



INflow

The Water Treatment & Pump Newsletter

1st Quarter 2007
Volume 9, Number 1

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Cover Story

Introduction of NEW 1240 Series ROs

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- Garry Kramer Retires
- FREE Literature!

Duro® Pumps

Improvement to features and pump product offering

It's What We Do

WaterGroup provides training and support

Contact Us!

P- 1-877-288-9888
 F- 1-800-565-3504
 E- customerservicecanada@watergroup.com
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NEW & IMPROVED Drinking Water System

Check out our newly designed residential reverse osmosis product line. Besides the new attractive design, the ultra-slim profile has been re-engineered to a reduced depth by close to 1". That makes a big difference for under sink installations. Combined with our new integrated mounting bracket, installations are clean, easy and space saving.



We have also redesigned the cover to a simple snap fit and reduced the number of parts so serviceability is a breeze.



Our systems offer a more advanced treatment process than typical entry level pour-through pitchers or faucet filters. At the heart of the system is a reverse osmosis membrane which removes impurities as small as an atom! Additionally, water passes through a series of sediment and carbon filters – eliminating any unwanted tastes and odors giving the water a polished, fresh taste!

Your customers need your help!

As a trusted expert, you have the ability to suggest water treatment products to your customer. Reverse osmosis drinking water systems are perfect for clients with water quality concerns, no purification equipment, fridge or faucet filters or who buy bottled water or have water coolers in their home.



on sugary beverages and avoid symptoms of mild dehydration such as headaches, dry skin and daytime fatigue. Use for all your cooking needs. Perfect for coffee, tea and soups. No lugging heavy

bottles, no cooler rental, no monthly bill, no hassle.

Cost for a typical family of four based on recommended daily drinking allowance:

WaterGroup RO	Bottled Water
\$0.23 per day	\$1.25 per day

Help your customers get back to drinking water the way nature intended it...and save them money, too!

You can easily point out the advantages of installing an RO drinking water system in their home. With almost 2/3's of us not drinking enough water each day, having delicious water conveniently on hand can help keep you properly hydrated and feeling great. Cut down

What's New @ WaterGroup?

Garry Kramer Retires After 32 Years of Service

At the end of September of 2006, Garry Kramer retired after 32 years of service with WaterGroup. Garry will be missed by many in the industry. He plans to leave his Chestermere Lake, Alberta home and travel with his wife Lucy in their 'new accommodations' enjoying the relaxing life of retirement he deserves.



Theresa Koetsier, who is currently the District Sales Manager for the Northern Alberta Region (including Northern BC, NWT and YK), added the Southern Alberta Region (including Cranbrook BC) to her territory after Garry's retirement. Her experience with WaterGroup has been consistent working for the Rep. Agency (JSA Sales Inc.) in BC for just over 8½ years, representing 14 different manufacturers, with one of them being WaterGroup. Water conditioning products have always been a great passion of hers and she is having the time of her life working with excellent Wholesaler staff, Developers, Contractors and Engineers.

Wholesale Sales Group Re-organization

There have been some recent changes to the Wholesale Plumbing and Heating management structure.

Denton Gaiser will assume the role of Director of Water Systems, North America. He will have complete focus on this area using his 30 years of pump industry experience to develop this business.

As a result, **John Cardiff** will now assume direct Sales Management responsibility for WaterGroup in Eastern Canada. This role will result in increased responsibilities and direct accountability for the sales performance in the Central and Eastern Canadian WaterGroup business.

Dale Lewgood will now have direct responsibility for WaterGroup Sales in Western Canada, while continuing to hold his role as VP of Sales in Canada. The DSM's in the west will now report directly to him resulting in a more focused sales management team.

Congratulations Denton, John and Dale in your new roles and responsibilities!



Increase Your Sales, Improve Your Bottom Line!

For the Professional Plumber, adding the sale of water treatment products to your arsenal will not only energize your sales but will give you a much healthier bottom line. As trusted expert, you have the ability to suggest water treatment products to your customer that will protect the investment they have in their home and improve their quality of life. Increased revenue with less wasted travel time and administrative expenses equals a healthy bottom line.

WaterGroup makes selling easy with our FREE "Make Water Work for You" consumer literature. The literature gives you all the selling points you need to sell a water softener, whole house filter or reverse osmosis drinking water system.



Back panel features an imprint area for detailed dealer information.

Call **1-877-288-9888** or e-mail
customerservicecanada@watergroup.com
to get your free literature today!

WaterGroup Introduces Bold Changes to Pump Product Line

We've had some exciting new changes happening with our pump products. Our entire pump line has been receiving significant attention both from an engineering and marketing standpoint. Not only will you see improvements to product features and the breadth of offering - you'll notice some significant changes on how we present our products.

Over the next several months you will see a new and cohesive look to our 'Duro® Professional Series' pump line. The line will consist of our Titan™ sump & wastewater, DuroJet™ shallow well & convertible jet pumps and DynaFlo™ deep well submersible pumps all tied together under the Duro® brand. Our new submersible sump line will be introduced in late February .

Product appearance, along with attractive full colour packaging, will tie together with new colour literature, a comprehensive catalogue and other marketing material, providing a complete package exclusive to Plumbing Professionals.

The first of our pump product changeover included our Titan™ Wastewater & Column Sump Pumps. The new line was phased in mid to late November as the remaining inventory was depleted. Our new Submersible Sump line was successfully introduced at the end of January.

Stay tuned for more information on the new DuroJet™ Convertible Jet Pumps being introduced this summer!

Coming soon...

DUROJET™
CONVERTIBLE
JET PUMPS



Available now! **TITAN** **PUMP PRODUCTS**

WASTEWATER PUMPS



COLUMN & SUBMERSIBLE SUMP PUMPS



WaterGroup has a rich history in the Canadian pump market that dates back to 1932 when Pumps & Softeners, then based out of London, Ontario, manufactured Canada's first electrically powered piston pump. Today WaterGroup continues to be a leader in the Canadian pump industry with it's Duro® Professional Series line of pumps sold exclusively to plumbing professionals.

DURO
PROFESSIONAL SERIES

BUILT TOUGH
SINCE 1932

Watch out for more news on pump products!

WaterGroup: It's What We Do!

The Canadian Plumbing and Heating Industry has relied on WaterGroup to be their leading supplier of quality Pump and Water Conditioning products for over 35 years. Our success has been due to providing quality innovative products in a timely manner and providing service and support across the country that is second to none. One of the key support mechanisms we have had available over the years is Product and Application training. One of our key strengths is that we have experienced and knowledgeable instructors across the country who are familiar with local water conditions and pumping needs. This enables us to not only teach the basic fundamentals of the pump and water conditioning industry, but also how to apply the products to deal with these local conditions.

WaterGroup has training facilities in both our Regina, SK Head Office,



and also in our Cambridge, ON Distribution Center. These facilities are equipped with working units to show operation and can be used for trouble shooting training as well. A mix of hands on, theory, application and service/troubleshooting training is used in most seminars; however, we are flexible enough to provide training on any specific aspect of our industry. We also offer training seminars locally which are held at one of our distributors locations, or in a

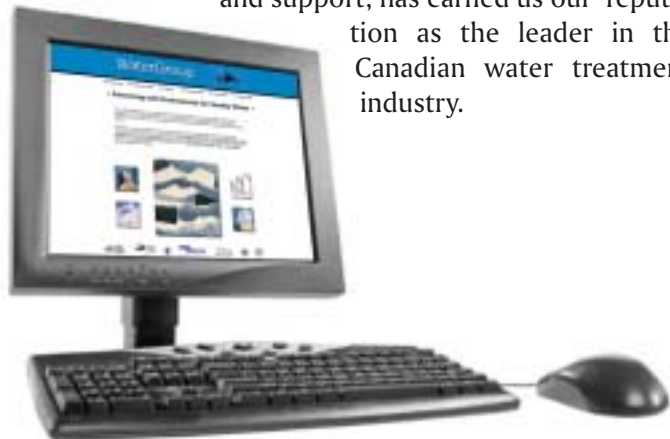
local hotel meeting room, or even at a dealers shop. Because we have such extensive national representation, we can be as flexible as our customers need us to be.

Our Product and Application training program is the basis of our seminars. The training programs purpose is to provide a uniform training format for all of our instructors to use which ensures the same information will be given if you attend a seminar in Vancouver or Newfoundland. This coupled with hands on training of the different controls and components used with the product will give the trainee a comfortable level of knowledge to apply our product with confidence.

Contact your local WaterGroup District Sales Manager for information on upcoming training sessions in your area, or to arrange a one on one session to suit your needs.

WaterGroup Partnering with professionals for quality water.

Since 1967, WaterGroup has manufactured and 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.



WaterGroup's website is a helpful tool in providing our customers with product information, manuals and brochures for download and our contact information. There is also a password protected area which has exclusive information for our customers.

**Log on today to see
what we have to offer.**

www.watergroup.com

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