

Sent: Thursday, October 06, 2005 4:31 PM

Subject: TECH BANK: FAIR & BALANCED COMPARISION -- MILLIPORE LAB

Dear Aquathin Dealer OnLine;

For many years, Aquathin Dealers have enjoyed the fruits of laboratory sales and installations....and those labs have enjoyed knocking off Millipore, one of the oldest providers of lab water treatment equipment whose system pricing is often 4 times the cost of similar sized Aquathin...maintenance prices are even higher! Other reported issues with Millipore are:

1. Very poor reputation for service and reliability. But the reason it is used often is that it was majoritively the first name in lab equipment along with Barnstead. Also, lab techs equate expensive with quality.
2. They do not do the Friendly Six. Hence if hardness is near 10 grains, the membrane is fouled. They will sometimes use the phosphate filter upstream to sequester calcium...but that is really only effective up to 15-20 grains.
3. Their DI post filter is a low quality resin, and the way they get around TDS creep is that the system has an internal pump to recirc through the DI filter...but obviously adds more cost.
4. Replacement costs for everything are excessive i.e. \$600 for a membrane the size of your Aquathin HRO !

The above 4 points are the main reasons Aquathin Dealers receive requests to bid against Millipore.

1. Demonstrate your 25 Years Pure Excellence with your Master Catalogue pointing out impressive installations at Smithsonian, Albert Einstein...and your own esteemed installations and letters of satisfaction.
2. Use the Rainbow Test Sheet and discuss their source parameters and necessary pretreatment.
3. Point out your superior and patented technologies prevent TDS creep.
4. Point out your equipment costs are down to Earth and Aquathin consumables will not require a 3 signed check! A common size requested is 200 ltr/d, and is your Aqualite TXF with T-PFP-XF-PBA, RO20 and twin LDI in series. Options include .2 micron post filter and UV.
5. Always call for a Quote Bank that spell out Features & Benefits.
6. Aquathin is the most cost efficient model(s) to achieve 1 meg to 18.2 meg UPW (Ultra Pure Water) in any volume needed.

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

FOR THE BEST TASTE IN LIFE &

25 Years Pure Excellence

Think Aquathin...AquathinK !!

(visit the allnew www.aquathin.com)

"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.