

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.

Here's your PEARL OF WISDOM #6: The Patented Soft & Clean Water Conditioner

What are theeeeeeeeeeeee DYNAMITE FEATURES built into the Aquathin Soft & Clean Water Conditioners that TOTALLY SEPARATES THEM from the herd?

- (a) The Patented Aquathin Clip Cabinet provides a Versatile two tank system in an Aesthetic looking single footprint...and its far more Sturdy & Durable than the conventional blow molded garbage can style salt bins.*
- (b) Bacteria, mold and algae grow in the ordinary brine tanks from other companies...making the brine water look funky ! But the AquaShield Antimicrobial is "Molded" into your Aquathin Clip Cabinet...brine water remains Clear, Clean and Odor Free !*
- (c) And speaking about AquaShield, only an Aquathin Dealer can offer the AquaShield Total Home Filter for POE Protection "FREE WITH PURCHASE" AS A CUSTOMER INCENTIVE...that's a \$150 retail value. Then next year, and every year thereafter, the Aquathin Dealer is able to sell replacement AquaShields for the Customer's continued peace of mind...and a nice addition to your revenue stream !*
- (d) There ain't no options necessary...comes with Electromechanical 'Work Horse' Metered Valve that \$AVE\$ salt and water; Bypass Valve; Decorative Jacket that prevents resin tank condensation; High Capacity Chloramine and Chlorine Resilient Resin; Outstanding Warranty...and it's an Aquathin !!!*

(e) *All of the above*

The answer is "E" ! Everyone loves FEATURES & BENEFITS. 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)

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

& 2008 PRESIDENT'S E STAR AWARD RECIPIENT (visit 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.