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**From:** AQUATHIN SALES & MARKETING [mailto:salesandmarketing@aquathin.com]  
**Sent:** Monday, November 13, 2006 1:55 PM  
**To:** Info@Aquathin.Com (info@aquathin.com)  
**Subject:** NORTH AMERICAN WATER TREATMENT INDUSTRY TO REACH \$1.1B...AND SOOOOOOON !

Dear Aquathin Dealer OnLine;

Enjoy the update below regarding your very, very, very bright future ! Omitted from the article is that the same rate of growth is occurring in Europe. Also omitted is that a major driving cause for the increased biz are the discussions and administering of "toilet to tap".

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.

**FOR THE BEST TASTE IN LIFE &  
27 Years Pure Excellence  
...and another Quarter Century re-inventing the water industry !  
Think Aquathin...AquathinK !  
( visit the allnew [www.aquathin.com](http://www.aquathin.com) )**

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"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.**

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**North American Commercial Water Treatment Equipments Market**

**NewsWireToday - /newswire/ - Palo Alto, CA, United States, 11/09/2006 - New analysis from Frost & Sullivan, North American Commercial Water Treatment**

***Equipment Market reveals that the market earned revenues of \$770.0 million in 2005, and estimates this to reach \$1.10 billion in 2012.***

*Depleting water resources and rising concerns about the quality of water is driving the North American markets for commercial water treatment equipment. The recent outbreak of water-borne diseases and prospects of bio terrorism are further accelerating this growth, especially with institutional end users such as factories and businesses providing safe water to employees.*

*New analysis from Frost & Sullivan, North American Commercial Water Treatment Equipment Market reveals that the market earned revenues of \$770.0 million in 2005, and estimates this to reach \$1.10 billion in 2012.*

*If you are interested in a virtual brochure, which provides manufacturers, end users, and other industry participants with an overview of the North American Commercial Water Treatment Equipment market, 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.*

*This momentum is largely due to end users' confidence about the efficiency and ease of maintenance of various water treatment technologies available in the market.*

*"While consumers' familiarity with well-known water treatment equipment such as water softeners and filters is triggering the sales of the products, innovations such as chemical-free ultra violet and ozone disinfection are creating new markets for manufacturers," says Frost & Sullivan Research Analyst Yamini Ugender.*

*Growth possibilities are further expanding since pollution of ground water in the region is forcing many market participants to explore newer technologies for providing clean water and treating contaminated water.*

*However, due to the availability of various technologies for treating high sediments, odor, and taste, end users are finding it increasingly difficult to choose an appropriate solution for their specific needs.*

*"If end users install equipment not suited for a specific application, the equipment is not likely to deliver the solutions expected," observes Ugender. "Educating consumers to make well-informed purchase decisions will increase their satisfaction with the product and help manufacturers augment sales."*

*To optimally leverage growth prospects across segments, market participants are carefully reviewing their core strategies. For instance, large manufacturers are intensely targeting broad segments, while regional companies are focusing on niche markets.*

*As the market continues to mature, economies of scale will become necessary in this price-sensitive market, calling for strategic consolidations. Manufacturers and distributors also need to closely monitor end users' needs as well as market trends, and*

*focus on innovation and cost restructuring to boost sales and profits.*

*North American Commercial Water Treatment Equipment Market, s part of the Environment and Building Technologies subscription. All research services included in subscriptions provide detailed market opportunities and industry trends that have been evaluated following extensive interviews with market participants. 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.*

**Agency / Source:** Frost & Sullivan

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