

**Sent:** Wednesday, February 10, 2010 10:35 AM

**Subject:** YOUR AQUATHIN PEARL OF WISDOM #37 -- EATING THE COMPETITION / POE GAC FILTRATION

*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 #37 -- EATING THE COMPETITION -- POINT OF ENTRY GAC FILTRATION***

***Aaaaaah, you're in the midst of another terrific presentation and the "Friendly Six" and the Rainbow Test Data Sheet have once again proven successful to open the door for discussing a variety of systems versus just 1...and this time it's total home removal of chlorine and organics from city water...that means MegaChar ! or AquaShield 3000 & 4000 Series ! The Customer tells you his neighbor purchased a system that "both filters and softens" all in one unit. What do you do?***

***(A) Calmly, confidently state, "And allow me to tell you in detail WHY you do not want that type of system in your house."***

***1. Those companies that put carbon in the same tank as softener resin are performing a disservice to the Customer because you cannot regenerate carbon in that type of setup as you would softener resin. Therefore when it comes time to rebed the exhausted carbon, you have to totally buy new softener resin as well because both are so mixed. They don't tell you that...and usually never come back to service that unit.***

**2. Most of those companies use only 1/4 to 1/2 cubic foot of carbon, and that's no where near enough bed depth to provide enough contact time based upon normal household peak flow rates of 8-15 gpm to remove chlorine, chloramine and organic chemicals. Those short filled units allow chemicals to pass into your home.**

**3. Most of those companies use cheap coconut shell carbon vs. coal based carbon. Coconut shell is dirty, contains heavy metals, phosphates, arsenic...because the coconut palms are grown in heavily polluted China, Malaysia, Indonesia. The trees take up soil and ground water pollution through natural phytoremediation process. The now polluted coconuts are burned down to basic carbon laden with the pollutants. As well, coconut shell carbon is more suited for separation of gasses...not for water treatment. If city water supplies need to remove chemicals, like Cincinnati treats for benzene, they use container loads of "coal based" granular activated carbon...not coconut shell.**

**4. A few of those companies use what's called "silver impregnated carbon" or "KDF" (looks like brass shavings which eventually totally dissolves away...by the way, who drank that?) both of which are a bacteriostat. The best way to describe what the silver and KDF does is that it prevents bacteria from multiplying in the media bed. So if the city happens to send you 50 "bugs", you don't get 51 out...just 50. But what you do get out is elevated amounts of nitrates (the GAC is processed with silver nitrate), silver or zinc and copper...all three are heavy metals. And the name of the game in water treatment is "take it out, don't put it in !" As well, our professional association, The National Water Quality Association (WQA) did a study on silver impregnated filters and bacteriostatic claims. The WQA found that granular activated carbon will not permit bacteria to grow if**

*properly maintained. The violent and turbulent backwashing features of our MegaChar dispel colloidal nutrients (as well as any bacteria) that bacteria could feed upon and cleanses the bed to prohibit growth.*

*5. Those companies use 'hard sell' tactics and charge a heckofalot more money for an inefficient product...literally upwards of \$6000 to \$8000. Quite often you can own a MegaChar AND Soft & Clean AND Aqualite for less than they are selling just an inferior carbon filter.*

*6. Our MegaChar contains a full 1.5 cubic feet of steam washed bituminous grade or acid washed lignite grade granular activated coal based carbon (depending on your pH)...dedust treated to be clean and highest efficiency, and matched to normal household flow rates...with a flint gravel bed to prevent channeling, so all the water gets filtered time.*

*7. Our MegarChar control valve is a "workhorse" capable of outdoor installations (where it does not freeze) and is not affected by humidity unlike other companies' electronic digital control valves which are tremendously affected by moisture.*

*8. Our MegaChar has no options that will cost you more money. It includes a bypass valve, chrome jacket to prevent formation of condensation.*

*9. Aaaaaaaaand ! Our MegaChar WITH our Soft and Clean Water Conditioner is less expensive than that other company's all in one inferior product. That makes changing the carbon bed the easiest and a Customer never has to buy softener resin just for maintaining the filter.*

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

*11. And only Aquathin provides you with the Exclusive Aquathin Extended Lifetime Warranty FREE, normally a \$249 charge, just because you are*

*purchasing both an Aqualite and MegaChar. Oh, you say you would like to include the Soft & Clean in the Warranty...of course !*

*12. AND AS A VERY SPECIAL PROMOTION..."total home antimicrobial protection" As an Authorized Aquathin Dealer, my company is providing FREE OF CHARGE, the unique and patented AquaShield Filter and housing, a \$150 retail value, with every MegaChar system. Let me show you some of the outstanding in-field test results and the list of microbes effectively treated by AquaShield. [ note: this incentive is a another superior closing tool expertly utilized by Aquathin Dealers to assist your Customer's positive decision making process.]*

*13. Oh...you say you feel the MegaChar is a bit more than you wanted to spend. Our Aquathin AquaShield 3000 and 4000 Series is a total home commercial size cartridge filter complete with sediment removal down to 5 micron, chlorine, chloramine and organic removal AND total home antimicrobial treatment ! Made of the same quality carbon, you'll replace the cartridges more frequently than the MegaChar bed.*

*14. 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. The Customer is thinking, 'why on Earth would I buy from anyone else !?'*

*(B) I like (A)*

*(C) I really really like (A)...cause it looks just like last week's Pearl of Wisdom #37 for the Soft & Clean. I see how I can be flexible in my presentations and the result is a super happy Customer installing 3 units instead of 1...and I earned a larger commission!!!*

*(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.**

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30 Years Pure Excellence**

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

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**& 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.**