

**Sent:** Thursday, July 29, 2004 3:39 PM  
**Subject:** THAT CRYSTALL BALL

*Dear Aquathin Dealer OnLine, Splash NewsBulletin and Allergic Reaction NewsBulletin Members;*

*As you all know, Aquathin is Celebrating its Silver 25th Anniversary. The article below from a highly regarded research / think tank, discusses exactly what "our crystal ball" told us back in March 1980 ! See my additional commentary within the article at [\(aj-07-29-04\)](#).*

*ITS GREAT TO HAVE HIT THE TARGET FROM SOOOOOOOOOO FAR AWAY !*

*I LOVE MY AQUATHIN !!*

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

**FOR THE BEST TASTE IN LIFE &**

**25 Years Pure Excellence**

*Think Aquathin...AquathinK !!*

*( visit the allnew [www.aquathin.com](http://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.***

---

Industry Outlook - 7/29/2004 2:40:56 PM

---

## Water treatment revenue to hit \$1 billion by 2010

PALO ALTO, CA — A study conducted by Frost & Sullivan shows that revenue from the US advanced water treatment market will reach \$1.16 billion by 2010, according to a news release.

The global consulting firm reported in its analysis that suppliers need to evaluate and understand the unique demands of each customer, demonstrate the efficiency of various methods and recommend the most

appropriate technology to meet specific needs. ***(aj-07-29-04) That paragraph could have been lifted directly from our Presentation and Aquathin U.***

"Once end-users choose a treatment technology, they need to identify a suitable supplier to provide the equipment from over thirty suppliers currently active," Frost & Sullivan Research Analyst Renee Chu said in the release. "Most of them supply specific applications to niche markets while some offer assorted products suitable for diverse customers."

***(aj-07-29-04) Two notes: \$1B divided by 30. I like that !! And, Aquathin serves both special applications niche and assorted products for diverse Customers.***

While smaller suppliers are unable to offer customized solutions, certain clients such as municipalities often lack financial resources for customized products. Mass-producing economically priced assembled systems is also difficult since customer specifications differ and a 'one size fits all' approach is often unacceptable, the company reported. ***(aj-07-29-04) And therein lies exactly why the Aquathin Master Catalogue has evolved into 208 pages with a 70 page Planner. We had the pulse of the future.***

Issues such as source water quality, applicable regulations and product water quality that often varies from one project to the next, further complicate the task of identifying a supplier, according to the report.

***(aj-07-29-04) No complications for Aquathin Dealers armed with the "friendly six".***

To overcome these challenges, manufacturers need to provide complete solutions instead of treatment equipment alone, which may include post-sales maintenance and technical support as part of the offering. This approach — which earns manufacturers customer loyalty and boosts their market position, while enhancing cost and performance efficiency — is mutually beneficial to both parties, the release stated. ***(aj-07-29-04) And here is exactly why Aquathin is a decade and more ahead of the industry.***

Acute global water scarcity, which compels the use of water from alternative sources and the reuse of wastewater, is constantly expanding the market for water treatment equipment. This is aided by growing public demand for pathogen-free drinking water and the new regulations requiring water treatment facilities to supply clean water coming into force, Frost & Sullivan reported. ***(aj-07-29-04) Aquathin has always provided pathogen free water...it was a mandate in our first Business Plan. Every other RO manufacturer states "may not be installed on microbiologically unsafe water".***