

Sent: Saturday, February 08, 2003 3:02 PM

Subject: FORUM Q & A: A REVIEW OF THE USE OF PROPER TEST EQUIPMENT

Dear Aquathin Dealer OnLine;

[PurifiedWaterDefinition.pdf](#)

[DCWT LIT.pdf](#)

I recently had a conversation with a couple of our newer Dealers concerning their questioning the possible use of non Authorized Aquathin Test tools in their presentations. The only time I really discuss the "reason" we choose to use the testing devices as given in the Planner as our standard protocol, is in Aquathin University. So I thought this would be a good review for all. Here are excerpts from my conversation with the newer Dealers:

" Regarding the use of \$15 Taiwan precipitators that operate for 15 -20 tests and then thrown away, and cheap TDS meters; I advised our new friends that please accept these comments in the spirit with which they are offered: that any new Dealer is not smart enough to make that type of decision...that it is up to us here at Aquathin Corp. USA to be sure you have the very best tools (and we do not make money on the test apparatus) in performance and appearance to make the best presentations and avoid losing expensive leads. The TDS "toys" do not have built in temperature compensation, can short out if wetted above the test line both causing mis readings....and in general do not last. Please recall the video we show at A.U. entitled "D.C. Is Not Me" which deals where salespeople in Washington D.C. are caught on camera (aired on night time TV news network) with inappropriate test devices and language. Aquathin makes an emphatic point that our Sales Team are educated professionals utilizing proper equipment which is a reflection of our promise of efficacy in the systems we produce. See attached.

Regarding various liquid or powder chemicals to demonstrate precipitation; LaMotte Precip 1 and Precip 2, or barium chloride...are both commonly used by Rainsoft and the like. The stuff works and mostly used for hardness presentations. Here's the main problem...the coagulators are highly poisonous (in fact the liquids are prohibited from air transportation). We would hate for a sales person's kid to get into the kit, or the sales person not fully getting rid of the stuff in a presentation and someone or pet get residue in their mouth from a glass used in the presentationplus it would make for seriously bad PR. And another issue; if we are in the purification business, we should not be pouring the stuff into all those kitchen drains receiving presentations, permitting entrance into our environment. The DCWT is the safe and more effective alternative.

A final thought on this; There are times when I am called upon (and pleased to as well) to assist a Dealer with a question from a residential or lab Customer concerning water tests, solutions and / or statements a sales person has provided. Understandably, I cannot assist a Dealer to defend himself against the \$15 precipitator or any non authorized Aquathin tools and / or language and / or practice. Added injury is when the Customer comes back to ask us here at the factory about the possibility of inappropriate / unethical actions of the Dealer, and we say "We are sorry but Aquathin Corp. USA does not support that...the Dealer has acted independently". The result is... all the time, money and effort of the Dealer is down the drain for the savings of a few dollars. We would never permit those rogue actions to take Aquathin down the ladder of credibility. Just way too much at stake for all concerned. Let the other manufacturers and their dealers experience that !

Aquathin Axiom #27: Always do right. This will gratify some people, and astonish the rest.

Aquathin Axiom #55: Play to stay. Invest time and labor in building something that's sure to last. Diamonds

Warmest regards to all,

FOR THE BEST TASTE IN LIFE

Think Aquathin..AquathinK !!

Celebrating our 23rd Birthday in 2003 !!!

(visit the allnew <http://www.aquathin.com>)

"Alfie"

Alfred J. Lipshultz, President

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