

Sent: Monday, February 22, 2010 7:04 PM

Subject: YOUR AQUATHIN PEARL OF WISDOM #39 -- EATING THE COMPETITION / COMMERCIAL RO

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.

NO ONE DOES IT BETTER THAN YOU ! ...and the next several weeks will be devoted to picking apart the so called would be competition. GOTTALUVIT !

***Here's your PEARL OF WISDOM #39 -- EATING THE COMPETITION --
COMMERCIAL RO***

Your Customer advises that they need large capacity i.e. 400 gpd or up to 12,000 gpd, purified water for his restaurant, or industrial process, or car wash, or to meet ASTM, CAP, AAMI or NCCLS Standards for lab or ultrapure cleansing purposes. The Customer also advises he is shopping and "of course, price is a consideration." What do you do?

(A) Calmly, confidently state, "lets do some water tests, we'll discuss flow and capacity, then provide you with an immediate quote from Exclusive Aquathin Quote Bank complete with features and benefits....and then allow me to tell you in detail WHY you do not want 'cheap' RO in your business."

1. "OK, based upon your water analysis and that you require 1000 gpd { note: this is an example....as there are over 1500 quotes available in Quote

Bank }, let's review the following Quote Bank { cut & pasted into the terrific highly professional Quote Bank Form at www.aquathin.com/PDF/AQF.PDF } , specific catalogue sheets, and letters of satisfaction for our review together."

A FREE SERVICE FROM AQUATHIN QUOTE BANK

SYSTEM : *The proposed AQUATHIN system and installation includes the following components, features and purpose.*

- 1. Model TGST-1.5 - This system features automatic twin 5" x 20" high impact resistant filter housing manifold onto a sturdy and durable powder coated steel frame. A dual gradient 75 micron to 25 micron spun polypropylene sediment filter is located in the first position. A dual gradient 50 micron to 5 micron spun polypropylene filter is located in the second position. This combination and type of media have exceptional dirt holding capacities and are oleophilic...meaning removes oil residues.**
- 2. Model SYNASC-25K AQUATHIN SYNCHROMATIC Water Softener - is to remove calcium, magnesium and iron from RO feed water. These ions lead to premature plaquing and hydrolysis of RO membranes, resulting in reduced production, increased conductivity, and membrane failure. This softener features a 300,000 grain capacity, twin resin tanks that regenerate with softened water on demand. Metered glass-filled styrene 9000 valve, microprocessor controlled for reduced salt usage. Can regenerate one tank while softening with the other. NO DOWN TIME DURING REGENERATION. Will not backwash ions into RO. Regeneration occurs when needed, no need to over regenerate, saves salt, no complicated failure-prone solenoids needed to put RO in standby, RO can operate on demand 24 hours a day. Eliminates the need for acid and antiscalant injection. Easier to operate and inexpensive to maintain.**
- 3. Model TGST-1.5 GAC/CBC Carbon Filter - is to dechlorinate RO feed water and to reduce organics. Must be used as a prefilter to protect RO membranes from hydrolysis. This system features automatic twin 5" x 20"**

high impact resistant filter housing manifold onto a sturdy and durable powder coated steel frame.

4. MODEL 1200+24K is a fully automatic High Flow Demand Thin Film Composite Reverse Osmosis Water Purification System with the following features.

A. Twin FDA Approved Thin Film Composite Reverse Osmosis elements producing 98+% rejection of salts and 99.9% rejection of disease-causing waterborne microorganisms at 150 psi. Total daily water capacity is 1200 gallons per day. The attached chart relates the superior efficiency of Reverse Osmosis over other filtration technology. Brine to product ratio is 2:1 by design.

B. Patented IQ-EMP Intelligent Selectronic Memory Panel fully automates the 1200+24K System and provides LED Self-Diagnostics for the following processes: System Power, Storage Tank Full, System On, System Off, System Flushing, Low Source Pressure. The 1200+24K's unique flushing feature periodically accelerates the flow of tap water over the membranes to purge any materials that could potentially plaque the membranes -- hence, prolonged efficiency and longevity. Should water pressure or flow drop below permissible levels, the 1200+24K automatically shuts off to protect the pump and electronics. Function automatically resumes when source pressure raises and built in safety Reset Button is depressed. Custom design solenoids and backflow prevention devices assure optimum system functions.

C. The 1200+24K plumbing fittings are FDA Approved and NSF Certified "Speed Fittings" for quick installation and service.

D. The 1200+24K mounting bracket is brushed anodized aluminum to resist rust and corrosion while providing a lifetime of support.

5. OPTION Model LDI - Quantity two sets. Once the water is prefiltered and passes the Reverse Osmosis membrane, four AQUATHIN nuclear grade FDA

Approved mixed bed Deionization Modules in series further reduces the RO permeate constituents, to the quality of water desired.

6. OPTION Model LAB 10.2 - AQUATHIN has accumulated numerous in-field test analyses from around the world proving the efficiency of our RO technology. However, due to the " absolute-ness" of this installation, with respect to rejection of disease-causing waterborne microorganisms, and in conjunction with U.S. Pharmacopeia requirements, we have elected to incorporate a 10 inch .2 micron cartridge to assure collection of any microorganisms in the unlikely event of membrane failure, followed by ultra violet light. Further, the .2 micron filter prevents any possible reverse migration of bacteria. It too, is contained in a clear see-view housing.

7. OPTION Model UV MP16A - Is an ultra violet light in stainless steel chamber capable of water flow up to 3 gallons per minute. The UV is volt regulated and is the final system failsafe.

8. Model RO-Tanks - Water is stored in twin NSF Approved RO-86 Reservoirs where total reserve capacity of 55 gallons per tank (110 total) is available. As water is consumed, the 1200+24K System begins to replenish the reservoir. Custom manifold downstream from the tank affords multiple dispensing sites.

9. 500 Gallon PE Tank and Controller - In the event storage of higher quantities of purified water is desired, the 500 gallon (other sizes available upon request) high density polyethylene tank with the 6 DTTC Controller is used instead of the RO-86 tank. However a RO-20 is required to sense volumetric pressure. The 6 DTTC level sensors may be mounted accordingly to optimize fill and recovery time as necessary. A . 2 micron anti vacuum breather is mounted to the top to prevent entrance of airborne microbes as purified water enters and exits the tank.

10. Model Stainless Steel Repressurizing Pump - Delivers water from the PE tank at consistent flow and pressure. A variety of capacities available upon request.

CERTIFICATION : AQUATHIN CORP. is an E.P.A. Registered Manufacturer and ISO9001:2000, ISO9001:2008 Certified, WQA Gold Seal Certified. All components are made of FDA Approved, and/or NSF Certified, UL, CE, CSA, TUV, BSI listed materials, and Made In USA.

WARRANTY : AQUATHIN warranties this system for a period of one year for parts and workmanship.

QUOTE BANK CONCLUDED

2. You continue "Mr. Smith, these systems are built from the same efficient design as our patented residential Aqualite...same flow path, electronics...just larger as if the system were under a magnifying glass...and that means they are easy to understand, install and service. They are built 'idiot proof' for guys like me { note: its OK to say this because you are not calling the Customer an idiot...and its making a very cogent and important point as you go on }, because they are designed from the factory to be robust and know what to do without your staff needing to undergo extensive time consuming training or to monitor."

3. "Other systems contain horns, buzzers, whistles, dials, gages and log books for your staff to watch 'and record' as often as twice daily. The purpose of the log book is for you to record various flow rates, pressures and water quality. The other companies use this AGAINST YOU because when it comes time to warranty any item, if that log book is missing one ounce of information, those poor owners learn there is no warranty."

4. "Other companies will give you what seems a lower cost because it is for the RO system only. Then when it fails, they advise that you needed additional equipment for pretreatment such as softening, filtration etc. You get frustrated, but you're already financially invested into it, and the cost for the added items often exceeds what we've provided in detail in our Quote Bank, based upon our due diligence of your requirements and source water."

5. ***"Other systems use cheap materials like steel frames that will corrode or omit essential components. In the end, you have a pump, a membrane and that's it. Aquathin will not provide striped down products that will ultimately cause you down time...and down time means no production for you. How much does that cost? { Pause here and get that value. You will be amazed at the lost revenue...often upwards of thousands of dollars per hour ! ...and that is used to hammer home why you are proud to get your price !! }."***

6. ***"Aquathin pays attention to quality and AESTHETICS. Our systems last longer, operate more efficiently, and LOOK GREAT. Let's go to your computer and click http://www.aquathin.com/com_lab.htm to see a slick Animated Manual of the Aquathin 1200+24K Installation and Maintenance."***

7. ***"Ask those companies to provide you with a dozen names of satisfied Customers owning their system more than 5 years. Take a look at these superior letters of satisfaction from our Customers and other honors."***

8. ***"If you'd like, we can work up a maintenance schedule for you and be on site to change prefilters, check for salt levels and give you a written report."***

9. ***"Oh, you're asking about lead time? Aquathin Corp. has a high sense of immediacy. This system is on the shelf. It is pretested and you'll receive a Performance Verification Report confirming efficiencies."***

10. ***You've just blown the Customer away with not only what you know about your own products, but the extent of what you know about others. AND HERE IS A TERRIFICALLY IMPORTANT POINT: ANY OTHER COMPANY WILL TAKE 2-3 WEEKS TO PROVIDE A QUOTATION VS. YOUR AQUATHIN QUOTE BANK IN 60 SECONDS ! ...THAT SENSE OF IMMEDIACY AND DETAIL SPEAKS VOLUMES AND REGISTERS SOUNDLY WITH YOUR CUSTOMER. The Customer is thinking, 'why on Earth would I buy from anyone else !?'***

(B) I like (A)

(C) I really really like (A)

(D) All of the above

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**The answer is " " !**

**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 !**

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**( 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) )**

*Alfie*

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.***