

Sent: Tuesday, December 06, 2011 5:38 PM

Subject: FORUM Q & A: WQA INITIATES CRITERIA FOR SALT-FREE SYSTEM TO BE CALLED A SOFTENER...aaaaaaaaaaaaaaaaaaaaaND NOT ONE COMPANY COMPLIES !!!

Dear Aquathin Dealer OnLine;

[GoldSealLogoPolicy_V5.pdf](#)

Aquathin has kept you informed on the alleged claims of the no salt softeners and anti scaling medias in previous Forum Q & A's. Companies marketing these devices are trying to take advantage in cities where traditional water softeners are banned or bending the "green" campaign.

Below this Forum Q & A, you will read the WQA's notice issued today stipulating that these devices must change their literature because ; **"To be classified as a softener, the unit must reduce hardness by more than 50 percent."**

NOTE: None of these devices are Gold Seal Certified or NSF Certified to effectively reduce hardness to the certified level.

As we've shown in earlier Forum Q & A's (refer to www.aquathin.com Banks) concerning such devices;

1. Hardness entering these devices equals hardness exiting these devices.
2. Not one of these companies will warrant their device to protect expensive boilers.
3. Not one of these companies advertise using their device to pretreat and protect commercial RO membranes.
4. Not one of these devices will guarantee reduced detergent usage (which would be "green"), cleaner clothes, enhanced appliance efficiencies.

Please review this Forum Q & A with your Team, print and insert into their educational presentation, for reference whenever asked about these devices by prospective 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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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.

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

From: goldseal@wqa.org [<mailto:goldseal@wqa.org>]
Sent: Tuesday, December 06, 2011 2:34 PM
To: alfie@aquathin.com
Subject: notice regarding scale prevention systems

Dear Valued Clients,

On Friday October 21, 2011 a revised version of the Gold Seal Logo Policy was made effective. Most relevant to you is that the criteria for a salt-free system to be called a softener have been clearly defined as the following; "To be classified as a softener, the unit must reduce hardness by more than 50 percent." Please see page 4 of the attached GSLP for reference. Increasingly consumers are becoming aware of salt-free technology. With this influx of new systems into the marketplace, WQA has received numerous inquiries both from consumers and regulators requesting the details of how such systems work and if they are indeed effective. Prior to providing a brief explanation of the technology itself, WQA shares with consumers that an overwhelming majority of technical sources define a softener as a unit that reduces hardness or calcium and magnesium. Not to be confused with a system that prevents scale from attaching itself to heated pipes and appliances. Finally, a description of hardness and scale is offered.

What this means for companies that manufacture and/or sell scale prevention systems or components to these systems which are WQA Gold Seal Certified is that the wording on marketing and manufacturing literature in addition to website copy will have to be changed to meet this revised definition of a softener. Acceptable terms going forward for systems that do not meet the criteria for a softener include either "scale prevention system" or a "salt-free conditioner." Water Quality Association is providing a six month grace period for implementing required changes. If you have any questions, please do not hesitate to ask.

Sincerely,

Angelique Kepshire, Quality Officer