



Inflow

US WATERGROUP

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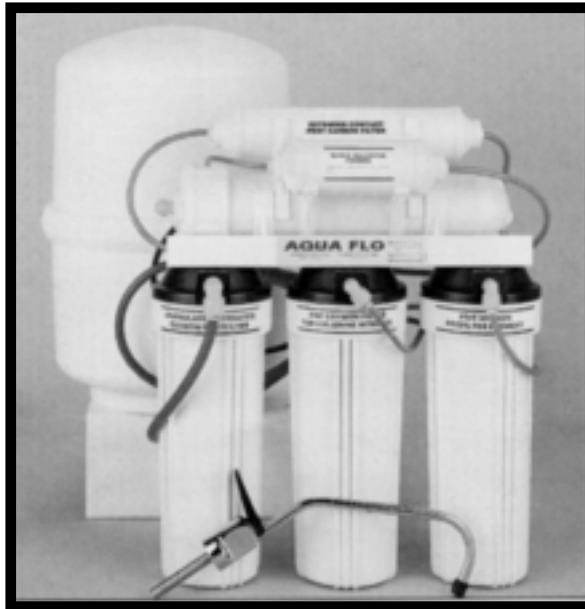
Drinking Water Concerns Fuel Growth in Water Treatment

With increased concerns about the quality of our water supply, consumers are looking to alternative sources for their drinking water like never before. The home-based bottled water delivery industry has been the most obvious solution for consumers, as witnessed by its high double-digit annual growth rate. But, is it their best alternative? It's not if they are like most Canadians - living under budgetary constraints!

What is the best drinking water solution available to consumers today?

An Aqua Flo Reverse Osmosis Drinking Water System is by far the most convenient and economical way to provide bottled water quality at the touch of the fingertips - at a fraction of the cost! The backbone of most commercial bottled water plants is a process called reverse osmosis. Reverse Osmosis (RO) works through a technique called membrane separation. Raw water enters a module housing in the membrane system. Normal water pressure forces the water against a

semi-permeable membrane. Impurities are then rejected and flushed away.



A reverse osmosis drinking water system provides:

- 1. Convenience** - The system is installed under the homeowner's kitchen counter with a dedicated designer spigot right at their sink. No lugging heavy water bottles, remembering delivery schedules or making monthly payments.
- 2. Utility** - Ever filled your car's radiator with bottled water? How about water your plants or feeding your pet? With the high capacities of an RO system, you can do this and more. Make great tasting soup, juices, coffee, tea and ice cubes. Avoid scale build up in water using appliances like steam irons and humidifiers.
- 3. Economy** - No other alternative can compete on price. Check out the variance in annual expenditure for a typical family of four.

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Dealer Profile: Killam Plumbing

Killam, Alberta

Soon after completing his apprenticeship 38 years ago, Jay Prichard wasted little time setting up his own Plumbing business. Located approximately 200 kilometers southeast of Edmonton in the farming community of Killam, Alberta, Jay and his wife Lois have built a successful business in Killam Plumbing. With 38 years under his belt Jay is ready to step back a bit from the business and concentrate on more taxing things like making furniture and toys for his grandchildren.

Thankfully, the apples did not fall far from the tree, allowing the business to continue to serve the community. Jay's two sons, Murray and Vaughn are also plumbers, having done their apprenticeships under the watchful eye of their father.

Vaughn will continue to run the family business while Murray has started his own plumbing business, Prichard Plumbing, only 40 kilometers away in the town of Forestberg. The two still work closely together.

Jay, Murray and Vaughn have made water treatment sales and service a large part of their business. They recognize that to make the most out of the opportunities that exist in the growing water treatment industry they need proper support and training. That is why in 1994, Killam Plumbing signed up as a Key Dealer. Murray's Prichard Plumbing also followed suit, recognizing the advantages of the program.



Owners: Killam & Prichard Plumbing & Heating

The Key Dealer Program provides extensive product, application, sales and service training as well as training for providing water analysis. To accompany this educational service, USF WaterGroup also provides Dealer support material such as window and truck decals to literature and ad mats. The Key Dealer Program also offers a rental program and co-op advertising.

USF WaterGroup would like to thank the Prichard's for their continued support of its products and Key Dealer Program and wish Jay all the best as he transitions into semi-retirement.

Continued from front page ... (Drinking Water Concerns Fuel Growth in Water Treatment)

Source	Bottle Size	Cost per Litre	Annual Cost (Family of Four)
Grocery Store	500 ml.	\$2.76	\$7,590
	1 litre	\$1.38	\$3,795
	4 litre	\$0.73	\$2,008
	18.9 litre	\$0.26	\$715
Vended (Self Fill)	4 litre	\$0.20	\$550
	10 litre	\$0.18	\$495
Delivered	18.9 litre	\$0.37	\$1,018
Aqua Flo Reverse Osmosis DWS	none	\$0.06	\$154

Recommended Daily Allowance: *Family of 4 consumes 2750 litres/yr.
2 litres/day per person = 8 litres/day x 365 = 2920

How well does an Aqua Flo Reverse Osmosis System work?

Provided that it is installed on a potable water supply, RO systems can deliver delicious, healthful water almost in abundance. Specifically, the RO membrane can remove particles as small as 0.0005 microns. For reference, a human hair is about 75 microns in diameter while the smallest particle visible to the naked eye is 40 microns. The smallest bacteria are about 0.22 microns while a virus is even smaller at 0.01 microns.

Why is selling an Aqua Flo Reverse Osmosis Drinking Water System a natural for Plumbing Professionals?

Here are three reasons:

- It's a Hot Product** - Drinking water is at the top of consumer's minds. People are seeking solutions.
- It's an Easy Sell** - All you need to do is educate your customers about the convenience, utility and economy of the Aqua Flo RO Drinking Water System. They will thank you later!
- It is Profitable** - Not only will you profit from the original sale and installation of the equipment, but the potential for recurring revenue deriving from the required on-going maintenance is yours to make. Because many customers do not want the hassle of remembering to change the cartridges and sanitizing the system on a regular basis, offering this service on a regular basis can be an easy source of additional revenue.

If you are interested in learning more about this opportunity, ask your local Plumbing & Heating Wholesale Representative or your USF WaterGroup District Sales Manager for more information on support and training.

Service Call/ Installation Tip

Reverse Osmosis Installation Tips

Installation Tips - Reverse Osmosis Storage Tanks and Air Gap Faucets

One of the most common complaints that occur when installing reverse osmosis systems is that the flow rate and pressure to the faucet is too low or the faucet makes unpleasant 'gurgling' noises. The tips below will help rectify these problems.

Installation of Air Gap Faucets

1. Place the chrome washer and the rubber washer on the base of the faucet.
2. Apply 5-7 wraps of the teflon tape to the bottom of the brass stem. Install the 3/8" quick connect faucet adapter provided. Tighten gently until the fitting is snug. Be careful not to over-tighten as the threads may strip.
3. Attach the 1/4" brine water discharge line to the brine input (small) barb and 1/4" or 3/8" drain line to the brine output (large) barb.
4. Mount the faucet and complete assembly.

Tip: Before connections are made, the tubing should be cut to ensure a neat and orderly installation. The storage tank and faucet tubes should be as short as possible so that the greatest possible flow can be obtained from the faucet.

Storage Tank

The storage tank should be placed so that it can be easily removed from under the sink. Avoid placing the storage tank in distant or out-of-the-way cabinets or dead spaces. When the storage tank is located further away from the faucet, the flow rate diminishes.

H2O Problems/ Solutions

Problem:

A customer with a family of 3 is concerned about his foul tasting water as well as the cloudiness of his ice cubes. A water sample was sent in for testing and the customer is wondering what he can do to rectify the problem.

Water Analysis:

Total Hardness:	0 gpg
Iron:	0.07 ppm
Manganese:	0 mg/l
PH:	7.19
TDS:	1924 ppm
Tannins:	0 ppm

Solution:

Based on the above water analysis, the TDS reading of 1924 ppm would be the cause of the foul testing water and cloudy ice cubes. Providing that the water is microbiologically safe, we suggest using a model E50TFC-3 with a booster pump.

- USF WaterGroup Customer Service/Order Desk

Drinking Water and Terrorism

For many years, water companies have encouraged consumers to pay more attention to their drinking water. The events of September 11th have many people questioning the security of these supplies and consumers have more questions regarding their options than ever before. While the opportunity exists for additional sales as a result of this anxiety, it should be seen as a double-edged sword. While we can offer a legitimate service to concerned customers, we can also appear to be preying on customer's fears. References to terrorism or safety concerns would appear self-serving.

So how do we answer inquiries regarding possible terrorist threats to the water supply? The truth is that there are just too many variables

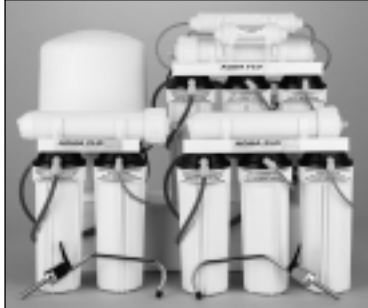
to consider. While some products may address some contaminants, they won't address others. Reverse Osmosis Drinking Water Systems can effectively reduce a wide range of chemical poisons and are likely to reduce anthrax spores. It should be stressed however, that no RO systems are certified to reduce anthrax spores because no standard test protocols exist for conducting these tests.

In conclusion, it is best not to claim any specific capabilities drinking water products may have in this regard, but it is appropriate to point out that they may provide some level of benefit as an added margin of safety to the user. Exercise care not to make unsubstantiated claims regarding performance.

Featured Products!

USF WATERGROUP

Reverse Osmosis Drinking Water Systems



New Features

- 3/8" outlet tubing for higher flows,
- quick connect fittings,
- automatic shut-off valve,
- 15.2 litre (4.0 U.S. gallon) storage tank, and
- under counter installation kit
- available with larger rated capacities
- 75 U.S. gallons per day
- 50 U.S. gallons per day
- 24 U.S. gallons per day

Quality Products Produce Quality Water!

For more information, please contact:

**USF WaterGroup
Toll-Free 1-877-288-9888**

USF WATERGROUP

Novatek and DURO TMI Water Conditioners



- Features the 8500 valve with an electronic timer
- Call your District Sales Manager for details

Quality Products Produce Quality Water!

For more information, please contact:

**USF WaterGroup
Toll-Free 1-877-288-9888**



Since 1967, USF WaterGroup has manufactured & distributed water treatment and pump products across Canada. Our commitment to providing our customers with quality, leading-edge products, backed by unparalleled service and support, has earned us our reputation as the leader in the Canadian water treatment industry.

For more information on our company or to receive complimentary issues of Inflow on a regular basis, please mail or fax your inquiry to the attention of Denise Hughes:

**USF WaterGroup
580 Park Street, Regina, SK, S4N 5A9
Fax: (306) 721-5610**



THE LAST DROP

An average family of four requires 53 litres of water per week. That's 2750 litres per year!