaaaaaaaaaaAND only Aquathin Corp. and its Dealers possess ISO9001:2000 & ISO9001:2008 & ISO9001:2015 Certifications, EPA Registered Manufacturer, CE Certification, E & E Star Awards, Emerald Award, Manufacturer of the Year.

INSTRUCT YOUR TEAM to PRINT the ISO9001:2015 Certificate AND the Emerald Award Certificate, AND the highly regarded & successful CUSTOMER QUOTE BANK FORM (and includes the IAPMO Seal, ISO 9000:2015, E Star . The link address is updated...

aquathin.com/quotebankform), when quoting to: HOSPITALS, RESTAURANTS, GOVERNMENT BUILDINGS, ARCHITECTS, BUILDERS, LABORATORIES & CLINICS, PURCHASING AGENTS, MANUFACTURING COMPANIES such as metal fabricators, car companies, ice companies, food & beverage producers, textile producers, HOTELS, COMMERCIAL LAUNDRIES, BUS & TAXI COMPANIES, MILITARY, SCHOOLS, CHURCHES. **YOU ARE THE ONLY WATER TREATMENT PROFESSIONAL POSSESSING ALL THESE HUGE TOOLS !!! NO ONE DOES IT BETTER THAN YOU !!! SAID CONVERSELY...FORGETTING THESE TOOLS OR TAKING SHORT CUTS RESULTS IN SOME OTHER COMPANY TAKING YOUR CUSTOMER AWAY.**

MORE TO FOLLOW ON THIS → 2019-20 MARKETING FOCUS: INTERLINKING DEALER WEBSITES-SEO // HARVESTING TESTIMONIALS // FAMILY HEALTH & WELLNESS

LETTERS OF DELIGHT >> <https://www.aquathin.com/about-aquathin-corporation#block-views-testimonials-block>

My friends, in view of water's continuous and growing global many issues which include scarcity, intense consumer awareness over increased pollution and related health issues, governments' lack of funds for rebuilding inferior infrastructures [when you look at the heightened awareness for **emerging contaminates including pharma (both human and animal), chromium 6, fluoride, arsenic, PFAS fire retardants, lead, and more to come...aaaaaaaaaaaaa**AND** municipal water plants increasingly unable to comply with existing regs let alone new forthcoming regulations, growing use of reclaimed waste water, failure of deep well waste water injection, fracking issues, lack of enforcement of laws against illegal environmental polluters, tolerance of legal environmental polluters, businesses that require water treatment that have not made capital investments resulting in pent up demand (and that is what diversified Aquathin Dealers are seeing)...Toss in the very solid **Green** movement, and Aquathin's many **DURABLE** **COMPETITIVE ADVANTAGES** ...**THE NEW 2019 - 20 AND BEYOND LOOKS VERY VERY NIIIIIIIIIIIIIIICE !****

Happy New Year !!! & Warmest regards to all,



FOR THE BEST TASTE IN LIFE
Celebrating 40 Years Pure Excellence
...into another Half Century re-inventing the
water industry !
Think Aquathin...AquathinK !
(visit the all new www.aquathin.com)

**** AN ISO9001:2000, ISO9001:2008, ISO9001:2015 QMS**
REGISTERED / CERTIFIED COMPANY - (IMS 0192, NQA
12635) **
& 2008 PRESIDENT'S E STAR AWARD RECIPIENT (visit
www.aquathin.com/estar2008.pps)

Alfie

Alfred J. Lipshultz
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P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject. Like us on 