
From: AQUATHIN SALES & MARKETING [mailto:salesandmarketing@aquathin.com]

Sent: Monday, June 08, 2009 11:36 AM

Subject: BOTTLED WATER WASTE ALTERNATIVES

Dear Aquathin Dealer OnLine, Splash NewsBulletin Members and Valued Members of Aquathin's Resource Team;

[bottledwaterwastealternatives](#)

Ref: [Bottled Water Waste Alternatives](#)

Over the past weeks, Aquathin Dealers and Aquathin Customers have emailed us the "chain email" PowerPoint presentation traveling the internet entitled "Water Disaster" depicting bottled water's massive waste of plastic bottles / plastic sachets, the massive oil and energy it consumes, green alternatives...all of which mirror Aquathin's Go Green Webpage and Go Green Poster.

I contacted the author of the PowerPoint who is a "green architect" (incidentally there are green architects around the world that have been specifying Aquathin for years), to learn more about their company and their purpose for creating this PowerPoint presentation. I introduced them to Aquathin's longstanding 30 year green position, before green was green (an inset pic you will see was taken for a brochure 30 years ago...it is my mother stomping plastic jugs in her trash) ...and asked permission to amend and use their PowerPoint in way they would be appreciative.

You know, bottled water has been Consumer Driven for thousands of years ever since garbage, human and animal waste from upstream villages were determined root cause of sickened downstream villages. Fast forward to today, and Consumers are keenly aware that "Legally Safe & Totally Safe Are Two Different Addresses" (ref: my article published 12/08 WC&P Journal) resulting in exponentially increasing bottled water consumption. Bottled water has a purpose and place...and certainly Aquathin provides purification systems for bottled water companies and purified water dispensing companies. However, the waste generated by bottled water beckons reduction via alternative thinking and practices.

I invite you to click the attachment above. After review, I respectfully urge you forward this email to everyone on your email list (Customers and personal) with the directive for them to forward to everyone on their email list, expressing an opinion that bottled water has a place, but there are cost effective affordable ways to reduce excessive wastes. Anyone and everyone who knows me and The Aquathin Culture, our request to forward this email is not gratuitous...Aquathin was established to enhance the quality of life, and enjoy the satisfaction of making a difference.

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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30 Years Pure Excellence

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(visit the all new www.aquathin.com)

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Alfie

Alfred J. Lipshultz
President & CEO

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