

Sent: Friday, May 24, 2002 12:38 PM
Subject: HOME AND OFFICE WATER TREATMENT GROOOOOOOWING !!!

Dear Aquathin Dealer OnLine;

TA DAH ! *Your will enjoy reading the article below about the future of our industry.
And these numbers are conservative to low !!!*

Have a great weekend and warmest regards to all,

FOR THE BEST TASTE IN LIFE
Think Aquathin..AquathinK !!
Celebrating our 22nd birthday in 2002 !!!
(visit the allnew <http://www.aquathin.com>)

"Alfie"
Alfred J. Lipshultz, President

P.S. "Splash NewsBulletins", "Forum Q & A", "Allergic Reaction", Tech Bank and Quote Bank... ARE ALL FREE services to all Authorized Aquathin Dealers and their clients.

Bottled Water - 5/23/2002 2:21:41 PM

Study: Use of in-home, office water systems will grow

NORWALK, CT — The market for consumer water treatment systems and products is currently estimated at \$1.5 billion, according to a soon-to-be-released study from Business Communications Co. Inc.

The report, [*Water Treatment Systems for Bottled Water, Ice Making and POU Markets*](#), says the water treatment equipment business is fairly mature and has grown substantially throughout the 1990s.

With nearly 10,000 of the systems being installed annually in convenience stores and supermarkets, the demand for water treatment systems tailored for on-site delivery has grown accordingly, said the report.

The combination of water-quality awareness, growing regulatory scrutiny, and extremely effective marketing by the bottled water industry, "will continue to drive this robust market" at an average annual growth rate of about 8.5 percent, to more than \$2.2 billion by 2006, the study said.

Becoming a standard component of new homes in many regions across the country, the wide variety of water treatment systems and products for residential use continues strong growth.

A \$963.8-million market in 2001, sales in the sector will see an average annual growth rate of 9.1 percent, bringing sales to nearly \$1.5 billion in 2006, according to the document.

Bottled water sales themselves continue as a significant consumer boom industry and water treatment systems for the sector will follow, albeit at a lesser rate because bottlers have relatively new systems already installed, the company said.