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THE CELEBRATION BEGINS NOW !!!



Dear Aquathin Dealer;

Happy New Year and HAPPY BIRTHDAY ! YES, WELCOME TO THE 25TH ANNIVERSARY OF AQUATHIN CORP. USA....a whole 24 months of celebration, specials, products, promotions and events !! Aquathin turns "25 in 2005" to enjoy its Silver Anniversary -- 25 Years Pure Excellence. Its a great feeling of self satisfaction and accomplishment to be an Authorized Aquathin Dealer. And for our newer Dealers, well you could not have picked a better time to consider the many benefits of becoming a member of the ever growing Aquathin Family. The Celebration Begins !



BLACK, SILVER, and FOIL LOGOS. SPECIAL MUG



HOT STAMP SILVER LOGO. SPECIAL MUG.

Water quality perception at the Consumer level is changing, but our industry has not...except for Aquathin....always a decade ahead. No other company in our industry has amassed more accomplishments, achievements, goals, patents, trademarks, product range and Dealer support venues than Aquathin Corp. USA....and all available for daily use by every Authorized Aquathin Dealer in their presentation to educate the Customer that **Nobody Does It Better Than You.** AND HERE IS ONE MORE FOR THE RECORDS....MANY MANY AQUATHIN DEALERS ARE ENJOYING THEIR OWN 10, 15, 20 YEAR ANNIVERSARIES WHEN THE NATIONAL AVERAGE OF BUSINESS FAILURES IN THE FIRST 5 YEARS IS 65%. YOUR \$UCCE\$\$ AND LONGEVITY IS A TESTIMONY OF OUR LOYALTY AND EVOLVING BUSINESS PLAN HERE AT AQUATHIN CORP. USA.

LETS HAVE FUN NOW !

Our Marketing Team has put together an incredible program for you to immediately receive FREE SATIN SILVER ANNIVERSARY AQUATHIN JACKETS, STERLING SILVER PENS, 25TH ANNIVERSARY AQUATHIN SHIRTS, AQUATHIN WATCHES...AND MONTHLY DRAWINGS FOR \$1000 WORTH OF FREE AQUATHIN SYSTEMS. These rewards are for your Team members that excell. Here is how they are earned.

Aquathin Axiom #71 is A key to successful business is that it must be in a chronic battle to hone its products, its services and the skills of every Team Member.

Aquathin Axiom #85 is Knowledge is not power...Knowledge with execution is.



Each week on Friday, we will email you the Weekly AQUA Q? The AQUA Q? is a simple multiple choice question whose answer is found in everything published and practiced that makes Aquathin and our Dealers the very best in the business. The AQUA Q? is to help you in your never ending training of your Team to commit to memory "HOT FACTS" to arm your Team with and to use these big guns when they recognize a Customer's "HOT BUTTONS"...i.e. the things that individual Customers key off on.

Here's a sample AQUA Q? and how to make it pay off !

How many years has Aquathin been in business?

- (a) Seems like a lifetime with all the products these guys developed !*
- (b) Soon to celebrate our 25th Anniversary !*
- (c) Geez, I can't tell. Alfie looks so young !*

Of course the answer is (b). The following week, when you place an order for any of the values below, fax, phone or email the correct answer and receive:

at \$1,025 net merch. total P.O. receive ONE ENTRY to drawing.

at \$2,025 net merch. total P.O. receive an Aquathin watch and TWO ENTRIES to drawing.

at \$5,025 net merch. total P.O. receive a Sterling Silver pen and FIVE ENTRIES to drawing.

at \$7,025 net merch. total P.O. receive 25th Anniversary shirt and SEVEN ENTRIES to drawing.

at \$10,025 net merch. total P.O. receive Silver Anniversary Satin jacket and TEN ENTRIES to drawing.



At the end of the month, we'll pull the winning ticket to receive \$1000 in CO-OP Dollars that can be immediately redeemed ! Tickets not drawn will remain in the the box and accumulate with the tickets from every order in every week for the monthly drawings of the Celebration ! Of course, your account must be current to receive these goodies.

MORE -- CHECK OUT THE "TUXEDO'D" SYSTEMS AND OTHER GOODIES



The brushed aluminum frames of the Aqualite, Platinum 90, PSS90 and AquaKing are anodized black satin with silver silk screening logo and lettering and bear the new foiled 25th Anniversary ensignia. The KT90 cabinets are hot stamped silver Aquathin logo. Each model contains the new black and silver coffee mug commemorating our Silver Anniversary...and one more super goodie for your Customer and their kids. The special Tree Card packaged with the coffee mug says "Forests and green spaces all over the world are diminishing at an unprecedented rate due to urban sprawl. You might ask "What can I do?" Phytoremediation is a technique of using trees, grasses and other plants to remove hazardous materials from soils, while also

taking in carbon dioxide and replenishing with oxygen. Help Aquathin celebrate its 25th Anniversary and "plant this card...plant a tree...make a difference" Aquathin Customers are re-planting forests !

Each Tree Card contains a special red cotton heart with seeds sewn within it and instructions for the kids and parents to place the heart into the ground to give life to a new plant, demonstrating THE POWER OF AQUATHIN AND OUR CUSTOMERS ENVIRONMENTAL AWARENESS.

and we're not done ! but this is a great start with much, much more to come. Ladies and gentlemen...you have an excellent story with excellent products for your Customers. There aren't many organizations that are privileged to reach the Silver Anniversary Milestone. As we teach at Aquathin U., when someone asks how old is your company...stand proud to tell them you are 25 !

I LOVE MY AQUATHIN ! ENJOY !

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. When responding please continue 'REPLY' to include all previous correspondences on this subject.



Dear Aquathin Dealer OnLine;

Thank you for all the tremendous comments of appreciation for the launch of our 25th Anniversary Celebration. Here's your **AQUA Q #2:**

How many patents does Aquathin have ?

(a) I don't know. They come out with new stuff every year... and all our systems look entirely different and function more effectively than all the other companies.

(b) 6 patents...several pending...along with many trademarks. The patents cover :

- 1. RODI Process***
- 2. Autoflush Process***
- 3. CairFreeGap Faucet***
- 4. KT Injection Molded Cabinet Design***
- 5. Soft & Clean Clip Cabinet***
- 6. RODI Purification System Built into Kitchen Sink Design***

Answer is "B" !

Be sure to review these dynamic bullets with your Sales Force and Tech Team Mates. An Educated Force is an Effective Force.

Remember to submit the correct answer with your next P.O. for entry into the drawings and receiving either the 25th Anniversary Aquathin Satin Jacket or Shirt, Sterling Silver Anniversary Pen, Aquathin Watch with your order !!

Aquathin is 25 in 2005 ! Celebration of our Silver Anniversary begins

NOW !

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Dear Aquathin Dealer OnLine;

Thank you for all the tremendous comments of appreciation for the launch of our 25th Anniversary Celebration. Here's your **AQUA Q #3:**

The Aquathin trifold catalogue sheet entitled "The World of Aquathin" lists numerous awards and achievements. The really neat top ones are ?

- (a) President's Excellence Award [note this award is given to only 50 companies a year. It is the highest honor bestowed by the U.S. Commerce Department]***
- (b) The Miami Herald Pace Setters Award [note this award honors leading businesses that drive South Florida's economy]***
- (c) Recipient of the Connecticut Mutual, the U.S. Chamber of Commerce & Nation's Business Blue Chip Initiative Award [note this award is given to one company per state demonstrating exceptional resourcefulness, resilience, and determination]***
- (d) All of the above.***

Answer is "D" !

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Dear Aquathin Dealer OnLine;

Thank you for all the tremendous comments of appreciation for the launch of our 25th Anniversary Celebration. Here's your AQUA Q #4:

What are the "Friendly Six"?

- (a) My Friday nite poker buddies***
- (b) Alfie, Mitch, Debbie, Matt, Gregg, Basilio...well that's true, but try again !***
- (c) Chlorine, Hardness, Iron, pH, TDS, Pressure***

Answer is "C" ! Always perform these simple 6 water tests and always use the Rainbow Test Sheets to educate your Customers and to properly prescribe systems. Failure to do the Friendly Six (or any one of them) has a very high potential of missing out on sales of additional systems to enhance your Customer's water concerns...or installing the wrong product(s).

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Dear Aquathin Dealer OnLine;

Pens, Shirts, Jackets and Watches are flying outtahere ! Serving up AQUA Q #5:

What are some of the very groovy (hey I recently found one of my old tie dye t-shirts from my college days) facts your Team is going to tell their Customers about how YOUR COMPANY IS CELEBRATING ITS 25TH ANNIVERSARY !?

(a) We are celebrating 25 years of PURE EXCELLENCE. No other company has achieved so many accomplishments, achievements, awards and honors...and we make the best products too ! Just look at these letters, awards, and tests in my Catalogue !!

(b) Your new Aqualite is a special "25th Anniversary Edition". Along with the Aquathin patented RODI Process, you receive the new black satin frame with Anniversary Monogram, Silver Anniversary Commemorative Coffee Mug...and the VERY SPECIAL "Help Aquathin Celebrate Tree Card" for you to enjoy with your children to learn how plants help to remove pollution.

(c) Check out my new Sterling Silver Anniversary pen I am writing your order with...and my new 25 Years Pure Excellence Satin Jacket for being a company Leader....I love my Aquathin and my Customers love their Aquathin too. Who do you know that would benefit from our services?

(d) All of the above !

Answer is "D" ! I gotta tell you...we receive so much positive feedback for the Tree Card already. This past class of Aquathin University immediately understood the power and emotion the Tree Card presents... for when a parent reads the card and the child opens the Earth to gently place the red heart with seeds sewn inside....well the plant is watched as it grows, ground pollutants will be absorbed, all in the Anniversary Celebration and remembrance of the day the Aquathin Team arrived to enhance the family's quality of life. Several Dealers have ordered Tree Cards by themselves just to give extras. We did not consider that.

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Dear Aquathin Dealer OnLine;

Its about Soft & Clean in AQUA Q # 6:

What are the DYNAMITE features built into the Aquathin Soft & Clean Water Conditioners that TOTALLY separates them from the herd?

- (a) The patented Clip Cabinet provides a versatile two tank system in an aesthetic looking single footprint..and its far more sturdy & durable than the conventional blow molded garbage can style salt bins.***
- (b) Bacteria, mold and algae form in ordinary brine tanks making the brine water look funky ! But the AquaShield Antimicrobial is "Molded" into your Aquathin Clip Cabinet...brine water remains clean, clear and odor free !***
- (c) Aquathin is running a special promotion that includes a Free AquaShield POE Total Home Antimicrobial Filter...that's a \$150 retail value !***
- (d) There ain't no options necessary...comes with electromechanical "work horse" metered valve that saves salt and water; bypass; high capacity chloramine and chlorine resilient resin; decorative jacket that prevents pressure tank condensation; outstanding warranty...and its an Aquathin !***
- (e) All of the above.***

Answer is "E" !

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7

Sent: Saturday, August 07, 2004 3:00 PM

Subject: AQUA Q #7 -- WEEK OF MARCH 15, 2004 -- GETTING IN SHAPE TO MAKE A KILLER PRESENTATION

Dear Aquathin Dealer OnLine;

AQUA Q #7: comes from Aquathin University...its about being in the Customer's home.

What are the most important things I can be prepared with and do when I walk into the Customer's home for a presentation?

- (a) Be on time, look sharp in my Aquathin shirt, have a neat and tidy brief case filled with clean test kits, catalogue sheets, business cards and order sheets.***
- (b) EYE-DENTIFY, LISTEN, RELATE...3 chief exercises to demonstrate my genuine sincerity to provide the very best system prescription that meets my Customer's needs.***
- (c) Act confident and poised because I know my "stuff", have the very best products and the very best service...and No One Does It Better Than Me ![®]***
- (d) All of the above !***

Answer is "D" ! All are major and important practices BEFORE you can make an effective presentation...and all are equally important.

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Dear Aquathin Dealer OnLine;

AQUA Q #8: comes from Aquathin University...its about VALUE VS. PRICE.

Does a Customer buy on.....;

- (a) PRICE***
- (b) VALUE***
- (c) BOTH***

Answer is "B, VALUE WHEN IT COMES TO HEALTH" ! Think about the following and use this in your presentations !

- 1. "Mr. & Mrs. Smith, you are intelligent people...and you will look at several water purification systems to make a smart decsion on. One allows your family to continue to consume contaminates and exposure to toxic substances...and the other removes them to the very best possible capacity. Which one do you want?"***
- 2. Now you've made your decision to purchase the very best system and later discovered your neighbor purchased a better system with a better warranty. How do you feel?"***

Friends, these statements also appear on the Aquathin Report Card. I "roll play them" on Day 3 of Aquathin University...and each and every time, the Students always-always-always say "I want the best" and "I would feel bad if my neighbor had done a better job in their research and purchased a better system". They want the best...and we have not even talked about price. You see, when it comes to health, price is not an issue.

Now to further prove the point...consider this:

- 1. Would you give your child an antibiotic for a deep fever if you knew it was 10% effective...but the doctor said "hey, its cheaper"?***
- 2. Would you take your loved one to a doctor with a 50% survival reputation...but he's running a "special" today !***
- 3. Would you get on an airplane knowing you had a 50% chance of getting to your destination...but everyone flies First Class for Coach rates !***

4. Would you buy a house from a person who told you it has a 50% chance of burning down with you and your family in it....but its in a great neighborhood and half the price !

Not only no, no, no, no...but Hell No ! Then why would you pay good hard earned cash for a purification system that lets toxins pass right on by !?

Now you get it....VALUE WINS OVER PRICE WHEN YOUR HEALTH DEPENDS ON IT.....ALL YOU NEED TO DO IS SHOW 'EM !!!

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Dear Aquathin Dealer OnLine;

Over the past several weeks, a number of Dealers have called asking me to resend the news bulletin on "hiring", "tefloning", "treating water for autoclaves", "chloramines", "lead", "drugs in water", "I need assistance to quote a system for a Client".

Here's AQUA Q #9: What is the name(s) for the information services exclusively designed for Aquathin Dealers and Team:

(A) 411* AQUATHIN

(B) 911* AQUATHIN (as in I need the answer now!)

(C) BIZ BANK, TECH BANK, QUOTE BANK, FORUM Q&A, SPLASH

The answer is (C) ! These are valuable resources and I am ecstatic over how much you use them. You may recall a couple months ago, I emailed you asking your opinion on resending all the past articles. I received an overwhelming response of "YES". Well you're gonna love this. On the new Aquathin website coming soon, there will be an ARCHIVE of all the BANKS AND NEWSBULLETINS available only to Authorized Aquathin Dealers!

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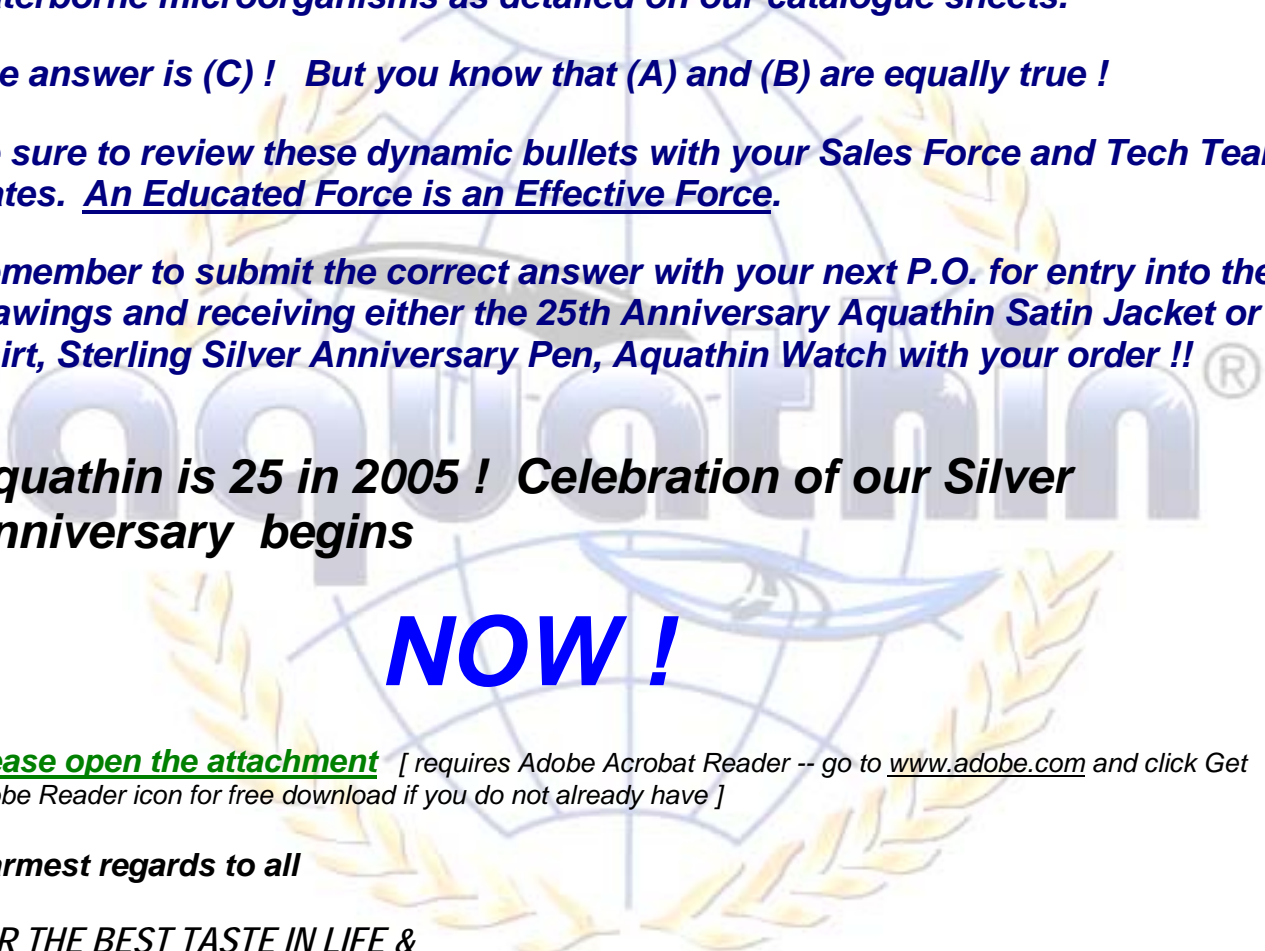


Here's AQUA Q #10: What does the Patented Aquathin RODI Process remove?

- (A) The emptiness from my wallet when I help and create new Customers.
(B) My insecurity because I have become a professional and respected leader on the TEAM.
(C) Salts, nitrates, heavy metals, chemicals, pesticides, and disease causing waterborne microorganisms as detailed on our catalogue sheets.***

The answer is (C) ! But you know that (A) and (B) are equally true !

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Dear Aquathin Dealer OnLine;

Here's AQUA Q #11: You're working the Aquathin Booth at the Home Show Exhibition and a Customer comes up to you and says, "you have 30 seconds to show me what makes you the best"....what do you do ?

(A) Whip out the Aquathin Report Card advising "check out the top row here for THE VERY BEST contaminate removal....and take this to the other guys and see what they have to say....then answer the 2 questions at the bottom for yourself!...TA DAH !!"

(B) Whip out a picture of Alfie, shouting "look how great this guy looks after drinking Aquathin for 25 years !"

(C) All of the above.

Well, so far I've given you all the AQUA Q? answers...but I knew you knew what they were. The lesson is I want to remind you that you need to keep your presentations simple yet informative for the Customer to quickly understand...AND THAT IS WHAT THE REPORT DOES. A GREAT AND INEXPENSIVE TOOL TO GIVE AWAY. NOW TO REALLY PROVE JUST HOW EFFECTIVE THE REPORT IS...GO UP TO A COMPETITOR...ACTING LIKE A CUSTOMER...AND SAY "YOU HAVE 30 SECONDS TO SHOW ME WHAT MAKES YOU THE BEST". JUST WATCH THE REACTIONS AND FURTHER APPRECIATE JUST HOW GOOD YOU ARE !

OK, back to the correct answer....for anybody that answers "B", you may just get an extra 10% discount !

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Complete details are found in my cover letter in the New 2004--2005 Planner

Warmest regards to all,

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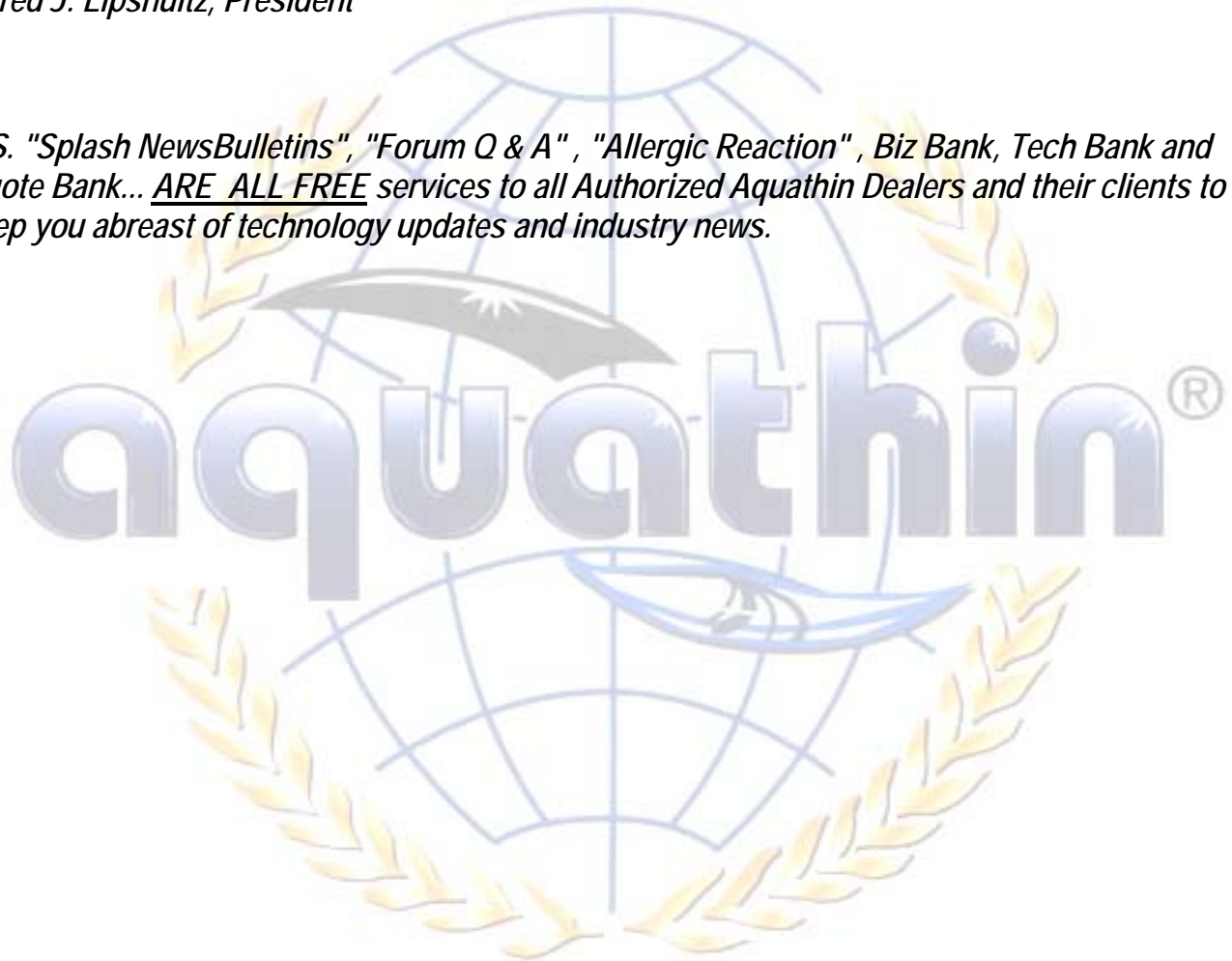
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Dear Aquathin Dealer OnLine;

Here's AQUA Q #12: You all know why & how to prescribe the Patented Aquathin RODI systems. But sometimes, when performing the "Friendly Six" tests, you come across an issue that is less frequently encountered i.e. low pH...and now you need to be as equally professional in prescribing the appropriate system and where it should be installed...but cannot recall the POE Models to choose from. What do you do ?

(A) Whip out the 11 page Aquathin Water Bible and review with your Customer exactly what the Symptom, Cause and Aquathin Solution is in black and white !

(B) Act like the problem does not exist and take the path of least resistance only selling the Aqualite.

Most other companies and their sales staff choose (B) because they are lazy, or don't know, or don't care...or a combination of all. The Aquathin Water Bible gives you prompt technical support in layman's language so the Customer understands why & what you are recommending....and that's the purpose of performing the "Friendly Six" ...to give you the window to investigate all opportunities to help your Customer AND to demonstrate JUST HOW GOOD YOU ARE !

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Aquathin is 25 in 2005 ! Celebration of our Silver Anniversary begins

NOW !

Complete details are found in my cover letter in the New 2004--2005 Planner

Warmest regards to all,

*FOR THE BEST TASTE IN LIFE &
25 Years Pure Excellence
Think Aquathin...AquathinK !!
(visit the allnew www.aquathin.com)*

*"Alfie"
Alfred J. Lipshultz, President*

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THE WATER BIBLE

COLOR PROBLEMS

SYMPTOM

CAUSE

TREATMENT

C1. Reddish precipitate settles to bottom of a glass after standing. (water not clear when drawn from faucet.)

- OR -

Brown-red, rusty stains on fixtures, dishes, and laundry. (water appears clear when first drawn at cold faucet.)

Water turns brown-red upon heating.

IRON WATER

Precipitated iron from rusty pipes, wells or ores.

1. Up to 16 ppm iron removed by **Aquathin RUST SENTRY 2000, Model RSPP** filter; (pH above 6.2) If pH is below 6.2, use Calcite feeder prior to RSPP. **RS35pH[^]** if pH is 3.5 to 5.5.

2. Up to 10 ppm iron removed by **Aquathin RUST SENTRY BIRM** filter. Suggested on chlorinated water supplies only; where H₂S is not present. Same pH requirements.

3. Up to 10 ppm iron removed by **Aquathin RUST SENTRY PYROLOX** filter. Same pH requirements.

4. Up to 5 ppm iron removed by **Aquathin Sodialite Soft & Clean Model ASC40K, ASC45K or ASC60K. Sodialite Synchromatic** will also remove iron up to 15 ppm.

C2. Reddish color in water sample after standing 24 hours.

COLLOIDAL IRON

Constant chlorination (**RS35CL**) followed by granular activated carbon (**MegaChar**) filter dechlorination.

SYMPTOM	CAUSE	TREATMENT
C3. Brownish cast does not precipitate. May form "fuzzy balls" in glass	<u>IRON BACTERIA</u>	1. Shock treat well with constant chlorination (RS35CL) followed by Aquathin MegaChar filter for dechlorination.
C4. Green stains on sinks and porcelain fixtures. Bluegreen cast to water.	<u>ACID WATER</u> (pH below 6.8) with high CO ₂ reacts with copper pipes and brass fittings. <u>IMPROPER ELECTRIC GROUNDING</u> Through water lines.	1. Aquathin Neutralizing Calcite Filter (pH below 6.8) 2. Mixed media filter of calcite/magnesia oxide (5:1), for higher flow rate (pH below 5.5) 2a. RS35pH ^ if pH is 3.5 to 5.5. 3. Have electrician inspect.
C5. Blackish cast and staining of fixtures and laundry. Usually found with iron.	CO ₂ or organic matter reacts with manganese bearing soils (above 0.05 ppm Mn causes stains).	1. Aquathin RUST SENTRY 2000, SOFT & CLEAN - RSPX, RSPR.
C6. Blackening and pitting of stainless steel sinks and stainless ware in commercial dishwashers.	Very high chlorides (salts). High temp. drying concentrates chlorides accelerating corrosion.	1. Aquathin Reverse Osmosis (R/O) to reduce total dissolved solids (TDS) including chlorides. Split stream (partial) treatment.

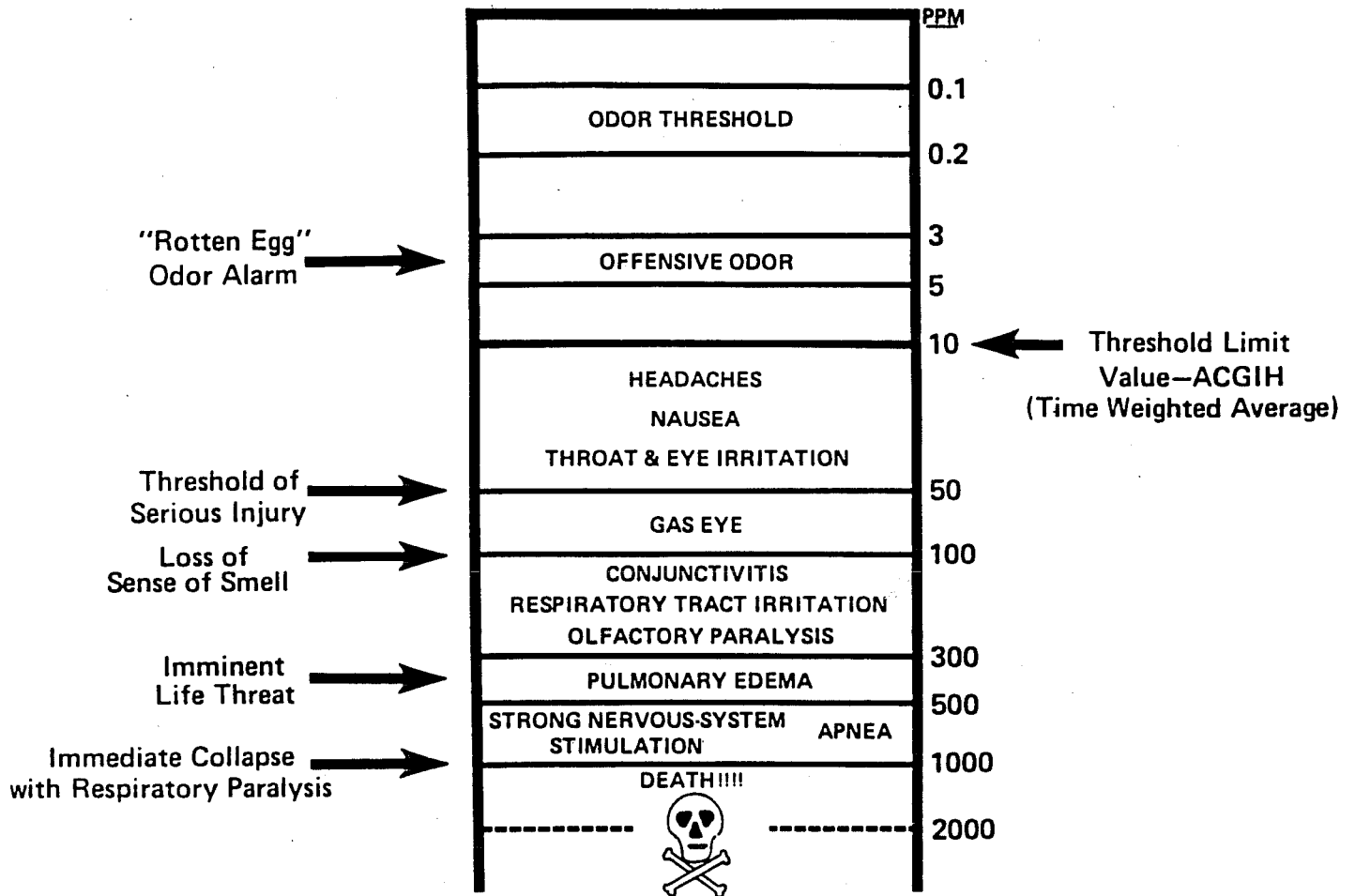
SYMPTOM	CAUSE	TREATMENT
C7. Cloudy water when drawn, disappears quickly.	1. Extra air from poorly functioning pump.	1. Clears quickly upon standing.
	2. Precipitant sludge from heating water.	2. Blow down domestic or commercial hot water tank periodically to remove precipitated calcium sludge. Prescribe Aquathin SodaLite SOFT & CLEAN.
	3. Excess coagulant-feed from filtration plant.	3. Aquathin Spin Down Filters or P.O.E. filter AG. (40 micron)
	4. Colloidal suspension.(May linger)	4. Aquathin Spin Down Filters or P.O.E. filter AG.
C8. Yellowish cast to water after softening and/or filtering (color over 75 APHA units). Yellow stains on washable fabrics, china and bathroom fixtures.	<u>TANNINS</u> (harmless acids) from water passing through peaty soil and decaying vegetation.	1. Absorption via special macroporous Type II anion exchange resin regenerated with salt (NaCl) (Tannins below 3.0 ppm) (Resin does not tolerate iron)
		2. Aquathin MegaChar Model BFF-2 when tannins are .5 ppm or less.
		3. Chlorination (RS35CL) with full retention time followed by filtration/dechlorination. Aquathin MegaChar (above 3.0 ppm)

HARDNESS & SEDIMENT PROBLEMS

SYMPTOM	CAUSE	TREATMENT
H1. Soap curd and lime scum in wash basins & bathtub. Whitish scale deposits in tea kettles, water heater and pipes.	<u>HARD WATER</u> Calcium and magnesium salts above 3.0 grains per gallon (as CaCO_3).	All calcium and magnesium salts removed with Aquathin SodaLite SOFT & CLEAN Series . General limit 100 grains per gallon, compensated hardness.
H2. Sediment (clay, silt, fine sand) settles in glass after standing. Abrasive texture water.	Very fine sand or silt passing through well screen or from coagulation treatment.	Aquathin Spin Down filters followed by AG system if necessary.
H3. Rusty sediment (See also reddish precipitates, rusty stains) C1 & C3.	Acid water Picks up iron from piping. Repair of water system.	1. Aquathin Calcite Neutralizing Filter to correct low pH acidity and to remove iron precipitates. 1a. Aquathin Spin Down Filter. Clears quickly.

SYMPTOM	CAUSE	TREATMENT
H4. Grey stringlike fibers	Organic matter (algae, etc) usually from surface water sources.	Constant chlorination (RS35CL) followed by Aquathin MegaChar to dechlorinate.

H₂S TOXICITY SPECTRUM



ODOR & TASTE PROBLEMS

SYMPTOM	CAUSE	TREATMENT
O1. Earthy, musty or woody smell.	Generally, harmless organic matter, often in surface sources.	1. Aquathin MegaChar Filter. 2. Aeration. 3. RS35CL.
O2. Rotten egg odor, tarnished silverware, yellow, black stains on bathroom fixtures. Discolors coffee, tea and other beverages. Distorts appearance and taste of cooked foods. Test at source since H ₂ S quickly escapes.	<p style="text-align: center;"><u>SULFUR WATER</u></p> 1. (Dissolved hydrogen sulfide {H ₂ S} gas, often present. 2. Rare sulfate reducing bacteria in raw water creating trace H ₂ S quantities, usually on hot water side. <hr/> 3*. Magnesium anode rod in electric or gas hot water heater reacts with soft water.	1. Aquathin Rust Sentry 2000 Filter (RSPP) up to 5 ppm H ₂ S, (pH above 6.2) 1a. Aquathin Rust Sentry Pyrolox (RSPX). (pH above 6.2) 2. Shock treat plumbing with household bleach and pre-treat supply by chlorination (RS35CL) feed, follow with Aquathin MegaChar filter. <hr/> 3. Remove magnesium rod from heater. Use alternate anode such as aluminum
O3. Septic or sewage odor. Detergent odor. Water foams when drawn.	1. Seepage of septic system discharge into underground water supply. 2. Detergent accidentally put in water supply systems or well.	1. Locate and eliminate pollution. Heavily chlorinate well for 24 hours. RS35CL followed by Aquathin MegaChar filters adsorbs limited amounts of detergent. 2. Aquathin RO-DI.

SYMPTOM	CAUSE	TREATMENT
O4. Chlorine smell, "city water"	Excess chlorination or chloramines of public or private well sources.	Dechlorinate with Aquathin MegaChar or YES filter .
O5. Gasoline or Oil smell.	Leak in fuel oil or gasoline tank seeps into water supply or aquifer.	Locate and eliminate seepage. Aquathin MegaChar activated carbon will adsorb oil and gasoline, phenol (most hydrocarbons) for short terms.
Phenol or Benzene odor.	Industrial waste seepage.	
O6. Methane gas (odorless, volatile, flammable, and explosive). Sometimes may resemble H ₂ S odor.	Naturally occurring from decaying organics in swampland, dump-sites, natural gas or oil well fields.	Residential/Commercial aeration system with proper venting of methane and repump water. NOTE: <i>Methane is a very volatile gas.</i>
O7. Salty or brackish flavor of water. Laxative effect in some situations.	1. High sodium or magnesium content. {i.e. NaCl, NaSO ₄ or MgSO ₄ .} 2. Mal-function of water softener leaving brine in water lines.	1. Aquathin RO-DI Series or Aquathin 100+ Series for larger volumes. 2. Service and repair softener.
O8. Alkali acrid harsh taste. Stained aluminum cookware.	High (T.D.S.) dissolved mineral content and high alkalinity in raw water. {i.e. SO ₄ , Cl, or HCO ₃ .}	1. Aquathin RO-DI Series. 2. Aquathin SYN-N also removes sulfates and dealkalinizes.

SYMPTOM	CAUSE	TREATMENT
O9. Metallic taste. (See Green Stains) (See Reddish Precipitates, Rusty Stains){C1 & C3}	1. Acid water (3.0 - 5.5 pH) 2. Heavy iron concentration.	1. Correct with Aquathin MegaCal or Calcite Feeder . 1a. RS35pH^ 2. (See Iron Water) {C3}
O10. Sharp chemical taste or odor in water (can be semi-toxic). {TEST FOR NITRATES}	1. Excess pesticides or herbicide spraying (DDT, Chlordane, etc...) 2. Nitrates. 3. Animal Feces	1. Aquathin MegaChar filter adsorbs limited amounts of organics. Must continue to closely monitor treated water. 2. Aquathin SYN-N for P.O.E. and Aquathin RO-DI for P.O.U. 3. RS35CL + MegaChar.
O11. Alka-Seltzer Taste.	High Alkalinity.	Aquathin RO-DI Series - also see "SKIN IRRITATIONS"
O12. No symptom. Death.	Radon -- Naturally occurring in ground water.	1. Aquathin MegaChar Filter. 2. Ventilation.

SKIN IRRITATIONS

SYMPTOM	CAUSE	TREATMENT
S1. Rash, itchiness, red eyes.	1. Excessive chlorine or chloramines*. 2. Low pH*. 3. High Alkalinity*.	1. Aquathin MegaChar for P.O.E. Reduction. 2. Aquathin Calcite Feeder to correct. 2a. RS35pH[^] 3. Aquathin SodaLite Soft & Clean Series with alkaline reducing resin added to cation bed. Normal NaCl regeneration. 3a. Aquathin MegaChar - Model BFF-2

* Levels difficult to state as the problem varies from personal tolerances.

FOOTNOTES:

1. National Water Quality Association Educational Series
2. TREATMENT OF PROBLEM WATERS IN THE NORTHEAST
3. American Water Works Journals
4. 70 years of accumulated field experience of **Mr. Albert Jaspersen**, TECHNICAL DIRECTOR, P.O.E. DEPARTMENT; **Mr. Mitchell Lipshultz**, SENIOR ACCOUNT EXECUTIVE; **Mr. Alfred Lipshultz**, PRESIDENT, CEO.
5. Continuous Research & Development by **Aquathin Corporation U.S.A.** and its Dealer Family Network.

Good Water

HARDNESS & CONDITIONER

SODIALITE 2000

Ca, Mg cause hardness and can handle Fe = 5 ppm
(1 ppm Fe = 4 Grain/Gal Hardness)

MEGACHAR & MINIMEG

Chlorine Remover

Test Cl if present change the resin

IRON (Fe) Treatment

Rust Sentry (Potassium Permanganate) pH > 6.2, Fe = 15 ppm Can handle Mn & H₂S

RSPX (PYROLOX) pH > 6.2, Fe = 10 ppm Can handle Mg & H₂S

BIRM pH > 6.2, Fe = 10 ppm ** Careful for H₂S **

RS35PH

Used when pH is < 5.5 (Inject NaOH)

Pressure Require = 25 to 150 psi

ACF

Used when pH is < 6.8 (Calcium Carbonate = Calcite)
or combined with Magnesium Oxide dependent on acid levels
(Consume 5% per year refill every 5 yrs. left 15" to the top of the container)

RS35CL

* Used Bleaching Chlorine 0.05 to 0.0525% Cl (Chlorox) only

Pump

Check Cl end of pipe = 1.0ppm

For Lawn or Out Door Usage only

*Use RS500 to clean Rust Stain

*Use RS100 for Rust Sequester

Rust Sentry Plus

Storage Tank

Capacity > 8 Gal.

Cl = 0.5 to 1.0 ppm

Deep Well

Dear Aquathin Dealer OnLine;

AQUA Q #13 IS "EXCLUSIVELY" FOR YOU: You all know that much of our products & services are patented, trademarked, proprietary, unique state of the art design and know-how "EXCLUSIVE TO YOU AND AQUATHIN". What does EXCLUSIVE mean to you and your Customer?

- (A) I have the Brand and Best products that no other company has!
- (B) I have the Brand and Best products in a protected area and no one else can sell Aquathin in my area.
- (C) I don't have to compete against Aquathin.
- (D) All of the above.

The answer is (D) ! But I think (C) is the most important of the 3...and here's why...I've received calls from other companies where one of their salesmen went into a home of an Aquathin Customer...tested water from a KT90, Aqualite or Platinum90...and asked me why the reading would not register on their TDS meter ! **THAT TELLS ME THEIR GUY LOST AGAIN !!** I've had other companies call me to complain they had to take back their purifier because their Customer found out about Aquathin...now that company would like to sell Aquathin too. **THAT TELLS ME THEIR GUY LOST AGAIN !!**

MANAGERS: THIS IS ONE OF THE ABSOLUTE MOST IMPORTANT POINTS TO MOTIVATE-MOTIVATE-MOTIVATE YOUR SALES TEAM....NO ONE DOES IT BETTER THAN YOU !

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The next several weeks of AquaQ's are CLOSING TOOLS AND ANSWERING OBJECTIONS ONLY AQUATHIN TEAM MATES CAN DELIVER !

AQUA Q #14: OK, I've just made another best presentation of my life...now here comes MY KILLER CLOSE OF ALL CLOSES !

(A) _____ [this blank represents other companies...they do not have a KILLER CLOSE...just red herrings i.e. free dinners, lousy vacations]

(B) I whip out MY GOLDEN GUARANTEE.

Attached herewith is the AQUATHIN GOLDEN GUARANTEE....it puts in layman's terms, just what is the meaning of "patented", "proprietary", "only Aquathin"...and it shows your Customer that WE PUT OUR MONEY WHERE OUR MOUTH, FACTS & CLAIMS, FEATURES & BENEFITS , WARRANTY & PROFESSIONALISM ARE....AND NO ONE....AND I MEAN NO ONE....DOES IT BETTER THAN YOU !!!

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Presenting ***"THE GOLDEN GUARANTEE"...***

AQUATHIN HOME WATER SECURITY SYSTEMS



We have two simply guarantees:

- 1. Our home water security system makes the purest drinking water possible. If you can find a system within 30 days after your purchase with the same features and benefits, we will gladly refund your money and buy you their system.**
- 2. We can not be undersold for a comparable system, because our system is patented RO-DI and only AQUATHIN has it. Do not be fooled by any competitor's claims of the purest water. Let us prove it! We also have portables.**



FREE water testing available



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AQUA Q #15: You've made your super presentation showing your exclusive features & benefits & VALUE, whipped out The Golden Guarantee...and now your Customer throws you a curve ball saying, "it costs too much" or "I think its more than I wanted to spend". What do you counter speak or do?

(A) "OK, thanks anyway...be see'in ya". [that sounds incredible, but guess what...most sales people from other companies take the path of least resistance...and do in fact, just leave. They do not recognize that your Customer just gave you a great opportunity to hammer home...once again...just how good you really are]

(B) "Yea...so!" [believe it or not, other companies teach their sales people to be arrogant and condescending. Not effective and not happening here !]

(C) Raise one eyebrow...take a deep gasp...and act like you've never heard the question before. [believe it or not some companies teach this...and is often followed by a slippery lie i.e. "nah, we sold millions". Followed by the Customer's invitation to get out !]

(D) "Mr. & Mrs. Jones, I can understand how you feel. It seems that everything today costs too much: Housing costs too much; property costs too much; food and gas costs too much; a car costs too much. BUT, if it's an apology you want for my price, then you have it ! I am sorry that our price is not lower...but the President of Aquathin Corp. USA, Mr. Lipshultz, made a decision and a promise years ago that we would never sacrifice lower quality for price. Your health and safety...and our future depend on it ! It's like this: we would rather explain price once than apologize for poor quality and service the rest of our lives. You know, there is hardly anything in this world that a man cannot make worse or cheaper...and the people who consider price alone are this man's lawful prey." (pause and let them speak first).

~~~~~

OK, the answer is "\_\_\_" ! I really enjoy taking the blame on this one !! And there are more positive responses that you Managers have for review and role playing with your Team. But a couple reasons why blaming me is so incredibly positive, is that it takes the heat squarely off you to come up with an answer that may include price dropping...and it gives you another

opportunity to revisit the Aquathin Master Catalogue of Honors, Achievements, Accomplishments, Awards, Test Data...and to say to your Customer, "I dare you to find anything that will come close to this from any other company...you will not. So the choice is yours; would you allow your family to continue to consume pollutants from a cheap system or invest in one that removes them to the very best possible capacity and outlasts all others? (pause) Is a Tuesday morning or Wednesday afternoon a better installation time for you!?"

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**AQUA Q #16:** OK, your Client is determined not to make a decision to purchase tonight, even after you've completed another great presentation and reviewed exclusive features & benefits & VALUE, reviewed The Golden Guarantee...and answered his concerns for cost by blaming me for producing high quality in our never ending pursuit of perfection. GEEEEZ, this guy is hard....is there anything else I can do?

**(A)** Walk out saying, "I look forward to hearing from you." [ Mediocre Salespeople take the path of least resistance. Yes, you may get a call back...but experience says, your bank account will be half of what it could be...and you are letting a Prospect become a Customer of some inferior company ].

**(B)** Confidently and slowly reach into your folio... and reveal THE EXCLUSIVE EXTENDED LIFETIME WARRANTY CERTIFICATE saying "Mr. Jones, I know you are interested in both the Aqualite and Soft & Clean (or MegaChar ). Let me show you Aquathin's Exclusive Extended Lifetime Warranty. This valuable certificate states that if you are able to order our services (**note I did not say purchase**) today, we may provide the Exclusive Extended Lifetime Warranty ABSOLUTELY FREE. It's cost is normally \$249 and it states that whatever needs to be repaired or replaced outside the already great warranty Aquathin provides, the most it will cost is only \$50 plus labor. Aquathin does this for two reasons (A) they put their money where their mouth is in that our components are designed to last as well as perform...and (B) Aquathin knows that it costs \$249 in lost productivity, when I am called back to fill out paperwork (**note I did not say close a sale**) at a later date....they believe its worth their while to do this for you and for me. But it is only offered once ( **that is the truth...we adhere to this** ). I respect your need to digest all that we do for you...how would you like to proceed "(pause and do not speak again...Client must speak next).



~~~~~

OK, the answer is "___" ! The Aquathin Factory is willing to cough up \$249 to make certain your bank account can be all that it should be...that your Customer becomes YOUR CUSTOMER. Does it cost us \$249? No ! It says the Factory expects not to lose. If you do not utilize this exclusive Aquathin tool, a sale may be lost....then you lose, the Customer loses, and we lose. Like Las Vegas...we expect not to lose.

Recognize that you are dealing with a guy like me who will not decide now, but later "**when he understands the reason to buy**"; Note my remark **when he understands the reason to buy**". Had the product or service been something perceived with a sense of immediacy, wanting or urgency...actioning would have taken place. You know this, we all act like this i.e. "I want that car...that shirt...". Here's where the Exclusive Extended Lifetime Warranty comes into play. It is that final tactic before saying..."I respect your need to digest all that we do for you...and I look forward to following up with you at your convenience" (you will "tickle" the Customer in 3 days...and I just clued you into next week's AquaQ !).

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THE AQUATHIN EXCLUSIVE NO ONE DOES IT BETTER WARRANTY

In addition to AQUATHIN's Exclusive Factory Direct Warranty, AQUATHIN will extend the warranty period of the Residential SOFT & CLEAN Series and MEGACHAR Series to LIFETIME under the following provisions:

The Extended LIFETIME Warranty is FREE whenever the AQUATHIN (P.O.E.) SOFT & CLEAN Water Conditioner and / or MEGACHAR is purchased in conjunction with an AQUATHIN Point Of Use (P.O.U.) Reverse Osmosis Deionization System. Applicable models include KT90, AQUALITE, PLATINUM 90, PSS90 and AQUAKING. Under the FREE provision the customer must maintain records and assure annual inspection and scheduled maintenance of the P.O.U. and P.O.E. systems by the local Authorized AQUATHIN Dealer.

...OR the Extended LIFETIME Warranty may be purchased separately, when purchasing 1 P.O.U. or 1 P.O.E. System, at a cost of \$249.00 payable to AQUATHIN CORP. USA Headquarters, in Pompano Beach, Florida.

The LIFETIME Warranty covers all components of the AQUATHIN SOFT & CLEAN Residential Water Conditioners under the same terms, conditions and coverage in the Factory Warranty for the life of the use to the Original Purchaser for any repair or replacement charge guaranteed not to exceed \$50.00 (F.O.B. Pompano Beach, FL) excluding labor and freight, for each repair or replacement.

*** BONUS * IN ADDITION TO THE ABOVE**, upon purchasing both P.O.U. and P.O.E. Systems, Aquathin will extend the Factory Warranty on the electronic components of the Aqualite, Platinum 90, or PSS90 models under the same terms, conditions and coverage in the Factory Warranty for the life of the use to the Original Purchaser for any repair or replacement charge guaranteed not to exceed \$50.00 (F.O.B. Pompano Beach, FL) excluding labor and freight, for each repair or replacement.

NAME: _____
ADDRESS : _____

MODEL: _____

MODEL: _____

PHONE: _____

DATE OF INSTALLATION: _____



CUSTOMER WARRANTY MUST BE ON RECORD AT :

AQUATHIN CORPORATION - 950 SOUTH ANDREWS AVENUE - POMPANO BEACH, FL 33069 U.S.A.
TEL: (954) 781-7777 * FAX: (954) 781-7336 * EMAIL: info@aquathin.com



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AQUA Q #17: In AQUA Q #16, I tipped you that the next AQUA Q concerned "tickling the Customer". OK, you've just made the very best presentation, left no stone unturned, pulled out every bullet in your bandolero...aaaaaaaand still, the Customer says, "please, we need a little time to make our decision". What is your last action?

(A) Walk out feeling dejected and depressed. [well this is the action of mediocre sales persons who do not listen... and subsequently, throw the lead away and report to their Managers stuff like "it was a bad lead" or "no one was home". These chaps have short careers...BECAUSE the Customer did not say "NO"]

(B) "Tickle" the Customer.

~~~~~

The answer is "    " ! When you've made your best presentation, offered all the greaties, and the Customer still will not commit, it is time to respect their time afforded to you and leave without wearing out your welcome. That too is much appreciated by the Customer...and its all in how you do it !! Now here's where many Sales People fall down...they don't follow-up on the Customer several days later....and here's where the Sales Managers fall down...they don't follow-up on the Salesperson to make sure the Salesperson is following up on the Customer. Following up several days later shows sincerity....and if need be, following up on a Customer several months later i.e. when a house is ready to move in, or funds are in better shape, shows intensely genuine sincerity in the Customer....its the WOW Factor.

Once you leave the Customer's home with plans to follow up...and their brains are swimming with your truths as well as fighting over the competitors lies...the one common denominator everyone will magnate to in order to feel comfortable about their forthcoming decision is 'who has been around the

longest'. This is why I push Dealers to incorporate "25 Years Pure Excellence" into their literature and correspondence closings. It resonates...it says everything in 4 little words.

Unclosed Prospects are not dead...they are only friends waiting for "their" right time to purchase. Stay with them...help them remember you. *[ need a tip on how to make tickling easy ? go to the office supply store and get 3" x 5" dividers tagged January through December. Place a dozen 3" x 5" index cards between the month dividers and put all this neatly into a shoe box...it kind of becomes an open file box...and keep it in your car. Immediately after the presentation for any Client that needs to be tickled...ESPECIALLY the ones that say "I'll take the Aquathin Aqualite tonight and the Aquathin MegaChar in 3 months", write all the information you learned about the Client, i.e. likes, dislikes, children names--including address and phone...and place into the appropriate month or week in the shoebox. Now you have at hand, an immediate reference for who you visited, what you discussed, and WHEN TO RE-CONTACT ].*

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**AQUA Q #18:** The Customer says, "I need to think this over...its between Aquathin and the 'other' company. [What do you do?]

**(A) State "I can understand that. Please show me their literature so I can help you compare. You will enjoy this." [ more than likely they do not have any literature and you've defused a delay tactic...but if they do have a brochure, you will rock ! ]**

**(B) State "I would like to come back with the 'other' company's representative so that you can ask us both questions at the same time". [ you can be certain that the 'other' rep will never come over to be in a show down with an Aquathin Professional...he will give the Customer some story why he will not be available. when that occurs, you get the deal....but if the 'other' rep does accept the challenge, you rock ! ]**

**(C) State "I understand that. Whenever I am in a decision situation such as you are today, and if it was the right thing, I want to be sure to do it. If its a wrong thing, I want to be sure to avoid it. Isn't that about the way you feel? [wait for answer]. Here's what I like to do [ take out a piece of plain paper and draw a line down the center. at top left write Option #1...on the other side write Option #2]. I like to list the advantages of each option. Lets list on Option #1 side, all the reasons to take advantage of Aquathin's services [ note I did not say "buy". begin listing all the bullets in your bandolero i.e. 25 Years Pure Excellence, lifetime warranty, patented, Golden Guarantee, no salt-heavy metals- chemicals...you get the idea. the list will have 15-20 items when you finish] Now Mr. Jones, here's the pen. You list the benefits of the 'other' company [ DO NOT help him! let him come up with his own reasons...and normally they can't list any. and if they can, always the Aquathin side far exceeds the 'other' ] OK, lets count them [ do this out loud ] There are 20**

solid reasons to own an Aquathin. There are only 2 in Option #2. Well the decision is very obvious. Is Tuesday morning or Wednesday afternoon better to install."

(D) All of the above

~~~~~

The answer is **"D"** ! Normally when you hear a Customer say anything about another company, it is a decoy to delay their decision. It is an instinctive response brought about through a bad purchasing experience...and we need to understand this and show them ours is not the case here. In fact, it is a great experience because we are great people with a great product and a great service they will enjoy for life. Incidentally, although the answer is "all of the above", my preference is "C". I would really like "B", but never had a challenger!

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AQUA Q #19: Wheuweeee, my brains are saying I am just about to finish making one of my best presentations...with plenty of interaction and Customer interest...these are really great people...they haven't said no...but they haven't said yes ! I must not have uncovered some hidden objection or some hidden hurdle...or maybe it was the question the husband asked me about installation costs...and I don't have the authority to toss it in. What else can I do?

- (A) Take a Time Out.**
- (B) Call my fairy godmother !**
- (C) Call my LIFELINE !!!!!!!!!!!!!!!!**

~~~~~  
**The answer is "\_\_\_" ! Well there are some times when a Customer just cannot commit and its always because one of two issues...either they are shy about discussing a point such as personal finances...or they want something that the Salesperson does not have the authority to provide. Time to call YOUR LIFELINE ! Your LIFELINE is your Manager who can help in your Customer's decision making process. Here's how it goes.....**

**The Salesperson asks the Customer's permission to call his office and advise he is running a little late for his next appointment. The Salesperson says to his LIFELINE, "Hi (manager's name), this is (your name)...and I'm here at (Customer's name)'s home. We are having a terrific time discussing their concerns and our services...but I am running a bit late for my next appointment...would you be kind enough to call ahead and explain I am with**



these nice people and they are very interested in our services." [ this statement is a signal telling your LIFELINE he needs to speak with the Customer to try to unearth the hidden issues & advise his authority to meet their needs...also, note the use of the word 'services'...it diffuses and relaxes as opposed to 'purchase / invest / buy' ] The Salesperson continues by saying to the Customers, "my Manager would like to visit with you for a moment. this is my friend (manager's first name)", and hands them the phone.

LIFELINE Manager says, "Hi Mr. (Customer's name). I understand that (your name), one of our best Senior Account Executives, is visiting with you this evening and " I " thank you for inviting us into your home. Did you find his presentation and services helpful? [ they always say yes because they are not about to embarrass you to your Manager and friend...besides you did a super job ] Did you gain the information you needed from (your name)'s professional presentation? [ well of course they did and give the same response for the same reason because you are still sitting there ] Is there something " I " can do for you at this time to include you along with our many satisfied Clients?" [ this is powerful because the words 'include', 'along with', 'our many satisfied' are 'relating' words causing the warm feeling of belonging to a smart group. the " I " is perceived as Priest, Principle, President...all-knowing and all-powerful. you would be surprised at just how easy the Customer gives up this hidden information to your LIFELINE and often just how little is wanted...such as " if we can make payment over 3 months we can purchase both the Aqualite and Soft & Clean" or "can you install it in the basement at no extra cost"...of course " I " would ! ]

The LIFELINE is a powerful tool. DON'T LEAVE HOME WITHOUT IT !!!!!

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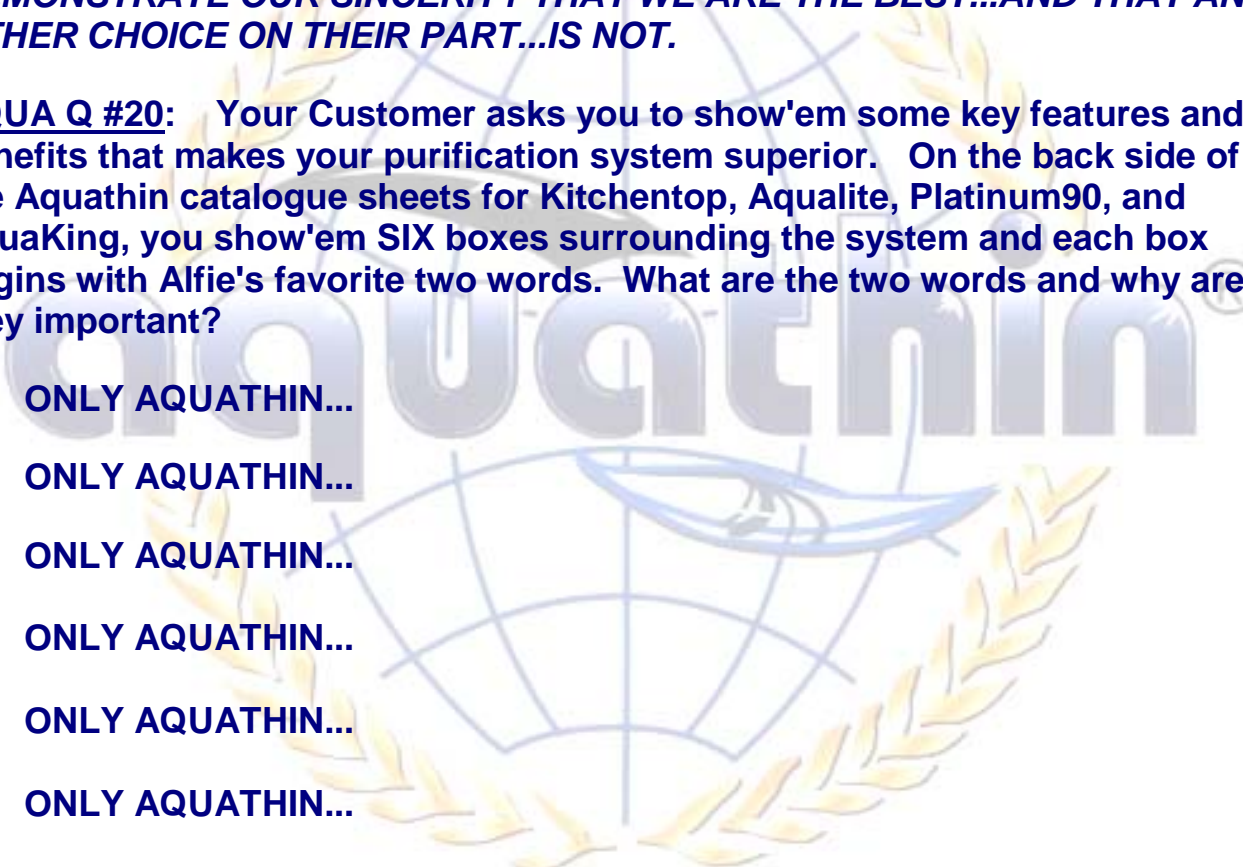


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**AQUA Q #20: Your Customer asks you to show'em some key features and benefits that makes your purification system superior. On the back side of the Aquathin catalogue sheets for Kitchentop, Aqualite, Platinum90, and AquaKing, you show'em SIX boxes surrounding the system and each box begins with Alfie's favorite two words. What are the two words and why are they important?**

- 
- (1) ONLY AQUATHIN...**
  - (2) ONLY AQUATHIN...**
  - (3) ONLY AQUATHIN...**
  - (4) ONLY AQUATHIN...**
  - (5) ONLY AQUATHIN...**
  - (6) ONLY AQUATHIN...**
  - (7) all of the above !!!!!**

~~~~~

The answer is " 7 " ! Yesssssss, all of the above !!!!! My favorite two words in the catalogue sheets are "ONLY AQUATHIN" because it is the easiest and quickest way to show your Customer these greaties incorporated into our design that enhance efficiency and that are "patented", "proprietary", and "exclusive" to you.

And as if that isn't HUGE enough...here is another GARGANTUAN reason these two little words are BIGGIES for you. In the event...and I know its rare !...that you do not complete the sale that night...when your Customer shows that Aquathin brochure to a competitor, the Customer will ask him, while pointing to each of those boxes, "do you do this...do you do this...and do you do this???" And of course the competitor rep is immediately red faced because he can't...cause ONLY YOU CAN...AND NO ONE DOES IT BETTER THAN YOU ! Those two little BIGGIE words destroys the competition. MEMORIZE THEM and how they apply to each feature and benefit.

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AQUA Q #21: An astute Aquathin Salesperson says, "Geeeeez, my boss has a number of Sales People like me...and he keeps adding more. What would be neat is if I could do the same thing for myself, but without the day to day business and administrative workload. Lets see...how could I do this and make my life easier?"

(A) Continue to day dream [well you certainly can do this and it certainly feels good, but it ain't goin' ta pay da bills !]

(B) Get me some "FINDERS".

~~~~~  
The answer is      ! OK, this is were an astute Salesperson can employ the science of "self-division" (kinda like cell-division but pays better) ...getting himself in multiple places at the same time. A FINDER is any person that meets many people on a regular basis...and more importantly, will provide you with leads on a regular basis. Who is a FINDER?...they are plumbers, electricians, travel agents, well drillers, builders, contractors, insurance agents, lawn companies, lead/social clubs, neighborhood associations, telephone directory sales agents, cell phone salespersons...to name a few.

And here is how easy this works. I know Bob is a plumber and a darn good one. So I visit Bob and say, "Bob, you meet plenty people day to day and I'm certain some will ask you about water purification. Here's a dozen of my business cards and I would appreciate if you would recommend myself and Aquathin to your Customer and give them my card. Also, I meet some really great people and I'm often asked 'who's a good plumber?' How about giving me a dozen of your business cards [cause guess what reader...you fit the FINDER picture too]"

Be certain to be conscientious and give out YOUR FINDERS cards and be certain to call YOUR FINDERS and tell them to expect a call from \_\_\_\_\_. They will begin to do the same for you. Meet up with YOUR FINDERS for lunch and stay in contact. I gave you a skinny 12 FINDER categories above. You can



see that if you acquire just 2 plumbers, 2 electricians, 2 travel agents, 2 insurance agents, and a couple well drillers, who can meet 50 to 100 people a week each...and if each FINDER gave you only 1 lead a week, that's 40+ leads a month...not cold calls, but genuinely warm-pre-introduced-to-you leads...and all done in your spare time...added to the weekly leads given you by the boss ! OK, you see the science of self-division. Start it...do it...and you will be amazed at how rapidly it ramps up in productivity.

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**AQUA Q #22: A long faced salesperson says, "I haven't made a sale in days." What is his problem?**

- (A) Tough economy.**
- (B) Car is in the shop.**
- (C) Bluefish are running.**
- (D) Has not seen any people, and therefore no presentations.**

~~~~~  
The answer is " " ! Mediocre salespeople have "excuses" like "A, B & C"...but in fact, they simply are not "pressing the flesh"...that means meeting, greeting, smiling, and shaking hands. When I go to Aquathin de Puerto Rico General Meeting for all the SalesTeam, you hear my friend Saul Flecha yell out "ve mas gente" which means "see more people" { when I attended my first meeting there, one of the Team acted as Spanish to English translator for me so I could keep up as my Spanish is on the slow side...I asked him 'who is Seymour People?'...I told you I was slow }.

But Saul is correct. See more people ! Your Sales Team's success is directly proportional to the number of faces they can talk with...and a lot of that responsibility is theirs vs. being handed all leads at all times. The actioning of meeting more people is called Networking. Its not complicated. Its simply people meeting people and profiting from the connections. We all belong to Networking groups i.e. church, synagogue, bowling teams, maj jong, poker, bridge, bike clubs, gym, garden club. Other organizations that are an ABSOLUTE MUST TO JOIN are Rotary, Lions, Kiwanis, Optimists....and all these groups are made up of the quality of people you want to call upon. So talk it up with your friends and acquaintances and NETWORK !

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AQUA Q #23: A couple salespeople are sitting around the office in the morning complaining about nothing to do. What are some options?

(A) Hey, lets turn on TV !

(B) Play poker.

(C) PRO CALL

~~~~~  
The answer is " " ! There are many things in life that one can lose and replace...BUT TIME IS NOT ONE OF THEM !!! YOU GET 24 PRECIOUS HOURS IN THE DAY...AND WHEN YOU LOSE ONE, YOU CANNOT GET IT BACK. When I used to go out and call upon water treatment dealers to learn more about becoming Aquathin Dealers, you cannot imagine the number of times I witnessed salespeople watching TV or playing cards.

PRO CALLING is a method to make normally non productive morning hours extremely productive. PRO CALLING is calling on businesses...it is swift, eeeeezeeee, and is beyond a doubt one of the best ways to generate new business. Every new and veteran Salesperson should spend at least 1 morning hour to schedule PRO CALLING.

Your Sales Manager can assign Salespeople to go to industrial parks, shopping centers and simply walk in and say, "Good morning, is the owner or manager in?" If the answer is no, identify yourself, ask for a business card and ask the employee to tell the owner/manager you will be calling back. If the answer is yes, say, "Great, may I have his name? Thank you. Would you please be kind enough to tell Mr. \_\_\_\_\_ that I have just one question to ask him and I will not take any more of his time?"

Now when you greet the owner/manager, you say, "Good morning Mr. \_\_\_\_\_, I am <your name> with Aquathin of \_\_\_\_\_. I would like to ask you if you are completely satisfied with the water in your plant" { or if a shopping

center...'your bottled water service'}. If the answer is yes, "thank you very much for your time, here is my card...and I would appreciate the opportunity to serve your company in the future." If the answer is no, **SET THE APPOINTMENT...**"I would like to set up a time when you have about 15 minutes to review your needs...is Tuesday morning or afternoon better?"

**PRO CALLING** is professional canvassing...it is numbers...and as we learned in AQUA Q #22, its Seymour People...er, I mean **SEE MORE PEOPLE**.

**HERE'S A TIP:** Salespersons should **PRO CALL** together in pairs. It allows them to talk about strategies, ideas and above all, feeds motivation.

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**AQUA Q #24:** Our Salesperson has 2 hours before his first appointment this evening. How will he spend his time?

- (A) Afternoon matinee at the Bijou.**
- (B) Trying to cash in on a hot tip at the track.**
- (C) CANVASSING !**

~~~~~

The answer is "___" ! Once again...and for the necessity of repetition...there are many things in life that one can lose and replace...BUT TIME IS NOT ONE OF THEM !!! YOU GET 24 PRECIOUS HOURS IN THE DAY...AND WHEN YOU LOSE ONE, YOU CANNOT GET IT BACK.

CANVASSING, JUST LIKE PRO CALLING AND TELEMARKETING, IS SUCCESSFUL BECAUSE 50% OF THE POPULATION WILL NOT RESPOND TO PASSIVE ADVERTISING. CANVASSING comes in a variety of forms, and the most well known is "door knocking". I know of a number of Aquathin Dealers who practice door knocking...it is effective. Years ago I had a misconception that, it indeed, takes a special Salesperson with a strong constitution to be able to do this. But I learned from a highly successful "door knocker", that most people fear door knocking because they try to sell the product (often resulting in door closing) vs. selling the appointment. Here is a great way to start off... "Good afternoon, my name is _____ and I am not here to sell you anything. The reason I am in your neighborhood today is due to the public's concern for water quality in (South Florida). My company, Aquathin of _____, has many satisfied Customers over the past 25 years, and has authorized me to test your water for you AT NO CHARGE, and show you how it can be made cleaner, healthier....better. I will be in your neighborhood for 2 days...which would be best for your...morning or afternoon?"

PPC = PINPOINT CANVASSING...but at Aquathin U., we call it "10 UP-10 DOWN-10 ACROSS". This type of CANVASSING is easily performed also by your Technicians after installation. Using the Aquathin Neighborhood Water Watch Form (sample attached herewith), jot down the address of the Aquathin just installed, and place this form in the door of 10 houses to the left, 10 houses to the right and 10 houses across the street. You will get calls !

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YOUR NEIGHBORS

AQUATHIN HOME WATER SECURITY
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YOUR RELATIVES

AQUATHIN HOME WATER SECURITY
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YOUR DOCTOR

AQUATHIN HOME WATER SECURITY
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YOUR ATTORNEY

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YOUR CO-WORKERS

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WORKING SMARTER TO MAKE LIFE A HECKOFALOT EASIER...that's what's in store over the next several weeks of AQUA Qs !!!

AQUA Q #25: Over the past 4 weeks, we learned about PRO CALLS, NETWORKING, FINDERS, CANVASSING. I know I can make a great living for my family with these super tools, but how do I organize my time to get this done.

(A) DAYTIMER AGENDA

(B) DAYTIMER AGENDA

(C) DAYTIMER AGENDA

~~~~~  
The answer is " " ! **ONE MORE TIME...there are many things in life that one can lose and replace...BUT TIME IS NOT ONE OF THEM !!! YOU GET 24 PRECIOUS HOURS IN THE DAY...AND WHEN YOU LOSE ONE, YOU CANNOT GET IT BACK.**

Sales Managers often ask me for an easy way to help their Sales Teams organize their days and weeks. Attached here with is **"MY AQUATHIN WEEKLY AGENDA"** from Aquathin University's Manager's Bible. Note I've colored those words in **green** because being organized with the right tools and all the features & benefits bullets you have in your Aquathin bandolero makes you **\$\$\$\$\$\$\$**. Sales Managers should mandate this Agenda form to be filled out over the weekend and turned in for the Monday Morning Sales Meeting so that everyone knows where everyone is. If any area is left blank { at Aquathin U., I call those "donuts" as in empty holes }, your Dealership, Salesperson, and Prospective Customers are losing. **Be Productive !**

***Be sure to review these dynamic bullets with your Sales Force and Tech Team Mates. An Educated Force is an Effective Force.***

***Remember to submit the correct answer with your next P.O. for entry into the drawings and receiving either the 25th Anniversary Aquathin Satin Jacket or Shirt, Sterling Silver Anniversary Pen, Aquathin Watch with your order !!***



***Aquathin is 25 in 2005 ! Celebration of our Silver Anniversary begins***

***NOW !***

***Complete details are found in my cover letter in the New 2004--2005 Planner***

***Warmest regards to all,***

***FOR THE BEST TASTE IN LIFE &  
25 Years Pure Excellence***

***Think Aquathin...Aquathink !!***

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





My Aquathin Weekly Agenda  
The Winner Follows a Program - I'm that Winner !

DATE: \_\_\_\_\_

NAME: \_\_\_\_\_

|                          | (in office)<br>MONDAY | (in office)<br>TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--------------------------|-----------------------|------------------------|-----------|----------|--------|----------|--------|
| MEETING                  |                       |                        |           |          |        |          |        |
| Pro Call<br>10:00-12:00  |                       |                        |           |          |        |          |        |
| Networking<br>12:00-1:00 |                       |                        |           |          |        |          |        |
| Finders<br>1:00-3:00     |                       |                        |           |          |        |          |        |
| Canvass<br>3:00-5:00     |                       |                        |           |          |        |          |        |
| Apptmnts<br>5:00-9:00    |                       |                        |           |          |        |          |        |

THE ONLY THING THAT IS ALLOWED TO INTERRUPT YOUR PROGRAM IS A NEW APPOINTMENT !

26      **Sent:** Thursday, August 12, 2004 6:31 PM  
**Subject:** AQUA Q? #26 -- WEEK OF AUGUST 16, 2004 -- EATING COMPETITION / RO vs. RODI

*Dear Aquathin Dealer OnLine;*

*Please review the two outstanding comments from my friend Roger Wiltshire, Managing Director of Aquathin UK, The Pure H2O Company. Roger deftly points out the problems associated with cheap products of "TDS CREEP" and that all too often, competitor cheap assemblies waste a serious amount of water.*

*That's years of in-field experience folks !*

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

*FOR THE BEST TASTE IN LIFE &*

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

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*Alfred J. Lipshultz, President*

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

**From:** Roger

**To:** [AQUATHIN SALES & MARKETING](mailto:salesandmarketing@aquathin.com)

**Sent:** Thursday, August 12, 2004 12:14 PM

**Subject:** RE: AQUA Q? #26 -- WEEK OF AUGUST 16, 2004 -- EATING COMPETITION / RO vs. RODI

This is even more comprehensive than our own list but may I also add:

inferior RO equipment have a tendency fail to deactivate due to the inferior mechanical valve and fluctuations in mains water pressure that never allow the tank to reach 30psi - potentially causing huge waste of water

Further as a result of the fact that they stay in production mode, the increase in 'bleed' of impurities through the membrane as the tank pressure balances out with the mains pressure means that the TDS will steadily get worse (it is only in lab conditions that we see up to 97% rejection rates)

Regards

Roger

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

**From:** AQUATHIN SALES & MARKETING [<mailto:salesandmarketing@aquathin.com>]

**Sent:** 12 August 2004 16:49

**To:** [info@Aquathin.Com](mailto:info@Aquathin.Com)

**Subject:** AQUA Q? #26 -- WEEK OF AUGUST 16, 2004 -- EATING COMPETITION / RO vs. RODI

***Dear Aquathin Dealer OnLine;***

*Little doses of Aquathin U. taken once per week, keeps a Dealer & Team healthy, wealthy & wise.*

***NO ONE DOES IT BETTER THAN YOU ! ...and the next several weeks will be devoted to picking apart the so called would be competition. GOTTALUVIT !***

**AQUA Q #26:** OK, you're making a great presentation and begin discussing price. The Customer suddenly pulls out a brochure for a competitor's RO and says "but this one is cheaper". What do you do?

**(A) Calmly, confidently state, "And allow me to tell you in detail why its cheaper...and WHY you do not want it in your house."**

- 1. Let's read the disclaimer that the units may not be installed on microbiologically unsafe water. But would that not be a reason one would purchase a system? Your Platinum 90 / Aqualite will remove disease causing waterborne microorganisms.**
- 2. They state their systems must be installed on water with less than 10 grains of hardness. Otherwise you need an expensive water softener just for the RO system. Your Platinum 90 / Aqualite can be installed on hard water up to 25 grains due to our patented auto flush.**
- 3. Their warranty is one year, but does not cover the RO membrane or is prorated, yet that is the heart of the unit. When service is needed you must ship the system out of town { if from likes of Home Depot, Costco etc}. If you are looking at a GE unit made by Eco, that membrane has to be replaced every 6 months according to them. Your Platinum 90 / Aqualite carries a Lifetime Warranty except for normal filter changes and abuse, 2 years on the electronics..unless of course you were eligible for the Exclusive Extended Lifetime Warranty.**
- 4. The cheap plastic compression fittings allow the tubing to blow out causing water damage.**
- 5. Clear tubing becomes brittle and cracks within a couple years causing water damage.**
- 6. Imported tubing from Asia and India is inferior due to inconsistent OD and ID (outside dimension / inside dimension) causing the tubing to burst under normal water pressure.**
- 7. Plastic tanks rupture.**

**8. This company makes a statement about being 5 stages...as though the number makes it more effective or impressive. However, all those guys fall under the "Ordinary RO" category as I showed you in the Aquathin Report Card.**

**But hey, if you really want to count stages...our Aquathin Patented Process is a 9 stage system consisting of:**

**Stages One and Two: The Aquathin Carb 12 Prefilter consisting of high grade high capacity dedusted steam washed bituminous grade granular activated carbon for adsorption of organics, chlorine and chloramines with 10 micron sediment and colloidal debris entrapment filter.**

**Stage Three: The Aquathin Reverse Osmosis Membrane with guaranteed minimal 97+% of removal of inorganics and 99.999+% removal of disease causing waterborne microorganisms.**

**Stages Four, Five, Six, Seven; The Aquathin Deionization Module internal chambers initiates with a stainless steel mesh containment screen locked in place followed by the Aquathin Proprietary Nuclear Grade Deionization Resin to extract whatever is not removed by the Aquathin Reverse Osmosis Membrane, locked in place with another stainless steel screen; followed by high grade high capacity dedusted steam washed bituminous grade granular activated carbon for taste; followed by a 5 micron felt pad to retain any GAC fines; followed by a .2 micron filter to prevent the slightest potential of reverse migration of microorganisms; all retained again and locked in place by a stainless steel screen.**

**Stages Eight and Nine; The Aquathin Carb 6 Post Tank Filter consists of high grade high capacity dedusted steam washed bituminous grade granular activated carbon and 1 micron post sediment filter.**

**Aquathin does not make an issue of 9 stages...we make an issue of "free of salts, heavy metals, chemicals, nitrates, solvents, pesticides and disease causing waterborne microorganisms....and no other company will make those claims".**

**9. Ask this company to provide you with a dozen names of satisfied Customers owning their system more than 5 years.**

**Lastly Mr. \_\_\_\_\_, there is hardly anything in this world that a man could not make a little worse or a little cheaper, and the people who consider price alone are this man's lawful prey. Its like this: we would rather explain price once than apologize for poor quality and service the rest of our life. Aquathin**



made the decision 25 years ago, that we would never sacrifice lower quality for price...too much depends it. Would you prefer that your family drink from a system whose poor technology and cheap design allows them to continue to consume contaminates...or a product that provides the safest and most pure drinking and cooking water available...as I've shown you in all our test data, accomplishments, achievements, honors and awards. Your Aquathin totally outperforms all other systems."

(B) I like (A)

(C) I really really like (A)

(D) All of the above

~~~~~  
The answer is " " !

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27 **Sent:** Thursday, August 19, 2004 8:29 AM
Subject: AQUA Q? #27 -- WEEK OF AUGUST 23, 2004 -- EATING COMPETITION / POE GAC
FILTRATION

Dear Aquathin Dealer OnLine;

Little doses of Aquathin U. taken once per week, keeps a Dealer & Team healthy, wealthy & wise.

NO ONE DOES IT BETTER THAN YOU ! ...and the next several weeks will be devoted to picking apart the so called would be competition. GOTTALUVIT !

AQUA Q #27: Aaaaaah, you're in the midst of another terrific presentation and the "Friendly Six" and the Rainbow Test Data Sheet have once again opened the door for discussing a variety of systems and this time it's total home removal of chlorine and organics from city water...that means MegaChar ! or ASTF2003 ! The Customer tells you his neighbor purchased a system that "both filters and softens" all in one unit. What do you do?

(A) Calmly, confidently state, "And allow me to tell you in detail WHY you do not want that type of system in your house.

- 1.** Those companies that put carbon in the same tank as softener resin are performing a disservice to the Customer because you cannot regenerate carbon in that type of setup as you would softener resin. And when it comes time to rebed the exhausted carbon, you have to totally buy new softener resin as well because both are so mixed. They don't tell you that.
- 2.** Most of those companies use only 1/4 to 1/2 cubic foot of carbon, and that's no where near enough bed to provide enough contact time based upon normal household peak flow rates of 8-15 gpm to remove chlorine and organic chemicals.
- 3.** Most of those companies use cheap coconut shell carbon vs. coal based carbon. Coconut shell is dirty, contains metals, phosphates, arsenic, and is more suited for separation of gasses and not for water treatment. If city water supplies need to remove chemicals, like Cincinnati treats for benzene, they use container loads of coal based...not coconut shell.
- 4.** A few of those companies use what's called "silver impregnated carbon" or "KDF" (looks like brass shavings which eventually totally dissolves away...by the way, who drank that?) both of which are a bacteriostat. The best way to describe what the silver and KDF does is that it prevents bacteria from multiplying in the media bed. So if the city happens to send you 50 "bugs", you don't get 51 out...just 50. But what you do get out is elevated amounts of

silver or zinc and copper...all three are heavy metals. And the name of the game in water treatment is "take it out, don't put it in !" As well, our professional association, The National Water Quality Association (WQA) did a study on silver impregnated filters and bacteriastatic claims. The WQA found that granular activated carbon will not permit bacteria to grow if properly maintained. The violent and turbulent backwashing features of our MegaChar dispel colloidal nutrients (as well as any bacteria) that bacteria could feed upon and cleanses the bed to prohibit growth.

5. Those companies charge a heckofalot more money for an inefficient product.

6. Our MegaChar contains a full 1.5 cubic feet of steam washed bituminous grade or acid washed lignite grade granular activated coal based carbon (depending on your pH)...so treated to be clean and highest efficiency, and matched to normal household flow rates...with a flint gravel bed to prevent channeling, so all the water gets filtered.

7. Our MegarChar control valve is a "workhorse" capable of outdoor installations (where it does not freeze) and is not affected by humidity unlike other companies' electronic digital control valves which are tremendously affected by moisture.

8. Our MegaChar has no options that will cost you more money. It includes a bypass valve, chrome jacket to prevent formation of condensation.

9. Aaaaaaaaand ! Our MegaChar WITH our Soft and Clean Water Conditioner is less expensive than that other company's all in one inferior product. That makes changing the carbon bed the easiest and never have to buy softener resin just for maintaining the filter.

10. Ask this company to provide you with a dozen names of satisfied Customers owning their system more than 5 years.

11. Oh...you say you feel the MegaChar is a bit more than you wanted to spend. Our Aquathin AquaShield ASTF2003 is a total home commercial size cartridge filter complete with sediment removal down to 5 micron, chlorine and organic removal AND antimicrobial treatment ! Made of the same quality carbon, you'll replace the cartridges more frequently than the MegaChar bed.

12. You've just blown the Customer away with not only what you know about your own products, but the extent of what you know about others. The Customer is thinking, 'why on Earth would I buy from anyone else !?'

(B) I like (A)

(C) I really really like (A)

(D) All of the above

~~~~~

The answer is " " !

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**AQUA Q #28:** During your 'getting to know you / warm up 'initial portion of your presentation { *remember, that's the critical part where the Customer learns of your sincerity and feels you will do a good job taking care of them* }, your Customer advises that "we know the water is hard...our neighbor purchased a product from [ Rainsoft, Kinetico, Hague, Eco, GE, Culligan, Ionics, Water Resources International ]...and our neighbor is not completely satisfied I think". What do you do?

**(A)** Calmly, confidently state, "lets do some water tests, then allow me to tell you in detail WHY you do not want their type of system in your home."

**1.** Let's start from the top...the control valve. Our control valve is a "workhorse" capable of outdoor installations (where it does not freeze) and is not affected by humidity unlike other companies' electronic digital control valves which are tremendously affected by moisture. Often those companies' control valves are timed setup vs. our metered. Timed valves regenerate whether or not water is consumed. Normally, those companies set the units to consume 15 lbs. of salt per cubic foot and set regeneration every day or everyother day. Regeneration at 15 lbs. of salt at 15 times per month = 225 lbs. of salt per month. They want to sell you salt...and alot of it ! Your system is called Aquathin "Sodialite Soft & Clean" for a very good reason....sodialite = less salt. Salt usage is as follows:

**ASC25K/F = 6 lbs.**

**ASC40K/F = 9 lbs.**

**ASC45K/F = 12 lbs. at 1.5 cuft.**

**ASC60K/F = 15 lbs. at 2.0 cuft.**

**Now consider our ASC40K/F. You have 4 people in your family.**

**Aquathin University Rule is 1 person = 100gpd usage. Your water test shows 20 grains per gallon...and that's well beyond the "red zone" in the Rainbow Test Sheet. The 40K will regenerate every 2000 gallons (40,000 grains capacity of system divided by 20 gr/g). Now at 400 gpd, regeneration will be every 5 days (2000 / 400) or 6 times per month = 54 lbs. of salt per month (6 x 9**



lbs.)... **IF** you were to use that kind of water !! 54 lbs. vs. 225 lbs. is a huge cost savings! Also, your metered valve includes an optional 10,000 gallon extended range for even greater efficient use of the most water before regeneration.

Kinetico's control valve is metered and non electric, and contains many internal gears and moving parts. An issue with this valve is under high peak flow rates, the gears can break and servicing is difficult.

**AND** your control valve / system comes with 1" bypass valve...full 1" internal throat and distributor tube with wide top & bottom baskets for full flow features. Most others do not. Their's is usually 3/4" and restrictive of flow and pressure.

2. Those companies often use an inferior quality resin that breaks down in chlorinated water conditions. Your Aquathin Soft & Clean integrates a very chlorine chloramine tolerant resin. This industrial cation resin is also high capacity (43,500 grains per cuft vs. 30,000 standard). Yet Aquathin does all the calcs using the 30,000 grain industry standard and therefore builds in another safety factor to prevent running out of soft water. Your Soft & Clean resin also removes up to 5 ppm Fe.

Also, Aquathin provides you with optional resins that can be inexpensively added to your Soft & Clean to remove fluoride or tannins if present.

3. A few of those companies use what's called "silver impregnated carbon" or "KDF" (looks like brass shavings which eventually totally dissolves away...by the way, who drank that?) both of which are a bacteriostat. The best way to describe what the silver and KDF does is that it prevents bacteria from multiplying in the media bed. So if the city happens to send you 50 "bugs", you don't get 51 out...just 50. But what you do get out is elevated amounts of silver or zinc and copper...all three are heavy metals. And the name of the game in water treatment is "take it out, don't put it in !" As well, our professional association, The National Water Quality Association (WQA) did a study on silver impregnated carbon and bacteriostatic claims. The WQA found that granular activated carbon will not permit bacteria to grow if properly maintained. The violent and turbulent backwashing features of your Soft & Clean dispel colloidal nutrients (as well as bacteria) that bacteria could feed upon and cleanses the bed to prohibit growth. But in a minute, I am going to tell you about a super and unique feature with your Soft & Clean for total home antimicrobial protection, that will knock your socks off and only Aquathin produces this.

4. Those companies use 'hardsell' tactics and charge a heckofalot more money for an inefficient product. Quite often you can own a Soft & Clean AND MegaChar AND Aqualite for less than they are selling just a softener.

5. Your Soft & Clean system includes the decorative chrome resin tank jacket. Normally theirs does not. There are two purposes for the jacket. (A) Colder water causes the resin tank to sweat with condensation and therefore forms continuous puddles of water on the floor. The inner liner of your jacket provides a dead air space to warm the tank and prevent sweating. (B) Superior aesthetics. Our models are built to be efficient and just plain nice to look at.

6. The Aquathin Sodialite Soft & Clean includes the patented Aquathin Clip Cabinet with AquaShield vs. ordinary garbage can style brine tanks. The garbage can style salt brine tanks are notorious for bacterial slime formation in them. That cruddy, mungy, brownish, fuzzy junk gets sucked into the resin tank during regeneration, breed in the resin pores and grow downstream. AquaShield, integrated during the molding process, keeps the Clip Cabinet's water and salt clean and pristine. The Clip Cabinet is produced using the rotomold process = thicker walled and no seams. Your Clip Cabinet contains a built in sediment trapper to help prevent dirt from contaminated salt being sucked into the control valve's screen and injectors. Your Clip Cabinet is environmentally friendly in that it contains recycled virgin polyethylene and UV inhibitor. Their garbage can style or tank-in-cabinet model is thin walled blow molded with a seam and known for cracking. Your Soft & Clean system includes a black brine draw tube with UV protection. Theirs does not and will crack causing leaks and service calls. There are no options to buy. Your Soft & Clean system includes a backup safety float to protect against overflow when making brine...and comes with a protective brine well to keep the safety float from coming in contact with salt that could potentially prevent the float's operation. Your system also includes a "J Tube Air Check" to prevent the control valve from potentially sucking all the water and pulling in air that could create water hammers in the plumbing.

7. Ask those companies to provide you with a dozen names of satisfied Customers owning their system more than 5 years.

8. Aquathin provides you with the Exclusive Aquathin Extended Lifetime Warranty FREE, normally a \$249 charge, just because you are purchasing both an Aqualite and the Sodialite Soft & Clean. Oh, you would like to include the MegaChar in the Warranty...of course !

9. AND AS A VERY SPECIAL PROMOTION...remember I told you I was going to detail 'total home antimicrobial protection'...Aquathin Corp. USA is

providing FREE OF CHARGE, the unique and patented AquaShield Filter and housing, a \$150 retail value, with every Soft & Clean system. Let me show you some of the outstanding in-field test results and the list of microbes effectively treated by AquaShield.

10. In short, a metered unit with bypass, high cap resin, jacket & cap, AquaShield protected Clip Cabinet...makes for a most formidable installation, much more efficient, contains any and all options, sold - installed - serviced by a Professional Authorized Aquathin Dealer....and worth every penny towards cleaner softer clothes, clean spot free dishes, glasses, shower stalls and bathtubs, and saves plenty of money on detergents, which you noticed on the Aquathin website !

11. You've just blown the Customer away with not only what you know about your own products, but the extent of what you know about others. The Customer is thinking, 'why on Earth would I buy from anyone else !?'

(B) I like (A)

(C) I really really like (A)

(D) All of the above

~~~~~  
The answer is " " !

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CONGRATULATIONS TO~

**ERIC MOYA OF "MOYA ROLDAN /
AQUATHIN DE COSTA RICA"...WINNER OF
\$1000 AUGUST AQUATHIN SILVER ANNIVERSARY
DRAWING !**

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devoted to picking apart the so called would be competition. GOTTALUVIT !***

**AQUA Q #29: OK, this one is a little bit different. You start out or are really
into your presentation and your Customer abruptly stops you, making one of
the following statements...**

- (1) "Look lets stop here...just make my water smell better, taste better and
look better and don't charge me an arm and a leg"or says,**
- (2) "I appreciate the excellence of your system, but I just got a new job, the
car is in the shop, the kids need school clothes, what do you have that's
cheap"or says,**
- (3) "Don't try to sell me a new product! I'm only interested in servicing what I
spent a lot of money for already. The other dealer went out of business."**

What do you do?

**The following responses include comparisons to Pur, Brita, Culligan,
Cuno, Dalton and general filters.**

**(A) Calmly, confidently state, "I understand...allow me show you several
really super and inexpensive filters you can choose from and WHY you do not
want other types of filters in your home.**

- 1. The Aquathin YES Filter contains more granular activated carbon than
any other filter in its class on the market. And Aquathin only chooses clean**

bituminous grade unlike other filters using cheap inefficient coconut shell that can also contain metals and phosphorus. There is also a 10 micron microporous pad in the posterior end of the YES to catch colloidal debris providing both sediment AND carbon filtration vs. ordinary ceramic candle styles. Because the YES is pressure packed to avoid channeling and uses axis flow, meaning full length, vs. radial flow, meaning through narrow side walls like other filters, the YES delivers more contact time to remove more organic chemicals more effectively. Let me show you a list of chemicals easily removed by the Aquathin YES Filter.

2. The Aquathin LeadOut combines the same efficient organic and sediment treatment of the YES with a unique crystalline activated alumina media called ABA2000 to readily adsorb lead that can come from lead soldered joints and old leaded piping. The LeadOut is so effective it also removes arsenic, cadmium, nickel, mercury and fluoride ! Check out these test data sheets.

3. The AquaShield 100+AS is an amazing product. The Aquathin AquaShield contains the AquaShield Antimicrobial to treat for bacteria and virus. Let me show you the long list of microbes effectively treated and some extraordinary field tests including for cholera performed in Africa. The AquaShield filter is made of the same bituminous grade carbon but is in brick form to offer immense contact time and the ability to remove cysts like Cryptosporidia and Giardia and at the same time, entrap lead.

4. Note that none of our filters contain substances that can leach out such as zinc, copper, silver or nitrates found in other filters. Faucet mount filters simply do not contain enough media to treat enough water for all your concerns. Jug filters take as much as 20 minutes to allow a half gallon to drip through. Both jug and faucet mounts cannot connect to your automatic icemaker for clean refreshing ice and chilled water, like your choice of Aquathin filters will.

And most importantly, Aquathin is celebrating its 25th Silver Anniversary. We make over 70 patented and trademarked products for residential, commercial and laboratory markets around the world. Let me pull up our website for you....take a look at what the U.S. Commerce Department has to say about Aquathin.

5. You've just blown the Customer away with not only what you know about your own products, but the extent of what you know about others. The Customer is thinking, 'why on Earth would I buy from anyone else !?'

{ OK...I've just given you excellent details about these great Aquathin filters...and as President of Aquathin and designer of these products, I'm

telling you now, as I do at Aquathin University, that I would never let my kids drink from them...WHY???? Right ! Because none of them fully address all aspects of contaminates like your Patented Aquathin RODI Process ! So, you are asking yourself, 'then why would Aquathin make such products' ...and that is a very good question. Here's your answer:

The first Customer above who said "just make it better" is ignorant. If you don't sell him a great filter, someone else will sell him an inferior one.

The second Customer has strong budget issues. You reply, "Here's what we can do...if you choose the Yes, or LeadOut or AquaShield, as your finances improve, I will gladly take back that filter and give you full credit toward the Aqualite that you want...so, you'll receive free filtered water for a year !" You can do this because you've already paid for the lead...and the Customer will love your sincerity. And if you don't sell them a great filter, someone else will sell them an inferior one.

The third Customer is what we call "orphan business"...meaning when their previous supplier is gone and they have no one to take care of them. You need to win back this Customer's confidence / credibility factor. At the bottom of the Yes Filter label it states 'Universal Undercounter Filter Replacement' and its there just for this scenario. If you don't sell them a great filter, someone else will sell them an inferior one.

AND HERE'S THE BEAUTY IN ALL THIS...each of your new Aquathin filter Customers will receive their Annual Service Reminders from us and from you...and the Splash NewsBulletins...all keeping that Aquathin logo and services in their mind. When the light bulb goes off in their head because of something read in the papers or watched on the news, or a neighbor bought an RO unit, WHO ARE THEY GONNA CALL !? We see these great filters by Aquathin as sewing seeds for future upgrading ! it works and hundreds of thousands of sales says so !! }

(B) I like (A)

(C) I really really like (A)

(D) All of the above

~~~~~  
The answer is " " !

Be sure to review these dynamic bullets with your Sales Force and Tech Team Mates. An Educated Force is an Effective Force.



***Remember to submit the correct answer with your next P.O. for entry into the drawings and receiving either the 25th Anniversary Aquathin Satin Jacket or Shirt, Sterling Silver Anniversary Pen, Aquathin Watch with your order !!***

***Aquathin is 25 in 2005 ! Celebration of our Silver Anniversary begins***

***NOW !***

***Complete details are found in my cover letter in the New 2004--2005 Planner***

***Warmest regards to all,***

***FOR THE BEST TASTE IN LIFE &***

***25 Years Pure Excellence***

***Think Aquathin...AquathinK !!***

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

***"Alfie"***

***Alfred J. Lipshultz, President***

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30     **Sent:** Thursday, September 09, 2004 11:40 AM  
       **Subject:** AQUA Q? #30 -- WEEK OF SEPTEMBER 13, 2004 -- EATING COMPETITION /  
         COMMERCIAL RO SYSTEMS

***Dear Aquathin Dealer OnLine;***

***Little doses of Aquathin U. taken once per week, keeps a Dealer & Team healthy, wealthy & wise.***

***NO ONE DOES IT BETTER THAN YOU ! ...and the next several weeks will be devoted to picking apart the so called would be competition. GOTTALUVIT !***

**AQUA Q #30:** Your Customer advises that they need large capacity i.e. 400 gpd or up to 12,000 gpd purified water for his bakery or car wash or to meet ASTM, CAP, AAMI or NCCLS Standards for lab or ultrapure cleansing purposes. The Customer also advises he is shopping and "of course, price is a consideration." What do you do?

**(A) Calmly, confidently state, "lets do some water tests, we'll discuss flow and capacity, then provide you with an immediate quote from Exclusive Aquathin Quote Bank complete with features and benefits....and then allow me to tell you in detail WHY you do not want 'cheap' RO in your business."**

**1. "OK, based upon your water analysis and that you require 1000 gpd { note: this is an example....as there are over 1500 quotes available in Quote Bank }, I have provided the following Quote Bank, specific catalogue sheets, and letters of satisfaction for our review together."**

**A FREE SERVICE FROM AQUATHIN QUOTE BANK**

**SYSTEM :** The proposed AQUATHIN system and installation includes the following components, features and purpose.

1. Model TGST-1.5 - This system features automatic twin 5" x 20" high impact resistant filter housing manifolded onto a sturdy and durable powder coated steel frame. A dual gradient 75 micron to 25 micron spun polypropylene sediment filter is located in the first position. A dual gradient 50 micron to 5 micron spun polypropylene filter is located in the second position. This combination and type of media have exceptional dirt holding capacities and are oleophilic.

2. Model SYNASC-25K AQUATHIN SYNCHROMATIC Water Softener - is to remove calcium, magnesium and iron from RO feedwater. These ions lead to premature plaquing and hydrolysis of RO membranes, resulting in reduced production, increased conductivity, and membrane failure. This softener features a 300,000 grain capacity, twin resin tanks that regenerate with softened water on demand. Metered glass-filled styrene 9000 valve, microprocessor controlled for reduced salt usage. Can regenerate one tank while softening with the other. NO DOWN TIME DURING REGENERATION. Will not backwash ions into RO, Regeneration occurs when needed, no need to over regenerate, saves salt, no complicated failure-prone solenoids needed to put RO in standby, RO can

operate on demand 24 hours a day. Eliminates the need for acid and antiscalant injection. Easier to operate and inexpensive to maintain.

3. Model TGST-1.5 GAC/CBC Carbon Filter - is to dechlorinate RO feed water and to reduce organics. Must be used as a prefilter to protect RO membranes from hydrolysis. This system features automatic twin 5" x 20" high impact resistant filter housing manifolded onto a sturdy and durable powder coated steel frame.

4. MODEL 1200+24K is a fully automatic High Flow Demand Thin Film Composite Reverse Osmosis Water Purification System with the following features.

A. Twin FDA Approved Thin Film Composite Reverse Osmosis elements producing 98+% rejection of salts and 99.9% rejection of disease-causing waterborne microorganisms at 100 psi. Total daily water capacity is 1200 gallons per day. The attached chart relates the superior efficiency of Reverse Osmosis over other filtration technology. Brine to product ratio is 2:1 by design.

B. Patented IQ-EMP Intelligent Selectronic Memory Panel fully automates the 1200+24K System and provides LED Self-Diagnostics for the following processes: System Power, Storage Tank Full, System On, System Off, System Flushing, Low Source Pressure. The 1200+24K's unique flushing feature periodically accelerates the flow of tap water over the membranes to purge any materials that could potentially plaque the membranes -- hence, prolonged efficiency and longevity. Should water pressure or flow drop below permissible levels, the 1200+24K automatically shuts off to protect the pump and electronics. Function automatically resumes when source pressure raises. Custom design solenoids and backflow prevention devices assure optimum system functions.

C. The 1200+24K plumbing fittings are FDA Approved and NSF Certified "Speed Fittings" for quick installation and service.

D. The 1200+24K mounting bracket is brushed anodized aluminum to resist rust and corrosion while providing a lifetime of support.

5. OPTION Model LDI - Quantity two. Once the water is prefiltered and passes the Reverse Osmosis membrane, four AQUATHIN nuclear grade FDA Approved mixed bed Deionization Modules in series further reduces the RO permeate constituents, to the quality of water desired.

6. OPTION Model LAB 10.2 - AQUATHIN has accumulated numerous in-field test analyses from around the world proving the efficiency of our RO technology. However, due to the "absolute-ness" of this installation, with respect to rejection of disease-causing waterborne microorganisms we have elected to incorporate a 10 inch .2 micron cartridge to assure collection of any microorganisms in the unlikely event of membrane failure, followed by ultra violet light. Further, the .2 micron filter prevents any possible reverse migration of bacteria. It too, is contained in a clear see-view housing.

7. OPTION Model UV MP-13 - Is an ultra violet light in stainless steel chamber capable of water flow up to 2 gallons per minute. The UV is volt regulated and is the final system failsafe.

8. Model RO-Tanks - Water is stored in twin NSF Approved RO-86 Reservoirs where total reserve capacity of 55 gallons per tank (110 total) is available. As water is consumed, the 1200+24K System begins to replenish the reservoir. Custom manifolding downstream from the tank affords multiple dispensing sites.

9. 500 Gallon PE Tank and Controller - In the event storage of higher quantities of purified water is desired, the 500 gallon (other sizes available upon request) high density polyethylene tank with the 6 DTTC Controller is used

instead of the RO-86 tank. However a RO-20 is required to sense volumetric pressure. The 6 DTTC level sensors may be mounted accordingly to optimize fill and recovery time as necessary. A .2 micron anti vacuum breather is mounted to the top to prevent entrance of airborne microbes as purified water enters and exits the tank.

10. Model Stainless Steel Repressurizing Pump - Delivers water from the PE tank at consistent flow and pressure. A variety of capacities available upon request.

CERTIFICATION : AQUATHIN CORP. is an E.P.A. Registered Manufacturer and ISO-9000 Compliant. All components are made of FDA Approved, and/or NSF Certified, UL, CSA, TUV, BSI listed materials.

WARRANTY : AQUATHIN warranties this system for a period of one year for parts and workmanship.

**2. You continue "Mr. Smith, these systems are built from the same efficient design as our patented residential Aqualite...same flow path, electronics...just larger as if the system where under a magnifying glass...and that means they are easy to understand, install and service. They are built 'idiot proof' for guys like me { *note: its OK to say this because you are not calling the Customer an idiot...and its making a very cogent and important point as you go on* }, because they are designed from the factory to be robust and know what to do without your staff needing to undergo heavy training or to monitor."**

**3. "Other systems contain horns, buzzers, whistles, dials, gages and log books for your staff to watch 'and record' as often as twice daily. The purpose of the log book is for you to record various flow rates, pressures and water quality. The other companies use this AGAINST YOU because when it comes time to warranty any item, if that log book is missing one ounce of information, there is no warranty."**

**4. "Other companies will give you what seems a lower cost because it is for the RO system only. Then when it fails, they advise that you needed additional equipment for pretreatment such as softening, filtration etc. You get frustrated, but you're already financially invested into it, and the cost for the added items often exceeds what we've provided in detail in our Quote Bank, based upon our due diligence of your requirements and source water."**

**5. "Other systems use cheap materials like steel frames that will corrode or omit essential components. In the end, you have a pump, a membrane and that's it. Aquathin will not provide striped down products that will ultimately cause you down time...and down time means no production for you. How much does that cost? { *Pause here and get that value. You will be amazed at the lost revenue...often upwards of thousands of dollars per hour ! ...and that is used to hammer home why you are proud to get your price !!* }."**



6. "Aquathin pays attention to quality and AESTHETICS. Our systems last longer, operate more efficiently, and LOOK GREAT."
7. "Ask those companies to provide you with a dozen names of satisfied Customers owning their system more than 5 years. Take a look at these superior letters of satisfaction from our Customers and other honors."
8. "If you'd like, we can work up a maintenance schedule for you and be on site to change prefilters, check for salt levels and give you a written report."
9. You've just blown the Customer away with not only what you know about your own products, but the extent of what you know about others. AND HERE IS A TERRIFICALLY IMPORTANT POINT: ANY OTHER COMPANY WILL TAKE 2-3 WEEKS TO PROVIDE A QUOTATION VS. YOUR AQUATHIN QUOTE BANK IN 60 SECONDS ! ...THAT SENSE OF IMMEDIACY AND DETAIL SPEAKS VOLUMES AND REGISTERS SOUNDLY WITH YOUR CUSTOMER. The Customer is thinking, 'why on Earth would I buy from anyone else !?'

(B) I like (A)

(C) I really really like (A)

(D) All of the above

~~~~~  
The answer is " " !

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31 Sent: Thursday, September 16, 2004 6:53 PM
Subject: AQUA Q? #31 -- WEEK OF SEPTEMBER 20, 2004 -- EATING COMPETITION / ME & MY STORY

Dear Aquathin Dealer OnLine;

Little doses of Aquathin U. taken once per week, keeps a Dealer & Team healthy, wealthy & wise.

NO ONE DOES IT BETTER THAN YOU ! ...this is the last week devoted to picking apart the so called would be competition. GOTTALUVIT !

AQUA Q #31: The past 5 AQUA Q's concerned a concise understanding of your magnificent products and their superiority over the competition. But the reality of creating a satisfied Customer is that Aquathin is only as good as the people who represent it and carry forth our reputation as their own. What are the 9 inch nails you eloquently place into the competition's coffin to help your Customer make the best choice?

(A) "Mr. Smith, I've just detailed the features and benefits of our products vs. the other companies...but let me show you the final reasons you want to make Aquathin your choice..."

1. "Aquathin is not in the RO business, filter or softening business. We are in the solution business...and we have over 70 varieties of patented and trademarked products to meet any of those needs. Other companies will 'sell you' what they have...often, not what you need."

2. "It does occur after a purchase, Mr. Smith, a Customer asks their Sales Rep, 'I thought you said your product had the best warranty, best price, and made the best water...but my neighbor just got a better product...what are you going to do about this?' We don't get those questions, Mr. Smith...the other guys do!"

3. "Mr. Smith, we receive constant education from Aquathin University to keep us abreast of industry news and technology updates. This results in our highly educational and common sensed presentation, unlike several of our competitors who use condescending scare tactics. At Aquathin University we watch a film entitled "D.C. Is Not Me" showing a newscast of hidden cameras in Washington D.C. recording some of the most preposterous claims by these companies. You see Aquathin loves being in the news...but for all the right reasons."

4. "And speaking of being in the news...no other company has so many accomplishments, achievements, awards, honors, published letters of satisfaction as Aquathin that we're proud to show you here in our presentation book, and on our website...because our reputation is 'proofed' by the products that live up to our published claims, outperforming the competition. 25 Years Pure Excellence, Mr. Smith...shop that!"

5. "Mr. Smith, Aquathin is an international company with Authorized Dealers all over the world. That may not be as significant to you as these other reasons...but it should....because it means the Aquathin Brand is proven and accepted as the best in the world...it means Aquathin has the pulse of the Consumer and industry."

6. "Mr. Smith, beyond all the goodies that Aquathin has...there is one final and very major component we have that no other company has...'ME'. { *look the Customer directly in the eye and say the following slowly with intensity* } You see not every company gets to be an Authorized Aquathin Dealer and not every sales person gets to be an Aquathin Team Member. I have earned and received the President's Excellence Award Lapel Pin you see here because of my studies, my sincerity and integrity to be the best for my Customers. I love my job and I love my Aquathin!"

{ this #6 is not hype or fluff...be proud & walk tall. you know you are the best water treatment professional out there...especially when you hear the other guys. if you don't drill this into your brains to believe in yourself, into your family who believes in you, into your Customer who wants reasons to believe in you...then you are depriving yourself, your family the extra 20% that you could have delivered...and you are going to allow 20% of your potential Customers to buy someone else's inferior product. i travel the world visiting Aquathin Dealers...and i love to see their Team feel the well rewarding significance from enhancing their own lives by enhancing the quality of life of their Customers. }

7. You've just blown the Customer away with not only what you know about your own products, but the extent of what you know about others, your tremendous company's story and YOU !! The Customer is thinking, 'why on Earth would I buy from anyone else !?'

8. Then from an Authorized Dealer perspective, Aquathin creates tremendous flexibility. For example, some Dealers utilize most of the full spectrum of our products because theirs is a deep and diverse market. And some Dealers have chosen a path of focusing on 3-5 of our products using a

'rifled' approach for ease of educating their Sales Team and Consumers. We have seen both markets change evolving from full spectrum towards rifled and rifled towards full spectrum...and somewhere in between. Flexibility is a genuine benefit over single lined competitors.

9. And again from an Authorized Dealer perspective, Aquathin creates tremendous accessibility. You want prompt actioning of your inquiries which includes technical assistance, sales and marketing assistance, customized installations...even consideration to build and mass market new products. A new Dealer told me that the reason he is leaving his branded supplier is they (a)never are prompt returning his calls and emails, (b)refuse to listen to his needs, and (c) only want to deal with easy water, no difficult waters. Supplier fired...hello Aquathin !

(B) I like (A)

(C) I really really like (A)

(D) All of the above

~~~~~  
The answer is "\_\_\_" !

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32      **Sent:** Thursday, September 23, 2004 1:04 PM  
**Subject:** AQUA Q? #32 -- WEEK OF SEPTEMBER 27, 2004 -- EXTRA-ORDINARY TREATMENT /  
SUPERCHLORINATION

***Dear Aquathin Dealer OnLine;***

***Little doses of Aquathin U. taken once per week, keeps a Dealer & Team healthy, wealthy & wise.***

Often Customers will come to you with water problems that are not found in municipal water supplies. These are problems specifically associated with well water. Many competitors "choose" not to deal with these problems because they fear what they refer to as "tough waters"...but you know what...its the same kinda water the city has to treat, so it can't be all that difficult, right!? The next several AQUA Q's deal with these issues...why? ...because its a lucrative opportunity...its easy...aaaaand ***NO ONE DOES IT BETTER THAN YOU! GOTTALUVIT!***

**AQUA Q #31:** A Customer calls in from your Yellow Pages advert...or, visits your booth at the home show...or, walks into your shop and says, "my water smells bad, its not very clear, stains the tub toilet and laundry, and pipes are slimy." What do you do?

- (A)** Make raspy noises on the phone and say, "sorry, you're breaking up...I can't hear you", quickly hanging up and hoping they don't call back.
- (B)** Advise the visitor at your booth or store, that "the person that takes care of that will be in the office February 30th".
- (C)** Calmly and confidently say, "we see that often in our area and can easily treat it for you."

~~~~~  
The answer is " " !

Well its not A or B, but that's the type of responses many other companies give.

Here's how to proCeed. Ask the Customer "do you have a recent water test?" If no, advise them you'll want to have a bacteria test done and that you can do the "Friendly Six" in the shop. Contract with a local lab for bacteria testing only. Advise the Customer "the test will cost about \$75, and if you allow Aquathin to treat your water, we'll credit the lab test toward the purchase...would that be fair?" Now you've qualified the Customer because the Customer who is serious about getting help, agrees.

You already know from Aquathin U. and The Water Bible that stains often mean iron and / or manganese...slime is bacteria...smell can be hydrogen sulfide's rotten egg odor, or dead and dying bacteria...not clear can be colloidal garbage. So the Water Bible says when all this junk is present, SUPERCHLORINATE. You call up or email Aquathin and request a Quote Bank, and it goes like this:

~~~~~QUOTE BANK BEGINS HERE

BROUGHT TO YOU BY AQUATHIN QUOTE BANK—A FREE SERVICE TO AUTHORIZED AQUATHIN DEALERS.

SYSTEM : The proposed AQUATHIN system and installation includes the following components, features and purpose. Chlorination via our model RS35CL will oxidize a natural occurring gas and kill bacteria thus eliminating the recurring cause of this form of odor (as well as oxidize and precipitate iron, manganese, tannins, algae and most colloidal debris).

1. Model RS35CL with RT120 [scandoc attached] - is an automatic chlorination chemical injection system with the capacity to precisely meter the correct amount of chlorine required to oxidize hydrogen sulfide odors, destroy bacteria and virus, precipitate iron-manganese and colloidal debris. The chlorinated water enters the RT120 contact tank where the oxidizing action occurs. Simply flushing of the precipitated material as needed.
2. Model BFF-3 AQUATHIN MEGA CHAR Carbon Filter / AG / Silica - is to dechlorinate, reduce organics and filter any unsettled matter to 10 micron. This system features automatic 5600 glass-filled Noryl backwash valve, 1.50 cuft/tank capacity with Red Flint Filter, 10 x 54 tank, down flow design with distributor and integral brass manifold 1" in and out. 6 Cycles of Backwashes & Rinses.

~~~~~QUOTE BANK ENDS

Its just that simple...and the installation is just as easy as installing a water softener. aaaaaand here's another good point ! you've performed the "Friendly Six" so there's another opportunity to include a Soft & Clean as an option along with an Aqualite for cooking and drinking. By satisfying the original needs...the ones the other guys run from...you got the deal and quite often you get the options toooooooooo.

Be sure to review these dynamic bullets with your Sales Force and Tech Team Mates. An Educated Force is an Effective Force.

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CONGRATULATIONS TO~

MSSRS. PIERRE SAJOUS, CHARLES ST. REMY, MICHEL MARTELLY OF "SWEETWATER HAITI"...WINNER OF \$1000 SEPTEMBER AQUATHIN SILVER ANNIVERSARY DRAWING !

Dear Aquathin Dealer OnLine;

Little doses of Aquathin U. taken once per week, keeps a Dealer & Team healthy, wealthy & wise.

Often Customers will come to you with water problems that are not found in municipal water supplies. These are problems specifically associated with well water. Many competitors "choose" not to deal with these problems because they fear what they refer to as "tough waters"...but you know what...its the same kinda water the city has to treat, so it can't be all that difficult, right!? The next several AQUA Q's deal with these issues...why? ...because its a lucrative opportunity...its easy...aaaaand **NO ONE DOES IT BETTER THAN YOU ! GOTTA LUV IT !**

AQUA Q #33: A Customer says, "my water causes green stains in my sink and we are constantly replacing the hot water heater." What do you do?

- (A) Ask the Customer for an appointment to visit his home for a free water analysis.**
- (B) Ask the Customer to bring in a water sample to perform the Friendly Six .**
- (C) Calmly and confidently say, "we see that often in our area and can easily treat it for you with one of two choices."**
- (D) All of the above !**

~~~~~

The answer is " " ! Here's how to Do the task.

You already know from Aquathin U. and The Water Bible that green stains often mean acid water...the acidity is dissolving / leaching copper from plumbing...recall a little high school chemistry when you flamed elements over a Bunsen Burner...sulfur was bright yellow...copper was green. The "pH" component of The Friendly Six is the test for acid / alkalinity. pH stands for "power of hydrogen" or "hydrogen potential" and is the number of hydrogen ions ( $H^+$ ) in water...the more  $H^+$  = more acidic....it is a man made scale of 1 to 14 with 7 being neutral....not good or bad, just neutral....below 7 is acidic and above 7 is alkaline or basic { *strictly speaking, pH is the negative logarithm of the hydrogen ion concentration in moles per litre. for example, if the concentration of hydrogen ions is  $10^{-7}$  moles per litre, then the pH is 7.0* }. When the pH is below 6.8 we start to see corrosion...the lower the pH, the more aggressive the acidity....aaaaaand when you heat an acid like in a hot water heater, you intensify the acidity making it even more aggressive! And that is why hot water heaters are frequently replaced where the pH is low.

So the Water Bible says use the Aquathin Model ACF Calcite Filter when pH 6.8 to 5.6 . Calcite is good ol' calcium carbonate, the same ingredient in most heartburn tablets. It is the carbonate ( $CO_3$ ) that buffers or neutralizes the  $H^+$ . If pH is 5.5 to 5.0 we can add a little magnesia oxide to the ACF, kinda the same stuff as Milk of Magnesia for stomachs, to obtain a quicker dissolve and neutralizing. When pH is extremely acidic in the range of 5.5 to 3.0, we use the RS35pH Chemical Injection system to inject liquid soda ash also known as sodium hydroxide NaOH because calcite cannot dissolve rapidly enough to neutralize these severe low pH levels { *note Aquathin provides the soda ash in liquid form because the powdered form is highly exothermic...meaning generates intense heat when mixing with water and can pop back onto and burn the person preparing the mixture. our liquid form will not, hence safety is in place* }.

It's just that simple...and the installation is just as easy as installing a MegaChar or chlorination system respectively. aaaaaand here's another good point ! you've performed the "Friendly Six" so there's another opportunity to include a Soft & Clean as an option along with an Aqualite for cooking and drinking. By satisfying the original needs...the ones the other guys run from...you got the deal and quite often you get the options tooooooo.

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34      **Sent:** Friday, October 08, 2004 6:48 PM  
**Subject:** AQUA Q? #34 -- WEEK OF OCTOBER 11, 2004 -- EXTRA-ORDINARY TREATMENT /  
ALKALINITY & SILICA ISSUES

***Dear Aquathin Dealer OnLine;***

***Little doses of Aquathin U. taken once per week, keeps a Dealer & Team healthy, wealthy & wise.***

Often Customers will come to you with water problems that are not found in municipal water supplies. These are problems specifically associated with well water. Many competitors "choose" not to deal with these problems because they fear what they refer to as "tough waters"...but you know what...its the same kinda water the city has to treat, so it can't be all that difficult, right!? The next several AQUA Q's deal with these issues...why? ...because its a lucrative opportunity...its easy...aaaaand **NO ONE DOES IT BETTER THAN YOU! GOTTALUVIT!**

**AQUA Q #34:** A Customer says, "my water isn't very hard, but my shower and bath still look terrible...and my glassware is all pitted and etched...I didn't have this problem at my old home." What do you do?

- (A) Ask the Customer for an appointment to visit his home for a free water analysis.**
- (B) Ask the Customer to bring in a water sample to perform the Friendly Six...and maybe an additional test or two .**
- (C) Calmly and confidently say, "we see this occasionally in our area and can easily treat it for you...lets do some tests and look at our options."**
- (D) All of the above !**

~~~~~

The answer is " " ! Here's how to Deal with this oddball issue.

We've done "The Friendly Six" and learn that hardness is only about 3-4 grains, but man, that \$25,000 black Italian tile in their bathroom looks like heck with what appears to me to be a hard water issue...and her wine glasses look like they've been in a sand storm. What is going on here!?

You've entered the "HIGH pH / SILICA ZONE". It used to be that this ZONE was not found in a whole lot of places which is why all the confusion about it...and when you did find it, most industry players fold up and leave. But now the ZONE is far more prevalent. Here's why. Several years ago, the

EPA and AWWA (American Water Works Association whose members comprise water plant operators) decided to artificially raise pH. The Langelier Saturation Index (LSI), a handy little tool whose definition would put an insomniac to sleep, basically says that as pH increases, the effects of hardness also increase...or in other words, the higher the pH the more easier calcium carbonate falls out of solution and causes scaling. Now the purpose to artificially raise the pH is so that (A) calcium would easily coat residential and commercial plumbing pipes and prevent lead from leaching from soldered joints...and (B) huge water main pipes would also receive the "hard water Band-Aid" to help prevent the chronic eroding of concrete which ultimately exposes the inner asbestos liner and stop asbestos fibers from entering our drinking water. We've seen municipal pH average 8.0 to 9.5 and as high as 10.5 (Youngstown, OH) ! Clorox is 11.5 !

Here's how to deal with it and its eeeeeezeeeeeee. The MegaChar Model BFF-2 contains an acid washed lignite GAC. The H⁺ hydrogen ions from the acid washing process will help to neutralize the pH a full 1 to 1.5 down. This is important because ordinarily GAC does not like to remove chlorine or organics in high pH waters, hence the necessity for this type of carbon when your Customer desires POE Filtration. Another option to discuss is the use of a Soft & Clean water conditioner to deal with the little bit of hardness. The etching of glasses may be due to the presence of silica...and where there's silica, there's sand. That glass in the dishwasher gets pelted with the silica over and over...and in a matter of just a couple months, its etched and / or the calcium gets baked on in the high heat drying process. So even without testing for silica, just order your Soft & Clean with a little Aquathin Colloidal Silica Scavenging Resin added into the resin tank with the softener resin, and you are a hero ! The Colloidal Silica Scavenging Resin and acid washed GAC are almost like a couple of our trade secrets.

Its just that simple. But moreover, you've shown your Customer just how knowledgeable you are...and that you have the bullets in your bandalero to get the job done...the other guys don't....AND NO BODY DOES IT BETTER THAN YOU !

Be sure to review these dynamic bullets with your Sales Force and Tech Team Mates. An Educated Force is an Effective Force.

Remember to submit the correct answer with your next P.O. for entry into the drawings and receiving either the 25th Anniversary Aquathin Satin Jacket or Shirt, Sterling Silver Anniversary Pen, Aquathin Watch with your order !!

Aquathin is 25 in 2005 ! Celebration of our Silver Anniversary begins

NOW !

Complete details are found in my cover letter in the New 2004--2005 Planner

Warmest regards to all,

***FOR THE BEST TASTE IN LIFE &
25 Years Pure Excellence
Think Aquathin...AquathinK !!
(visit the allnew www.aquathin.com)***

***"Alfie"
Alfred J. Lipshultz, President***

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35 Sent: Friday, October 15, 2004 9:25 AM

Subject: AQUA Q? #35 -- WEEK OF OCTOBER 18, 2004 -- EXTRA-ORDINARY TREATMENT / IRATE IRON

Dear Aquathin Dealer OnLine;

Little doses of Aquathin U. taken once per week, keeps a Dealer & Team healthy, wealthy & wise.

Often Customers will come to you with water problems that are not found in municipal water supplies. These are problems specifically associated with well water. Many competitors "choose" not to deal with these problems because they fear what they refer to as "tough waters"...but you know what...its the same kinda water the city has to treat, so it can't be all that difficult, right!? The next several AQUA Q's deal with these issues...why? ...because its a lucrative opportunity...its easy...aaaaand ***NO ONE DOES IT BETTER THAN YOU ! GOTTA LUV IT !***

AQUA Q #35: A Customer in a white shirt with brownish orange spots says, "my water causes awful rust stains in the sink and toilet...my wife can't get this orange brownish color out of our white clothes no matter how much bleach she uses...and there's this mungy slimy junk in the toilet tank." What do you do?

(A) Ask the Customer for an appointment to visit his home for a free water analysis.

(B) Ask the Customer to bring in a water sample to perform the Friendly Six...and maybe an additional test or two .

(C) Calmly and confidently say, "we see this occasionally in our area and can easily treat it for you...lets do some tests and look at our options."

(D) All of the above !

~~~~~

The answer is " " ! Here's how to Drive home your Aquathin Solution to their IRON POLLUTION.

The Aquathin Water Bible says rusty, brownish color is IRON...and its easy to test for with your handy dandy "4 in 1" test kit used in "The Friendly Six". Iron is a schizophrenic paranoid pain in the \_ \_ \_ and it will be the hardest junk to deal with. The main reason it's so difficult is that iron comes in 3 forms; Ferrous, also known as clearwater iron because the water looks clear but forms a color after sitting in the open air for a while (hint: the iron is



oxidizing). Ferric...this is precipitated iron...I remember this one because the "ic" in ferric sounds icky! Heme iron is the third type...I like so say 'heme' is half of the word...the other half is 'roid' !! Heme iron is also known as iron bacteria...and the reason it's such a pain to deal with is because it makes a living from eating iron.

OK, so we know our Customer has iron. Lets deliver some options !

1. The Aquathin Soft & Clean Water Conditioner Model ASC40K/F and larger, will remove up to 5 ppm of iron. Ah, you get the benefit of both softening and iron removal wrapped into one unit. But if the iron is higher in concentration...
2. The Aquathin Rust Sentry RSPP Greensand System will remove up to 16 ppm iron, manganese and that nasty rotten egg odor of hydrogen sulfide. Works just like a water softener but regenerates with potassium permanganate instead of salt. Now here's where the other guys fall down...the pH must be above 6.2, cause if it's not, you'll get bleed through. So use the Aquathin ACF Calcite Filter or RS35pH we discussed in AQUA Q #33 to raise the pH.
3. The Aquathin Rust Sentry RSPX Pyrolox System will remove up to 10 ppm iron, manganese and H<sub>2</sub>S...and simply backwashes daily (similar to MegaChar). The same pH rule applies.
4. The Aquathin Rust Sentry RSPR Birm System will remove up to 10 ppm iron, manganese but it hates H<sub>2</sub>S ! This model simply backwashes daily (similar to MegaChar) and the same pH rule applies.

**BUT** neither the Soft & Clean, RSPP, RSPX nor RSPR will deal with iron bacteria! That's where **SUPERCHLORINATION** that we just discussed in AQUA Q #32 fits the bill, because it will precipitate all forms of inorganic iron and kill bacterial iron...along with other "bugs" and odors, of course. Incidentally, this is why your Customer's wife cannot understand why her bleach won't work. The bleach is working ! She's superchlorinating and precipitating the iron out in the washing machine !

Its just that simple. But moreover, you've shown your Customer just how knowledgeable you are...and that you have the bullets in your bandalero to get the job done...the other guys don't....**AND NO BODY DOES IT BETTER THAN YOU !**

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***Dear Aquathin Dealer OnLine;***

***This is really neat !!! I just returned from an extremely eventful and successful two weeks visiting Aquathin UK-The Pure H2O Company, Aquathin Ireland, Aquathin Portugal and Grupo Filtrarte...and while walking one evening in Lisbon with my friend Pedro Rodrigues on the way to dinner, Pedro said "I forgot to tell you that Matt called while you were training our classes at Aquathin University." I called Matt who said he wanted me to know he just picked the winning ticket for October and it's Pedro !!! I was most delighted to deliver the news in person !...as was Pedro !***

**CONGRATULATIONS TO~**

**PEDRO RODRIGUES OF "AQUATHIN PORTUGAL" ...WINNER OF \$1000 OCTOBER AQUATHIN SILVER ANNIVERSARY DRAWING !**

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**OK, TIME FOR "IT'S NOT ABOUT THE MONEY"**

**AQUA Q #36:** The following is really an AQUA "A" as in Answer, as a result of my trip to Europe mentioned above. We'll resume the course of Aqua Q's where we left off prior to my trip with EXTRAORDINARY TREATMENTS after the Thanksgiving Holiday.

**I truly enjoyed teaching the "road show" version of Aquathin University to well over 100 Aquathin Salespersons, Technicians and Managers, and awarding distinguished achievement honors to the elite stars. I am continuously amazed at the variety of pathways to success that domestic and international Authorized Aquathin Dealers achieve based upon a most important axiom...that money is not the key driver of their business plan. IT'S NOT ABOUT THE MONEY.**

**IT IS ABOUT THE POWER OF THE SIGNIFICANCE OF WHO WE ARE AS A HIGHLY SKILLED PROFESSIONAL TEAM...WHAT WE DO IN ENHANCING THE**

QUALITY OF LIFE BY PROVIDING THE VERY BEST WATER TREATMENT SYSTEMS AVAILABLE...THE EXCELLENCE OF HOW WE DO IT WITH DETAILED REGIMEN AND KEEN BUSINESS PRACTICES...AND THE POWER THAT COMES FROM THE CONSTANT STRIVING TO BE BETTER AT OUR CRAFT. IT IS WHEN WE UNDERSTAND THIS DEEP IN OUR DNA AND IT IS DELIVERED IN SINCERITY WITHIN OUR PRESENTATION, THAT THE MONEY WILL CONTINUOUSLY FOLLOW.

Confucius said " although gold dust is a precious metal, when it gets in your eyes, it obstructs your vision." You think about the companies who placed perverse priorities on money such as Enron, Adelphia, Parmalat, WorldCom and a gazillion other large and small businesses that are no longer around...then think about the brands who understood the practice of being better, and bigger will come. Aquathink.

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