

Sent: Friday, April 16, 2010 7:19 PM

Subject: YOUR AQUATHIN PEARL OF WISDOM #44 -- EXTRA-ORDINARY TREATMENT / ACID NEUTRALIZATION

Dear Aquathin Dealer OnLine;

HAPPY 30TH "PEARL" BIRTHDAY !!!

Thank you for the tremendous comments of appreciation for the launch of our Pearl Anniversary celebration. The PEARLS OF WISDOM are to help you and your Team Training to commit to memory the major Aquathin "Hot Facts" to arm your Team with and to whip out these big guns in educating your Customers exactly what makes Aquathin and Aquathin Dealers the very best in the industry.

Often Customers will come to you with water problems that are not found in municipal water supplies. These are problems specifically associated with well water. Many competitors "choose" not to deal with these problems because they fear what they refer to as "tough waters"...but you know what...it's the same kinda water the city has to treat, so it can't be all that difficult, right!?

The next several PEARLS OF WISDOM deal with these issues...why? ...because they present lucrative opportunities...creates satisfied Customers...it's easy...aaaaand NO ONE DOES IT BETTER THAN YOU ! GOTTALUVIT !

*Little doses of Aquathin U. taken once per week, keeps a Dealer & Team **Healthy, Wealthy & Wise.***

**Here's your PEARL OF WISDOM #44 -- ACID
NEUTRALIZATION**

A Customer says, "my water causes green stains in my sink and we are constantly replacing the hot water heater." What do you do?

(A) Ask the Customer for an appointment to visit his home for a free water analysis.

(B) Ask the Customer to bring in a water sample to perform the Friendly Six .

(C) Calmly and confidently say, "we see that often in our area and can easily treat it for you with one of two choices."

(D) All of the above !

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**The answer is "   "! Here's how to Do the task.**

**You already know from Aquathin U. and The Water Bible that green stains often mean acid water, low pH...the acidity is dissolving / leaching copper from plumbing...recall a little high school chemistry when you flamed elements over a Bunsen Burner...sulfur was bright yellow...copper was green. The "pH" component of The Friendly Six is the test for acid / alkalinity. pH stands for "power of hydrogen" or "hydrogen potential" and is the number of hydrogen ions (H<sup>+</sup>) in water...the more H<sup>+</sup> = more acidic....it is a man made logarithmic scale from 1 to 14 with 7 being neutral....not good or bad, just neutral....below 7 is acidic and above 7 is alkaline or basic { strictly speaking, pH is the negative logarithm of the hydrogen ion concentration in moles per litre. for example, if the concentration of hydrogen ions is 10<sup>-7</sup> moles per litre, then the pH is 7.0 }. When the pH is below 6.8 we start to see corrosion...the lower the pH, the more aggressive the acidity....aaaaaand when you heat an acid like in a hot water heater, you intensify the acidity making it even more aggressive! And that is why hot water heaters are frequently replaced where the pH is low.**

**So the Water Bible says use the Aquathin Model ACF Calcite Filter when pH 6.8 to 5.6 . Calcite is good ol' calcium carbonate, the same ingredient in most heartburn tablets { note: there are several grades of calcite...Aquathin chooses a hardened ground de-dusted form to prevent milky appearing water }. It is the carbonate (CO<sub>3</sub>) that buffers or neutralizes the H<sup>+</sup>. If pH is 5.5 to 5.0 we can add a little magnesia oxide to the ACF, kinda the same stuff as Milk of Magnesia for stomachs, to obtain a quicker dissolve and neutralizing. When pH is extremely acidic in the range of 5.5 to 3.0, we use the RS35pH Chemical Injection system to inject liquid soda ash also known as sodium hydroxide NaOH because calcite cannot dissolve rapidly enough to neutralize these severe low pH levels { note Aquathin recommends the soda ash in liquid form because the powdered form is highly exothermic...meaning generates intense heat when mixing with water and can pop back onto and burn the person preparing the mixture. a liquid form will not, hence safety is in place }.**

**Its just that simple...and the installation is just as easy as installing a water softener. aaaaAND here's another good point ! you've performed the "Friendly Six" so there's another opportunity to include a Soft & Clean as an option along with an Aqualite for cooking and drinking, as detailed in this Quote Bank. SUPER CONGRATS TO ALL DEALERS USING THE EXCLUSIVE QUOTE BANK FORM & QUOTE BANK...YOU'RE CLOSING DEALS & CREATING CUSTOMERS !!! By professionally satisfying the original needs...the ones the other guys run from...you got the deal and quite often you get the options tooooooo.**

**MANAGERS: THIS IS ONE OF THE ABSOLUTE MOST IMPORTANT POINTS TO MOTIVATE-MOTIVATE-MOTIVATE YOUR SALES TEAM....NO ONE DOES IT BETTER THAN YOU !**

**Demonstrate JUST HOW GOOD YOU ARE ! Hammer this home to your Customers...cause they can't get it from the other guy. If they go with the other guy, you've done a disservice to your Customer, to yourself and to**

**your family. Remember to show your stuff! No One Does It Better Than You !**

**Be sure to review these dynamic bullets with your Sales Force and Tech Team Mates. An Educated Force is an Effective Force !**

**AQUATHIN IS **30 !** THE CELEBRATION OF OUR PEARL ANNIVERSARY BEGINS **NOW !****

**I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!**

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

**FOR THE BEST TASTE IN LIFE &**

**30 Years Pure Excellence**

**...into another Quarter Century re-inventing the water industry !**

**Think Aquathin...AquathinK !**

**( visit the all new [www.aquathin.com](http://www.aquathin.com) )**

**\*\* AN ISO9001:2000 QMS REGISTERED / CERTIFIED COMPANY - (IMS 0192) \*\***

**& 2008 PRESIDENT'S E STAR AWARD RECIPIENT ( visit [www.aquathin.com/estar2008.pps](http://www.aquathin.com/estar2008.pps) )**



Alfred J. Lipshultz  
President & CEO

**P.S. "Splash NewsBulletins", "Forum Q & A", 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.**