

Sent: Thursday, August 05, 2004 10:25 AM
To: BICKEL, EDWIN--A NATURAL CHOICE
Subject: Fw: ORTHODOX UNION TRIBUTE TO AQUATHIN'S SILVER ANNIVERSARY

Dear Aquathin Dealer Online:

[OU TRIBUTE TO AQUATHIN.JPG](#)

Please note the message and attachment below...that speaks for itself.

Hey, Edwin...thanks for the bandaid brother !

*Warmest regards to all,
Alfie*

----- Original Message -----

From: Edwin Bickel
To: ['AQUATHIN SALES & MARKETING'](#)
Sent: Thursday, August 05, 2004 8:57 AM
Subject: RE: ORTHODOX UNION TRIBUTE TO AQUATHIN'S SILVER ANNIVERSARY

Alfie,

Well Done!

I removed the scratch in the document and attached it to this email.

Be Well & Expect Success,

Edwin

-----Original Message-----

From: AQUATHIN SALES & MARKETING
[\[mailto:salesandmarketing@aquathin.com\]](mailto:salesandmarketing@aquathin.com)
Sent: Wednesday, August 04, 2004 11:11 AM
To: info@aquathin.com
Subject: ORTHODOX UNION TRIBUTE TO AQUATHIN'S SILVER ANNIVERSARY

Dear Aquathin Dealer OnLine;

It gives me outstanding and great pleasure to attach the Orthodox Union's "Union Symbol" Newsletter that includes a tribute to Aquathin and your 25th Anniversary Celebration !!

I respectfully recommend that you print out copies, laminate, and provide to each of your Salespersons to be included into their Customer presentations. (the scratch across the lower left of the photo is on all copies). You will find the tribute will be inserted into the Aquathin Master Catalogue and Website.

*The June 3, 2002 Forum Q & A deals with inquiries as to what the Kosher Certification means to our products and for our Customers, and why Aquathin chose to acquire this tremendous achievement. The text below in **blue** is taken from my reply to an Aquathin Dealer in Central America that is also Arab and devout Muslim.*

It is important to note that there are a number of certification entities that are not recognized as legitimate or respectable due to either their lack of testing, enforcement and other affiliations. Aquathin has achieved certification from The Orthodox Union, the most respected organization...and recently also received certification from Badatz which vies for the esteemed position as leading certification organization.

"Acquiring Kosher certification was my father's idea. We know that the Orthodox Jewish market is very small. But there are almost 2 billion people, like your family, that subscribes to the Biblical dietary laws, which is the root of Kosher. This is how we entered into the Saudi region.

Some people think that Kosher is a prayer or blessing, but it is much more than that. In fact I have a video on Kosher certification and would be pleased to bring it during my visit if you wish. Aquathin was visited by Rabbi's from Orthodox Union, who were also professional engineers and chemists. They inspected our manufacturing facilities and each raw component and how they are processed and assembled into the final products. They also recorded all of our test data. The process took many hours, expense and six months to achieve...which we did the first time. Many companies must make changes to comply. We did not! Orthodox Union Rabbi's have 2 surprise (unannounced) inspections at Aquathin per year.

Here's something very interesting. About 15 years ago, there were only 400 products (mostly foods) certified Kosher. Today there are over 20,000. **The public has come to identify Kosher with quality, integrity, purity and health. Your company, Aquathin, is the first and only manufacturer of water treatment equipment to have achieved Kosher certification to date.**

I respectfully recommend that you use the Kosher logo and marketing to full advantage with Muslims, Christians, Jews and all others interested in health.

And for those who do not know, educate them about this terrific benefit. Anyone can go to the internet and visit the Orthodox Union at www.ou.org to see who is certified."

We have given our written thanks to our friends at OU for their terrific article and tribute, on all our mutual behalf.

Warmest regards,

FOR THE BEST TASTE IN LIFE &

25 Years Pure Excellence

Think Aquathin...AquathinK !!

(visit the allnew www.aquathin.com)

"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.