

Sent: Monday, January 25, 2010 11:08 AM

Subject: YOUR PEARL OF WISDOM #35 -- EATING THE COMPETITION / ordinary RO VS. EXTRAORDINARY AQUATHIN PATENTED RODI

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 #35 -- EATING THE COMPETITION -- ordinary RO vs EXTRAORDINARY AQUATHIN PATENTED RODI

OK, you're making a great presentation and begin discussing price. The Customer suddenly pulls out a brochure for a competitor's RO and says "but this one is cheaper". What do you do?

(A) Calmly, confidently state, "And allow me to tell you in detail why its cheaper...and WHY you do not want it in your house."

- 1. Let's read the disclaimer that the units may not be installed on microbiologically unsafe water. But would that not be a reason YOU would purchase a system? Your Platinum 90 / Aqualite / Pearl 30 / AquaKing / PSS90 / KT90 removes disease causing waterborne microorganisms. See these lab tests and our EPA Registration.***
- 2. They state their systems must be installed on water with less than 10 grains of hardness. Otherwise you need an expensive water softener just for the RO system. Your Platinum 90 / Aqualite / Pearl 30 / AquaKing / PSS90 / KT90 can be installed on hard water up to 25 grains due to our patented auto or manual flush.***

3. Their warranty is one year, but does not cover the RO membrane or it is prorated, yet that is the heart of the unit. When service is needed you must ship the system out of town { if from likes of Home Depot, Costco etc}. If you are looking at a GE unit, well all of GE water treatment systems are made in Taiwan, and that GE membrane has to be replaced every 6 months according to them. Your Platinum 90 / Aqualite / Pearl 30 / AquaKing / PSS90 / KT90 carries a Lifetime Warranty except for normal filter changes and abuse, 2 years on the electronics..unless of course you were eligible for the Exclusive Extended Lifetime Warranty. Normally the Carb12 Prefilter and Deionization Module are changed annually...and the HRO or XF-HRO membrane is changed 3-5 years. And as an Authorized Aquathin Dealer, we'll call you to schedule an appointment for service...you don't have to remember it.

4. Their cheap plastic compression fittings allow the tubing to blow out causing water damage.

5. Their clear tubing becomes brittle and cracks within a couple years causing water damage.

6. Their imported tubing from Asia and India is inferior due to inconsistent OD and ID (outside dimension / inside dimension) causing the tubing to burst under normal water pressure.

7. Their plastic tanks rupture and cause water damage. And remember...no warranty after a year. Aquathin tanks never rupture and have that Lifetime Warranty.

8. Their company lacks all the certifications earned by Aquathin. No one has the quality reputation of Aquathin.

9. Their product continues to allow contaminates to pass. See...no rating for nitrates, arsenic, chromium 6, bacteria...they already claim can't treat bacteria.

10. That company makes a statement about being 5 stages...as though the number makes it more effective or impressive. However, all those guys fall under the "Ordinary RO" category as I showed you in the Aquathin Report Card.

But hey, if you really want to count stages...YOUR Aquathin Patented Process is a 9 stage system consisting of:

Stages One and Two: The Aquathin Carb 12 Prefilter consists of high grade high capacity dedusted steam washed bituminous grade granular activated carbon for adsorption of organics, chlorine and chloramines with a 10 micron sediment and colloidal debris entrapment filter.

Stage Three: The Aquathin Reverse Osmosis Membrane with guaranteed minimal 97+% of removal of inorganics and 99.999+% removal of disease causing waterborne microorganisms.

Stages Four, Five, Six, Seven; The Aquathin Deionization Module internal chambers initiates with a stainless steel mesh containment screen locked in place followed by the Aquathin Proprietary Nuclear Grade Deionization Resin to extract whatever is not removed by the Aquathin Reverse Osmosis Membrane, locked in place with another stainless steel screen; followed by high grade high capacity dedusted steam washed bituminous grade granular activated carbon for taste; followed by a 5 micron felt pad to retain any GAC fines; followed by a .2 micron filter to prevent the slightest potential of reverse migration of microorganisms; all retained again and locked in place by a stainless steel screen. Remember we made these systems for labs first and then entered the residential marketplace.

Stages Eight and Nine; The Aquathin Carb 6 Post Tank Filter consists of high grade high capacity dedusted steam washed bituminous grade granular activated carbon and 1 micron post sediment filter.

And the Pearl 30...see 30 Stages !!!

Aquathin does not make an issue of stages...we make an issue of "free of salts, heavy metals, radionuclides, chemicals, nitrates, solvents, pesticides and disease causing waterborne microorganisms....and no other company will make those claims...cause they can't".

11. Ask that company to provide you with a dozen names of satisfied Customers owning their system more than 5 years.

12. Ask that company to have their representative present with me during a demonstration. They never show.

Lastly Mr. _____, there is hardly anything in this world that a man could not make a little worse or a little cheaper, and the people who consider price alone are that man's lawful prey. Its like this: we would rather explain price once than apologize for poor quality and service the rest of our life.

Aquathin made the decision 30 years ago, that we would never sacrifice poor quality for price...too much depends it. Would you prefer that your family drink from a system whose poor technology and cheap design allows them to continue to consume contaminates...or a product that provides the safest and most pure drinking and cooking water available...as I've shown you in all our test data, accomplishments, achievements, honors and awards. Your Aquathin totally outperforms all other systems."

(B) I like (A)

(C) I really 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 !**

**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) )**

*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.**