

INflow

The Water Treatment & Pump Newsletter

2nd Quarter 2007
Volume 9, Number 2

What's inside...

Cover Story

Ultraviolet Disinfection Demand is Growing

What's New @ WaterGroup

- New DSM for Quebec
- Novatek® literature has a new look!

Features

- Wholesale Pump Promotion Grand Prize Winner!
- NEW Convertible Jet Pumps & NEW Promo Poster

It's What We Do

Meet the Customer Support Team

Contact Us!

P- 1-877-288-9888
 F- 1-800-565-3504
 E- customerservicecanada@watergroup.com

www.watergroup.com

Springtime means its UV Season!

Cash in on the hottest growth product in Water Treatment

With a 10 – 14% Compound Annual Growth Rate (CAGR)¹, Ultraviolet sterilization (UV) is the water industries next 'hot' product (compared to 7.5% for RO, 5.9% POU filters and 4.9% water softeners²).

Growing concerns about the safety of our drinking water has led to increased govern-

mental regulation and a demand for disinfection products. When compared to other methods of disinfection UV provides a safe, simple and cost effective solution. UV is perfect for homes, farms and cottages.

1 Stanford Washington Research Group

2 Frost & Sullivan (CAGR 2000 – 2007)

WEDECO

Since 2003, WaterGroup has partnered with Wedeco, a world leader in the UV industry, to exclusively distribute their high quality residential line of UV systems in Canada.

High quality does not mean high complexity or high price however. The Wedeco DLR Series offers significant advantages when it comes to ease of installation and serviceability. The modular control box with easy wall-mount or clip straps comes with easy fit connections and plenty of cord for flexibility. Common replacement parts make life simpler and inventory costs lower.

Check out our full line products, including our new "ES Series" that offers a UV intensi-

ty monitor feature just like our NSF approved M Series but for a more affordable price. Ask your Wholesaler for details.



- NEW!**
- ES-Series UV Systems Features**
- Effective Microbiological Protection
 - Polished Stainless Steel Disinfection Chamber
 - High-Intensity, Long Life UV Lamps
 - High Performance Electronic LED Power Supply
 - Lamp Operation Indicator
 - Life-Cap™ Indicates Lamp Operation
 - Lamp-1-Cap™ Indicates Lamp Operation
 - Audible Alarm Buzzer
 - Visual Alarm Readout
 - Micro-Computer Controller
 - Push Button Alarm/Computer Reset
 - Optional Automatic Safety Shut-Off Valve
 - UV Intensity Monitor and LED Readout
 - Flow Rates Verified to the US EPA Disinfection Guidance Manual

PURA

PURA® is an advanced Ultraviolet Water Treatment System that combines UV and filtration ALL IN ONE!

Manufactured out of our Regina facility, PURA® Products have been designed with the consumer in mind. These systems are lightweight, easy to use and simple to maintain.



UV20 Series™



UV Big Boy™ Series



Addon Series

What's New @ WaterGroup?

WaterGroup Welcomes New District Sales Manager to Quebec



WaterGroup would like to extend a warm welcome to Scott Leonard who began representing the territory of Quebec in March.

Scott started in the water treatment industry in 1985 with a family owned business based out of Montreal. While there, Scott worked in several areas including installations and service technician of residential and commercial systems. He then eventually went into sales covering Montreal and surrounding area.

Scott recently represented a water treatment manufacturer covering the province of Quebec for 3 years before joining WaterGroup.

Scott lives in Montreal with his girlfriend and enjoys reading, cooking, and going to movies.



Scott pictured with fellow District Sales Manager Richard Dumoulin at the Mecanex Climatex Mechanical Trade Show & Conference in Montreal.

Novatek® Gets a Fresh, New Look!

Don't worry...your actual Novatek® Softeners, Filters and Drinking Water Systems are still the same great products. WaterGroup has just given the literature you use to present them a new, updated look.

Watch out for these sharp looking brochures and catalog when placing your literature orders.



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 a 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!

In partnering with WaterGroup, the following dealers

- ✓ expanded their service
- ✓ increased their profits
- ✓ protected their customers' investments

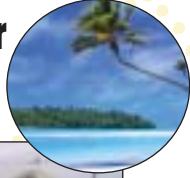
Congratulations!

...and they won some great prizes!

GRAND PRIZE!

\$3000 Travel Voucher

Starks Plumbing & Heating,
Medicine Hat, AB



Theresa Koetsier presents the \$3000 Grand Prize travel voucher to Karen Fieldberg on behalf of Albert Stark.



Water Treatment System

Active Plumbing, Belle River, ON



Tool Buckets

Gerard Bergeron Mechanical, St. Paul, AB
Westend Mechanical, Gore Bay, ON
Ascot Mechanical, Edmonton, AB
G & M Plumbing & Heating, Grande Prairie, AB
D & S Plumbing & Heating, Whitecourt, AB
Backside Plumbing, Stettler, AB
Triangle Mechanical, Bonnyville, AB
Weatherall Service, Golden, BC
Direct 2U Water Conditioning, Lethbridge, AB
Jean Mechanical, Westbank, BC

Looking for a way to show off your new TITAN Pumps?

We now have an attractive, glossy, full colour poster available to promote the TITAN Submersible and Wastewater line of pumps.

Size: 36" x 24"

Item #57402

Contact Customer Service to order yours today.

It will look great in any showroom!



TITAN PUMP PRODUCTS

DUROJET™ CONVERTIBLE JET PUMPS

The TITAN Convertible Jet Pump is getting ready to be introduced in Fall of 2007.

Take a look at some of the features of construction:

- Permanent split capacitor motor for high starting torque
- 115 or 230 dual voltage motor
- Aluminum die-cast motor housing
- Carbon/ceramic mechanical shaft seal
- Stainless steel motor shaft
- Stainless steel seal plate
- Pressure gauge included
- 1 inch NPT suction and discharge
- Full colour packaging
- 2 year guarantee



Stay tuned for more info on our Pump Products...

WaterGroup: It's What We Do!

Canada Customer Support Team

Have an application / service problem?
Call our customer support group.



Toll Free: 1-877-288-9888
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Dean Dalrymple - 23 years
Customer Support Manager

- Certified water technician
- Manufacturing, service & installations
- Field Manager National customer service center

Dale Dreher - 33 years

- Manufacturing
- Sales, service & installations



Rick Postma - 20 years

- Service
- Installations



Mike Eberle - 13 years

- Manufacturing & Service
- CWQA certified water technician



Bruce Matheson - 21 years

- Service
- Plumbing background



Brent Heinitz - 14 years

- Manufacturing
- Service



Lane Solie - 12 years

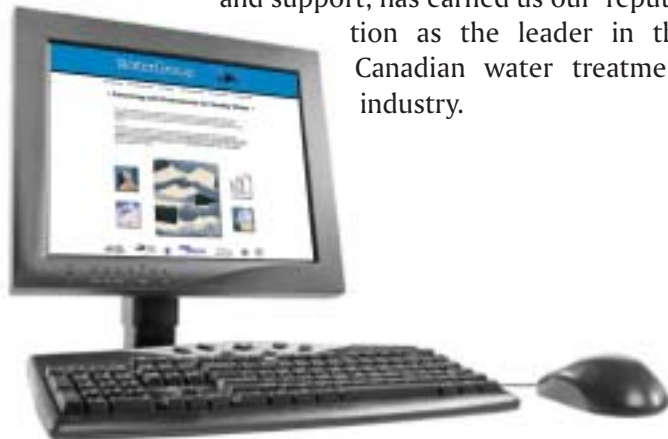
- Manufacturing
- Service



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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