

From: AQUATHIN SALES & MARKETING [mailto:salesandmarketing@aquathin.com]
Sent: Tuesday, November 11, 2008 3:02 PM
Subject: DEMAND FOR "HIGHER VALUE RESIDENTIAL RO" PROJECTED

Dear Aquathin Dealer OnLine;

I trust you will enjoy this article discussing a recent study and the continued bright and solid future specifically for Aquathin Dealers. The study reports faster growth of Consumer demand for "high value RO and distillation". The article reports 'why' but not completely. Clearly toy RO units don't deal with all the regulated and unregulated contaminants...and the associated level of sophistication of the toy RO dealer matches that product's inferiority. Your patented Aquathin RODI system and distillation are the only technologies available to deal with 'emerging contaminants'....AND Aquathin is superior to distillation (refer to Forum Q&A 5/29/07 FORUM Q & A: DISTILLATION VS. THE PATENTED AQUATHIN PROCESS) in removal efficiencies, system cost and system operational cost (i.e. 24v vs. 110v or 240v).

And as I reported earlier, a bright spot in this economy is the shagging out of inferior product RO dealers and their manufacturers. Aquathin Dealers advise weekly learning about the failing of local companies selling inferior products through those companies customers seeking "a better product from a long established company". And that too is another major reason that the Aquathin Website's hits have skyrocketed past 6 million this year.

Superior technology with superior Dealers providing superior Customer experience = Customer Advocates !

I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!

Let me know what you AquathinK !

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

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"Alfie"
Alfred J. Lipshultz, President

P.S. "Splash NewsBulletins", "Forum Q & A" , "Allergic Reaction" , Biz Bank, Tech Bank and Quote Bank... ARE ALL FREE services to all Authorized Aquathin Dealers and their clients to keep you abreast of technology updates and industry news.



Demand for clean homes will drive water, air systems sales

11/10/2008 4:51:20 PM

CLEVELAND — Concerns about the quality of water and air in the home will continue to drive an estimated 4.4 percent annual growth in consumer water purification and air cleaning systems through 2012, a new study from [The Freedonia Group, Inc.](#), says.

Aftermarket sales of replacement filters and membranes for these systems will grow at a slightly faster pace of 4.8 percent annually through the same period, the study says.

Growth of the water purification market largely depends on the quality or perceived quality of local tap water supplies, Freedonia says.

Conventional filtration accounted for 61 percent of sales value in the consumer water and air purification market, but Freedonia predicts that faster growth will be seen in what it calls "higher-value reverse osmosis and distillation systems," although those technologies are growing from a smaller market base.

Point-of-use (POU) water purification systems installed at single outlet accounted for the larger share of demand for water systems in 2007, the study found.

The market for water and air purification systems is expected to grow from \$1.2 billion in 2007 to \$1.5 billion in 2012, and the replacement filter and membrane market will grow from \$2.1 billion to \$2.7 billion in that period, the study predicts.

To learn how to obtain the full study, click [here](#).