

**Sent:** Tuesday, January 17, 2006 3:38 PM

**Subject:** TWO SHINY SIGNS ON THE BRIGHT WATER TREATMENT INDUSTRY

*Dear Aquathin Dealer OnLine;*

**HERE ARE 4 HUNKS OF NEWS !** First, as we all know, the POU water treatment industry is growing worldwide...and the article below from Frost & Sullivan discusses the 3 main reasons for such growth; (1) supply vs. demand gap gives plenty of room for growth...(2) and this is driven by heightened Consumer education from a growing concern in health (where have you heard this before so many times!?) (3) Over 75% of homes do not have a water treatment system...and note in the article, Frost states that "all" (yes, ALL) homes will have water treatment systems by 2011 !

Number 4; below the Frost & Sullivan article you will see a new web page from the EPA providing publications "that recommend POU water treatment"....this is huge!... talk about your Consumer education. A gazillion years ago, as an industry pioneer, our industry was chronically butting heads with governmental water treatment officials (this was a major reason for Aquathin achieving EPA Registration). Their radical change of position has actually taken a very long time and is a result of pressure on the government to improve water quality...and that will cost almost \$1 trillion dollars (as reported earlier). POU is the most swift and cost effective measure to achieve legally safe ( recommended MCL) drinking water.

**"HOWEVER, IF YOU BELIEVE AS WE BELIEVE, THAT THERE IS NO ACCEPTABLE LEVEL FOR CONTAMINATES IN OUR DRINKING WATER, SEE US, YOUR LOCAL AUTHORIZED AQUATHIN DEALERS!"**

**I LOVE MY AQUATHIN !!! aaaaaaaaaaaaaaaaaaaaaaaaaaaaaaND I LOVE OUR FUTURE !!!!!!!!!!!!!!!!!!!!!!!**

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

**FOR THE BEST TASTE IN LIFE &**

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**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.**

# News Release

Tuesday 17 January 2006, 13:00 GMT

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## Cashing in on a US\$15 Billion Opportunity in the Global Residential Water Treatment Equipment Market

PALO ALTO, California, January 17 /PRNewswire/ -- Globally raising consumer awareness about quality of drinking water is propelling expansion in the residential water treatment equipment market. Consumers are looking for treatment units that offer comprehensive contaminant removal and satisfy in terms of price and aesthetics.

New analysis from Frost & Sullivan (<http://www.environment.frost.com>), Global Competitive Environment in the Residential Water Treatment Equipment Markets, reveals that revenues in this industry exceeded 15.0 billion in 2005. Billing from Asia alone accounted for 2/3rds of the share. Frost & Sullivan estimates that the size of the market will reach US\$41.53 billion by 2011.

"Out of 550 million urban households, globally penetration of water treatment equipment has been less than 22 percent," says Frost & Sullivan Program Manager & Senior Industry Analyst Sunitha Mysore Gopal. "There is a huge demand-supply gap, promising opportunities for everyone active in the residential water treatment equipment market."

If you are interested in a virtual brochure, which provides manufacturers, end users, and other industry participants an overview of the latest analysis of the Global Competitive Environment in the Residential Water Treatment Equipment Markets, then send an e-mail to Trisha Bradley, Corporate Communications, at [trisha.bradley@frost.com](mailto:trisha.bradley@frost.com) with your full name, company name, title, telephone number, fax number, and e-mail address. Upon receipt of the above information, an overview will be sent to you by e-mail.

Across the globe, every fourth house has a residential water treatment unit. It is estimated that every second household will have a unit by 2008 and every single household will have a water treatment unit by 2011.

To capitalize on these prospects, manufacturers, assemblers, distributors, and installers are developing strategies that make installation of water treatment equipment a regular household necessity. Apart from this, market participants are spending huge amounts of money in educating consumers about the efficacy of water treatment equipment over similar substitute goods such as bottled water, which are more familiar to the end users.

User education combined with aggressive marketing is likely to step up competition among existing market participants. Although this can boost the sales of equipment, the lack of radical advancement in technology is likely to make price the main differentiator in the residential water treatment equipment' markets.

Larger participants offering products that are manufactured in Asian countries at lower costs further intensify pricing pressures, making it difficult for the smaller participants to compete on price.

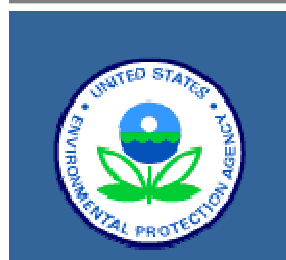
"As the end users are price sensitive, cost becomes an important factor in the purchase decision of water purification equipment," notes Ms Gopal. "Nonetheless, growing health consciousness and the need to raise the quality of drinking water are set to spur the development of water treatment products."

This research service includes current and future revenues generated by residential water treatment equipment globally. It is designed to give industry participants the opportunity to learn more about the underlying trends, which shapes the current and future trends in the Global Residential Water Treatment Equipment Markets and can quickly cash in on the opportunities. A total of more than 55 countries were profiled for this research. Major regions covered include North America, Asia, Europe, and Latin America.

Highlights include market overview, revenue information on sub segments of the market such as Point of Entry, Point of Use Counter Top, Point of Use Faucet Mount, Point of Use Under the sink, Point of Use Pitchers and After Market segments

Global Competitive Environment in the Residential Water Treatment Equipment Markets is part of the 9319-A4 subscription. The study provides detailed insights into recent developments and trends in the residential water treatment market. It also discusses the prevailing market drivers as well as industry challenges and gives an overview of the market revenues and shares. Executive summaries and analyst interviews are available to the press.

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit <http://www.frost.com>.



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## Drinking Water and Health: What you need to know

- [Printable version of this document](#) (996 K PDF FILE, 11 pgs) ([ALL ABOUT PDF FILES](#))
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EPA 816-K-99-001  
October 1999

The United States has one of the safest water supplies in the world. However, national statistics don't tell you specifically about the quality and safety of the water coming out of your tap. That's because drinking water quality varies from place to place, depending on the condition of the source water from which it is drawn and the treatment it receives.

Now you have a new way to find information about your drinking water, if it comes from a public water supplier. (EPA doesn't regulate private wells, but does have [recommendations for their owners](#).) Every community water supplier must provide an annual report (sometimes called a consumer confidence report) to its customers. The report provides information on your local drinking water quality, including the water's source, the contaminants found in the water, and how consumers can get involved in protecting drinking water. If you have been looking for

specific information about your drinking water, this annual report will provide you with the information you need to begin your investigation.

These annual reports will by necessity be short documents. You may want more information, or have more questions. One place you can go is to your water supplier, who is best equipped to answer questions about your specific water supply. This page will help you find other sources of information.

Download the first booklets in our "Water and Health Series": ([ALL ABOUT PDF FILES](#))

- [Bottled Water Basics](#) (1.4 M PDF FILE, 7 pgs)
- [Filtration Facts](#) (1.2 M PDF FILE, 7pgs)

[Tap Into Prevention: Drinking Water Information for Health Care Providers](#): This continuing education video explains potential health risks from exposure to microbial and chemical contaminants in drinking water and demonstrates actions health care providers can take in their practices. It's available in DVD and VHS formats.

For an overview of drinking water issues, read [Water on Tap: What You Need To Know](#). You may wish to consult EPA's [drinking water glossary](#) if you find unfamiliar terms in the following pages. For other assistance, please contact the [Safe Drinking Water Hotline](#) at 1-800-426-4791. [Safewater Home](#) | [About Our Office](#) | [Publications](#) | [Calendar](#) | [Links](#) | [Office of Water](#) | [En Español](#)

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