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**Subject** FORUM Q & A UPDATE: THE POWER OF OU KOSHER CERTIFICATION

Dear Aquathin Dealer OnLine;

[Survey Powerpoint.ppt](#)

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*In September 2006, I sent you information from the OU (Orthodox Union) citing the growing recognition and esteem of the OU Certification (pasted at bottom for your convenience...also posted in Banks on [www.aquathin.com](http://www.aquathin.com) ). Please closely review the updated 3 attachments above with your Sales Team regarding the survey exposing The Power of OU Certification. Here is the exciting news: **Nearly 80% of All Kosher Sales are Outside of the "Traditional" Jewish Market!** And who is buying?...Muslim (2 billion population), Christian, General Consumers who understand Kosher equates to quality, integrity, purity, health, and those on dietary restrictions for allergies etc. Aquathin achieved OU Certification many years ago in our endeavor to further identify our quality and to enter the large Middle Eastern markets. Each of your Aquathin Patented RODI Systems proudly displays the OU Certification. aaaaaaaaaaaaaand also remember that your Commercial RO Systems, MegaChar, Soft & Clean are also Certified! **MAKE CERTAIN YOU SHOW THIS DYNAMIC BULLET TO YOUR CUSTOMERS...YOUR COMPETITORS CAN NOT !!!***

**I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!**

Let me know what you AquathinK !

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

**FOR THE BEST TASTE IN LIFE &  
28 Years Pure Excellence  
...and another Quarter Century re-inventing the water industry !  
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( visit the allnew [www.aquathin.com](http://www.aquathin.com) )**

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

"Alfie"  
Alfred J. Lipshultz, President

**P.S. "Splash NewsBulletins", "Forum Q & A", "Allergic Reaction", 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.**

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**To:** info@aquathin.com  
**Subject:** THE POWER OF OU KOSHER CERTIFICATION

## ***Survey Finds OU Clear Leader in Kosher Certification***

Amid the explosive growth of the U.S. kosher food industry in recent years, a new survey conducted by WAC Survey and Strategic Consulting has found the OU symbol of the Orthodox Union to be consumer's preferred kosher certification. OU was the best-known and most widely recognized kosher certification symbol by a wide margin among Jewish and non-Jewish respondents. "OU is the symbol most often on food purchased by respondents by a 3 to 1 margin."

All of us at the Orthodox Union are truly gratified by these reassuring results detailed in the attached press release, survey summary and more elaborate power point presentation, which strongly reaffirm OU's leadership role in all categories of the kosher certification arena. But this winning story could never be told without your OU certified company's vote of confidence in the OU's standards, service and symbol of trust and integrity which is affixed to over 500,000 products produced in one of your 6,000 OU certified plants in more than 80 countries world-wide.

Please spend a few minutes to fully digest the impact of this overwhelming vote of confidence in your OU certified products – "Consumers' overall opinion of OU certification is significantly higher than for all other certifications symbols."

Since the news of the survey has been released, several major OU certified companies have asked to discuss expansion of their OU certification for divisions not as yet certified, while others have requested that the results be forwarded to suppliers whom they would like to see become OU certified. A marketing vice president noted after seeing the power point presentation [attached]: "This is just what I need," and a marketing specialist noted, "This is what I always hoped to have for my kosher marketing approaches"

As we rejoice in our collective successes and accomplishments, we look forward to being of continued service to you and your OU certified company. Feel free to share our message with others in your company, as well as with others for whom the information will be beneficial.

Be in touch....we are here to serve all your kosher needs with the world's #1 kosher – OU!

Sincerely,

**Rabbi Eliyahu Safran**

**Vice President of Communications & Marketing**

**Orthodox Union**

**11 Broadway**

**New York, NY 10004**

**safrane@ou.org www.oukosher.org**

**Phone: 212-613-8237 Fax: 212-613-0775**

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**From:** AQUATHIN SALES & MARKETING [mailto:salesandmarketing@aquathin.com]  
**Sent:** Tuesday, September 12, 2006 11:39 AM  
**To:** Info@Aquathin.Com (info@aquathin.com)  
**Subject:** FW: FORUM Q & A UPDATE: KOSHER CERTIFICATION AN EQUAL TO GOOD HOUSEKEEPING SEAL OF APPROVAL

*Dear Aquathin Dealer Online;*

*On September 1, I sent you an update concerning the heightened awareness for the reputation of Kosher Certification...on par with Good Housekeeping's Seal of Approval. Please read and enjoy the commentary below dated 9/5 and further below dated 9/2 **in bold** from my longtime friend and Authorized Aquathin Dealer in Canada, Noel Douglas of Aquascience. Noel makes it a practice to point out Kosher Certification to confirm the sale...re-edify the Customer's positive decision...and acquire referrals...even to his largest commercial Customers !*

*I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!*

*Let me know what you AquathinK !*

*Warmest regards to all...as well, your comments are always welcome and very much appreciated.*

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***( visit the allnew [www.aquathin.com](http://www.aquathin.com) )***

*"Alfie"*

*Alfred J. Lipshultz, President*

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**From:** AquaScience Intl.  
**Sent:** Tuesday, September 05, 2006 8:20 PM  
**To:** [salesandmarketing@aquathin](mailto:salesandmarketing@aquathin)  
**Subject:** Re: FORUM Q & A UPDATE: KOSHER CERTIFICATION AN EQUAL TO GOOD HOUSEKEEPING SEAL OF APPROVAL

**Alfie; By all means please forward to as many as possible. I firmly believe that we are blessed to have such an organization that is the "Guardian," for millions of people around the world. The products sold that have the kosher label will undoubtedly increase the life expectancy of each and every one of us, that use them where ever possible. Your friend, Noel**

----- Original Message -----

**From:** AQUATHIN SALES & MARKETING  
**To:** 'AquaScience Intl.  
**Sent:** Tuesday, September 05, 2006 3:38 PM  
**Subject:** RE: FORUM Q & A UPDATE: KOSHER CERTIFICATION AN EQUAL TO GOOD HOUSEKEEPING SEAL OF APPROVAL

*Hi Noel;*

*Thank you for your email. With your permission, I would like to pass your comments on to all Aquathin Dealers later this week.*

*Awaiting your reply and warmest regards,*

*Alfie*

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**From:** AquaScience Intl.  
**Sent:** Saturday, September 02, 2006 9:51 AM  
**To:** [salesandmarketing@aquathin](mailto:salesandmarketing@aquathin)  
**Subject:** Re: FORUM Q & A UPDATE: KOSHER CERTIFICATION AN EQUAL TO GOOD HOUSEKEEPING SEAL OF APPROVAL

**Alfie: Hi, You won;t believe this, but I now supply several large farms with 35% Food Grade Hydrogen Peroxide with the Kosher label attached, and show them the extra quality built into this product the same as their Quality Water Purification from Aquathin. Your friend, Noel**

----- Original Message -----

**From:** [AQUATHIN SALES & MARKETING](mailto:AQUATHIN SALES & MARKETING)  
**To:** [Info@Aquathin.Com](mailto:Info@Aquathin.Com)  
**Sent:** Friday, September 01, 2006 3:30 PM  
**Subject:** FORUM Q & A UPDATE: KOSHER CERTIFICATION AN EQUAL TO GOOD HOUSEKEEPING SEAL OF APPROVAL

*Dear Aquathin Dealer OnLine;*

*If you are not taking advantage of pointing out your Kosher Certification...you are just plain missing out on a huge bullet in your bandoleer! The OU Kosher Mark is one of the most recognized and respected Brands for identifying Quality Integrity Purity and Health of a product...recognized by all walks of faith and nationalities. In the attached article you will read the heavy use of Kosher Marked products by Wal-Mart, Publix, Albertson's, Kroger, Safeway, and more. So, understand this... "you don't have to be Jewish to eat at Izzy's !"*

*Please print and review the attached article by Orthodox Union's Rabbi Safran (whom I know and work with) with each of your Sales and Tech Teammates. The first paragraph identifies FIVE MARKETS you should be calling on and making it key to point out your Kosher Certification....aaaaaaaaaaaaand be certain to include that your company is the only*

manufacturer of water purification systems that has achieved Kosher Certification. **The OU Kosher Symbol has come to be as universally recognized as the Good Housekeeping Seal of Approval...and today Kosher is perceived as chic!**

For your convenience, below I have pasted the first 'Forum Q & A: Kosher, What Is It and Why Did We Become Certified' .

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**From:** AQUATHIN SALES & MARKETING [mailto:salesandmarketing@aquathin.com]  
**Sent:** Monday, June 03, 2002 5:09 PM  
**To:** Info@Aquathin.Com  
**Subject:** FORUM Q & A; KOSHER, WHAT IS IT AND WHY DID WE BECOME CERTIFIED ?

Dear Aquathin Dealer OnLine, Splash NewsBulletin and Allergic Reaction NewsBulletin Members;

This Forum Q & A deals with inquiries as to what the Kosher Certification means to our products and for our customers, and why Aquathin chose to acquire this tremendous achievement. The text below is taken from my reply to an Aquathin Dealer in Central America that is also Arab and devout Muslim.

It is important to note that there are a number of certification entities that are not recognized as legitimate or respectable due to either their lack of testing, enforcement and other affiliations. Aquathin has achieved certification from The Orthodox Union, the most respected organization...and recently also received certification from Badatz which vies for the esteemed position as leading certification organization.

Warmest regards to all,

**FOR THE BEST TASTE IN LIFE  
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Celebrating our 22nd birthday in 2002 !!!  
(visit the allnew <http://www.aquathin.com>)**

"Alfie"

Alfred J. Lipshultz, President

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Acquiring Kosher certification was my father's idea. We know that the Orthodox Jewish market is very small. But there are almost 2 billion people, like your family, that subscribes to the Biblical dietary laws, which is the root of Kosher. This is how we entered into the Saudi region.

Some people think that Kosher is a prayer or blessing, but it is much more than that. In fact I have a video on Kosher certification and would be pleased to bring it during my visit if you wish. Aquathin was visited by Rabbi's from Orthodox Union, who were also professional engineers and chemists. They inspected our manufacturing facilities and each raw component and how they are processed and assembled into the final products. They also recorded all of our test data. The process took many hours, expense and six months to achieve...which we did the first time. Many companies must make changes to comply. We did not! Orthodox Union Rabbi's have 2 surprise (unannounced) inspections at Aquathin per year.

Here's something very interesting. About 15 years ago, there were only 400 products (mostly foods) certified Kosher. Today there are over 20,000. The public has come to identify Kosher with quality, integrity, purity and health. Your company, Aquathin, is the first and only manufacturer of water treatment equipment to have achieved Kosher certification to date.

I respectfully recommend that you use the Kosher logo and marketing to full advantage with Muslims, Christians, Jews and all others interested in health. And for those who do not know, educate them about this terrific benefit. Anyone can go to the internet and visit the Orthodox Union at [www.ou.org](http://www.ou.org) to see who is certified.