

Sent: Monday, September 12, 2005 5:03 PM

Subject: FW: TECH BANK: MORE CLARIFICATION ON GE's MERLIN RO SYSTEM

Dear Aquathin Dealer OnLine;

My friend Roger Wiltshire, Managing Director of Aquathin UK -- The Pure H2O Company, had viewed GE's optional flush as similar to the patented Aquathin Flush. Some of you might have also thought there were similarities. Please review my detailed clarification below. Start at bottom and head north !

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

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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.

From: AQUATHIN TECH SUPPORT [<mailto:techsupport@aquathin.com>]

Sent: Friday, September 09, 2005 1:20 PM

To: 'Roger Wiltshire'

Subject: RE: TECH BANK: GE's MERLIN RO SYSTEM

Thanks...and its not respectful to zing your elders !

Have a great weekend and warmest regards,

Alfie

From: Roger Wiltshire

Sent: Friday, September 09, 2005 11:48 AM

To: techsupport@aquathin.com

Subject: RE: TECH BANK: GE's MERLIN RO SYSTEM

I knew you'd ask that (you did a few years back)!

Unique Selling Point / Position

Makes a change for me to remind you eh?

Have a great weekend

Rog

From: AQUATHIN TECH SUPPORT [<mailto:techsupport@aquathin.com>]

Sent: 09 September 2005 16:20

To: Roger Wiltshire

Subject: RE: TECH BANK: GE's MERLIN RO SYSTEM

Its Friday... my brains are slow today...what is USP?

Alf

From: Roger Wiltshire

Sent: Friday, September 09, 2005 10:23 AM

To: techsupport@aquathin.com

Subject: RE: TECH BANK: GE's MERLIN RO SYSTEM

Hi Alfie

No problem, I really think that this is such a strong sales tool that it would be well worth opening it to the forum. You'll recall that new dealers tend to question many of our USP's (even after 15 years!) and this is because we would all be concerned (rightly so) of tougher competition coming closer to our USP's.

All the best

Roger

From: AQUATHIN TECH SUPPORT [<mailto:techsupport@aquathin.com>]

Sent: 09 September 2005 14:47

To: Roger Wiltshire

Subject: RE: TECH BANK: GE's MERLIN RO SYSTEM

Hi Rog;

Most welcome. Your first take on the 'flush' is a view that a some others may enjoy further clarification as we discussed below. With your permission, I would like to email this commentary as a Dealer NewsBulletin.

Awaiting your confirmation and warmest regards,

Alfie

From: Roger Wiltshire [<mailto:roger@pureh2o.co.uk>]

Sent: Friday, September 09, 2005 4:36 AM

To: techsupport@aquathin.com

Subject: RE: TECH BANK: GE's MERLIN RO SYSTEM

Thanks Alfie

Always good to hear that companies as big as GE can get it wrong – especially when trying to muscle in on our turf so to speak.

Regards

Roger

From: AQUATHIN TECH SUPPORT [<mailto:techsupport@aquathin.com>]
Sent: 08 September 2005 17:50
To: Roger Wiltshire
Subject: RE: TECH BANK: GE's MERLIN RO SYSTEM

Hi Rog;

I have heard a lot of negative feedback about Merlin from my "loop" which includes general product distributors, from uncontrollable TDS creep to product returns. Merlin is a failure in GE's attempt to leverage their brand for all the reasons I listed in the comparison.

Regarding significant recovery; the large expensive membranes will appear to recover simply because if it produces 50 gpd vs. 200, who notices? The problem is that any water coming out is not pure...and no optional bandaid can correct the inherent bad design.

Thomas Edison founded GE. I was in his Fort Myers lab which was tremendously exciting for me. Deep in the bowls of his lab, and not part of the tour, I scoped a rain barrel and ancient distiller. Tom knew then what pure water was and why it was important. Something got lost in the following generations !!!

Warmest regards,

Alfie

From: Roger Wiltshire [<mailto:roger@pureh2o.co.uk>]
Sent: Thursday, September 08, 2005 11:25 AM
To: techsupport@aquathin.com
Subject: RE: TECH BANK: GE's MERLIN RO SYSTEM

Good to hear Alfie,

So I expect that the RO is going to block rapidly if they are using the standard industry drain mechanism. I presume even with a blanket that the RO will not see significant recovery each time the unit shuts down (if it manages to)?

Do you know if any of the Aquathin dealers have come up against this product yet? Be interesting to know if GE manage to penetrate into the market.

Regards,

Roger

From: AQUATHIN TECH SUPPORT [<mailto:techsupport@aquathin.com>]
Sent: 08 September 2005 16:21
To: Roger Wiltshire
Subject: RE: TECH BANK: GE's MERLIN RO SYSTEM

Hi Rog;

Thank you for your email. Yes Aquathin has a patented flush accelerating source water over the membrane to purge any debris that can plaque our unique membranes including sediment under 10 micron, iron, calcium, silica, biofilm.

GE's is not a flush of this nature...its more like our Pure Water Blanket on the commercial units slowly displacing concentrated water with GE water. Hence the need for another tank in their design. But it will not suit the purpose for which they are trying to achieve....stopping TDS creep.

Warmest regards,

Alfie

From: Roger Wiltshire
Sent: Thursday, September 08, 2005 8:37 AM
To: techsupport@aquathin.com
Subject: RE: TECH BANK: GE's MERLIN RO SYSTEM

Hi Alfie

This concerns me, I understood that Aquathin flushing features were patented and separated us from the hyenas. In my experience what we will see is that the attached notice will be used by Merlin dealers to try and compare the system with your RODI design and fob the client off with – “oh yes our system offers that same feature at a fraction of the cost”.

What do you think?

Roger

From: AQUATHIN TECH SUPPORT [<mailto:techsupport@aquathin.com>]
Sent: 25 August 2005 00:32
To: Info@Aquathin.Com
Subject: TECH BANK: GE's MERLIN RO SYSTEM

Dear Aquathin Dealer OnLine;

I am starting a new set of Tech Bank NewsBulletins designed to assist your Sales Managers in detailing the features and benefits of Aquathin vs. competitor models. Attached herewith is an article from a GE distributor concerning GE's Merlin Tankless RO system, an ordinary RO. Actually, GE's design is inferior to ordinary RO. GE decided to market "tankless" RO which was tried over 20 years ago by several companies and all failed. I built test models back then and immediately understood the fatality of the design which resulted in a product water looking just like the source water.

Well, you are really going to be inspired regarding the following facts:

- 1. If you look at GE's literature, they DO OFFER a storage tank as an OPTION, when the dealer notices TDS creeping up.*
- 2. Like all ordinary RO, GE literature stipulates that the Merlin cannot be installed on 10+ grain / gallon hard water. You know from Aquathin U. and AQUA Q's that your Multi Patented Aquathin RODI Process can be installed on source water up to 25 gr/g without benefit of a water softener.*
- 3. Like all ordinary RO, GE literature stipulates that the Merlin cannot be installed on microbiologically unsafe water. You know from Aquathin U. and AQUA Q's that your Multi Patented Aquathin RODI Process can be installed on a source water with bacteria...after all isn't that a reason a Customer wants a purifier!*
- 4. Now you will read in the attachment, GE has a new Merlin Membrane Flush Kit "that allows users to reduce the effects of Salt Diffusion, also known as TDS creep, a phenomenon that occurs with all RO systems, causing a rise in product water TDS." All Aquathin Dealers, Aquathin Sales Reps, Aquathin Technicians and especially all Aquathin Customers absolutely*

know TDS creep doesn't happen in an Aquathin!! So (A) there is no "phenomenon" going on...it's a bad design. (B) If GE admits they have the same problem as all ordinary RO, how is anyone getting NSF certification for inorganic rejection. hmmmmmmmmmm, note the flush system calls for another tank too ! It seems Merlin who was designed to occupy less space has rapidly consumed the entire under counter !! Wait, this gets better.

5. Merlin's dealer cost is same as an Aqualite and Platinum. But because there are 2 large RO membranes (again initially designed to make RO water on demand without a tank), cost to replace the membranes is \$145 EACH OR \$290 TO THE CUSTOMER AND REPLACEMENT IS ANNUAL IF NOT SOONER...AND WE HAVEN'T EVEN DISCUSSED PREFILTER AND POSTFILTER COST.

6. And the Flush Kit option...you know, the one it takes to make the system try to work, is \$120 more to the Customer. In other words, if a GE Customer wants their system to work as advertised, he must purchase the flush kit with one tank and another tank for storage.

You know what is magical about Merlin...its soon to disappear.

I LOVE MY AQUATHIN !!!

If you have any questions about any other company system sold in your area, send their literature to me (although I may already have), and I shall provide you with a fair features and benefits comparison...but then, you already know what makes you the best AND NO ONE DOES IT BETTER THAN YOU !!!

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

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