

Sent: Friday, April 02, 2010 2:15 PM

Subject: YOUR AQUATHIN PEARL OF WISDOM #42 -- EXTRA-ORDINARY TREATMENT / SUPERCHLORINATION

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 #42 --
SUPERCHLORINATION**

A Customer calls in from your Yellow Pages advert...or, visits your booth at the home show...or, walks into your shop and says, "my water smells bad, its not very clear, stains the tub, toilet and laundry, and pipes are slimy."

What do you do?

(A) Make raspy noises on the phone and say, "sorry, you're breaking up...I can't hear you", quickly hanging up and hoping they don't call back.

(B) Advise the visitor at your booth or store, that "the person that takes care of that will be in the office February 30th".

(C) Calmly and confidently say, "we see that often in our area and can easily treat it for you, as our many longstanding satisfied Customers know."

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**The answer is " "!**

**Well it's not A or B, but that's the type of responses many other companies give.**

**Here's how to pro"C"eed. Ask the Customer "do you have a recent water test?" If they say no, advise them you'll want to have a bacteria test done and that you can do the "Friendly Six" in the shop. Contract with a local lab for bacteria testing only. Advise the Customer "the test will cost about \$75, and if you allow Aquathin to treat your water, we'll credit the lab test toward the purchase...would that be fair?" Now you've qualified the Customer because the Customer who is serious about getting help, will always agree.**

**You already know from Aquathin U. and The Water Bible that stains often mean iron and / or manganese...slime is bacteria...smell can be hydrogen sulfide's rotten egg odor, or dead and dying bacteria...not clear / turbid can be colloidal garbage. So the Water Bible says when all this junk is present,**

**SUPERCHLORINATE. You call up or email Aquathin and request a Quote Bank, and it goes like this:**

**~~~~~QUOTE BANK BEGINS HERE**

**BROUGHT TO YOU BY AQUATHIN QUOTE BANK — A FREE SERVICE TO AUTHORIZED AQUATHIN DEALERS. [paste the this into the Quote Bank Form: click [www.aquathin.com/PDF/AQF.PDF](http://www.aquathin.com/PDF/AQF.PDF)**

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**SYSTEM : The proposed AQUATHIN system and installation includes the following components, features and purpose. Chlorination via our model RS35CL will oxidize a natural occurring hydrogen sulfide gas and kill bacteria thus eliminating the recurring cause of this form of odor (as well as oxidize and precipitate iron, manganese, tannins, algae and most colloidal debris). Followed by the Aquathin Soft & Clean Water Conditioner to remove hardness and the Patented POU Aquathin Aqualite RODI to remove salts, heavy metals, nitrates, arsenic, chemicals, pesticides, radionuclides and disease causing waterborne microorganisms.**

**1. Model Aquathin RS35CL with RT120 [ scandoc attached ] - is an automatic chlorination chemical injection system with the capacity to precisely meter the correct amount of chlorine required to oxidize hydrogen sulfide odors, destroy bacteria and virus, precipitate iron-manganese and colloidal debris. The chlorinated water enters the RT120 contact tank where the oxidizing action occurs. Simply flushing of the precipitated material as needed.**

**2. Model BFF-3 Aquathin MEGA CHAR Carbon Filter / AG / Silica - is to dechlorinate, reduce organics and filter any unsettled matter to 10 micron. This system features automatic 5600 glass-filled Noryl backwash valve, 1.50 cuft/tank capacity with Red Flint Filter, 10 x 54 tank, down flow design with distributor and integral brass manifold 1" in and out. 6 Cycles of Backwashes & Rinses.**

**The RS35CL chemical dosing pump is wired directly into the well pump or pressure switch of the well bladder tank. Always advise voltage. In the event you are unable to wire to either of these locations, a flow switch is prescribed. Plumb a hose bib and valve immediately after the MegaChar so that you can attach a garden hose for easy refill of the RS35CL tank. To initiate; fill the RS35CL tank with 1 gallon of ordinary household bleach and 10 gallons of bottled water (never fill with untreated water as precipitation will occur in the chemical holding tank and cause blockage of the outlet). Test immediately downstream of the RT120 to achieve a 1.0 ppm chlorine residual. Note, you may need to raise the chemical pump dosing to 4-10 ppm chlorine or higher depending on the amount of iron, odor and bacteria which will be consumed on the contact tank. Once the 1 ppm residual is achieved, add 1 more gallon of bleach and fill remainder of tank from garden hose located after the MegaChar. Refills are 2 gallons bleach to 32 gallons treated water.**

**3. Model Aquathin ASC60K/F - is to remove calcium, magnesium and iron from source water. These ions lead to premature scaling, resulting in reduced flow, increased energy costs, increased detergent costs, dingy looking laundry...and early equipment replacement. This softener features a 60,000 grain capacity, heavy duty chrome jacketed resin tank that regenerate water on demand. Metered glass-filled styrene 5600 valve with flow rates of 12 gpm and 15 gpm peak, controlled for reduced salt usage, 10 x 54 tank, down flow design with distributor and integral bypass manifold 1" in and out. Will not backwash ions into boilers or washing machines. Regeneration occurs when needed, no need to over regenerate, saves salt, no complicated failure-prone solenoids needed to put boilers or washing machines in standby. Includes Patented Clip Cabinet Brine Tank with AquaShield to the brine water clear and clean, and Safety Float Assembly.**

**4. Model Aquathin Aqualite XF-RODI POU Water Purification System - is a fully automatic patented high flow demand thin film composite Reverse Osmosis Deionization water purification system with the following features:**

**A. FDA Approved Thin Film Composite R.O. elements producing 98+% rejection of salts and 99.9% rejection of disease-causing waterborne microorganisms at 100 psi. Total daily water capacity is 40+ gallons per day (65 gpd with PBA-G Booster Pump).**

**B. Patented IQ-EMP Intelligent Selectronic Memory Panel fully automates the AQUALITE 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 AQUALITE'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 AQUALITE automatically shuts off to protect the pump and electronics. Function automatically resumes when source pressure raises. Custom design solenoids and backflow prevention devices assure optimum system functions. Model AQL-XF is 24 volt.**

**C. The AQUALITE plumbing fittings are FDA Approved and NSF Certified "Speed Fittings" for quick installation and service.**

**D. The AQUALITE mounting bracket is brushed anodized aluminum to resist rust and corrosion while providing a lifetime of support.**

**CERTIFICATION : AQUATHIN CORP. is an E.P.A. Registered Manufacturer and ISO-9001:2000, ISO-9001:2008, Systems are WQA Gold Seal Certified for Quality and Efficiency. All components are made of FDA Approved, and/or NSF Certified, UL, CE, CSA, TUV, BSI Listed materials.**

**WARRANTY : Review catalogue sheets for AQUATHIN Exclusive Limited Lifetime Warranties and Extended Warranties.**

**~~~~~QUOTE BANK ENDS**

**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) )**

*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.**