



USF WaterGroup, 580 Park Street, Regina, SK S4N 5A9

July 1999

Volume 1 Number 1

After a Long Absence ...

USF WaterGroup's quarterly newsletter is back!

It has been several years since WaterGroup last produced a newsletter for its customers. Feedback on our newsletters has always been very positive. We plan to produce and mail out Inflow every three months to as many of our customers and their customers as possible.

In this initial newsletter, we've included a registration form for those who would like to receive Inflow quarterly. Please use this registration form to include any topics or items you would like covered in future issues.

If returned, you'll become part of our newsletter database. Each newsletter will feature the following articles which we feel will be timely, useful and interesting information for everyone. Send us your feedback at any time!

We will cover the following:

1. Dealer Profile
2. Industry Information
3. Service Tips
4. Water Problems and Solutions
5. USF WaterGroup Employee Profile
6. Sales and Advertising Techniques

7. Company Updates - what's going on at USF WaterGroup

We here at USF WaterGroup hope you enjoy this and future issues of Inflow. May you find it helpful, insightful and informative!



Sincerely

Sonia Bolianatz
Marketing Communications Coordinator

Inside **INFLOW** ...

- Dealer Profile
 - Industry Information
 - Service Call
 - Technical Tasks
-

Dealer Profile: Cook's Water Systems

Owen Sound, Ontario

Jim and Cheryl Cook started their water company at Owen Sound, Ontario in 1988 - working from their farm. In 1989, they saw an opportunity in to open a water store on 2nd Avenue East in Owen Sound. By 1992, they had outgrown their store and made their way up the street to a larger, more comfortable facility. In 1997, renovations and expansion of their existing location became necessary due to the steady growth that had resulted primarily from the decision to expand and diversify their existing product lines.

Since its inception in 1988, *Cook's Water Systems* has promoted and sold USF WaterGroup products. In 1992, when USF WaterGroup unveiled its Novatek line of water conditioning products, as well as its Key Dealer Program, Jim and Cheryl were among the first to jump on board. Since then, Jim and Cheryl have promoted Novatek as their premiere water conditioning product line with great success.

In 1994, USF WaterGroup added their Rental Program to the Key Dealer Portfolio, the Cook's saw this as a marketing tool that would put them on a level playing field with some of their larger competitors.

Jim and Cheryl have also taken advantage of USF WaterGroup's Advertising Rebate Program to help stretch out their advertising budget to its fullest potential. The Cook's have traditionally utilized several types of advertising mediums - newspapers, radio, fairs and home shows.

Working as a husband and wife team, Jim focuses most of his time working in the field doing sales calls while Cheryl runs the office, showroom and inside sales. They also have one installer/service person on staff.

From the beginning, the Cook's have been extremely satisfied with the high level of responsive service they have received, both from USF

WaterGroup and their wholesale distributor, making it easier for them to pass this quality service onto their customers. They believe this focus on customer service has been a key to their success in the Owen Sound area.

USF WaterGroup would like to thank *Cook's Water Systems* for their support in developing a strong and reputable water business featuring the Novatek product line over the past 11 years. We wish them continued success in their ventures well into the Millennium.



Service/Installation Tip

When installing equipment, replacing plastic hosebarbs at the drain connection with metal or PVC adapters can be a problem.

If it is not done properly, it can lead to the cracking of the valve body and subsequently cause leaking.

If you choose to replace the plastic hosebarb with a metal or PVC adapter, be sure that you do not overtighten it.

***Do not use pipe dope
on the plastic fitting we supply.***

The flow at this point (to drain) is open to the atmosphere, therefore minimal water pressure is required. Teflon tape should be used and the fitting should be hand-tightened into place ensuring no chance of the valve body cracking.

Please keep in mind that a rigid copper drain will amplify what noise there is during regeneration. Hence, our provision of a plastic hosebarb and poly hose recommendation for the connection of the drainline to the unit.

H₂O Problems/Solutions

Problem:

The customer claims the water tastes metallic and they are getting rust stains on white clothes when doing laundry. (This is well water in rural Alberta with a family of 5 people.)

Water test results:

Hardness = 28 gpg	TDS = 900 ppm
Iron = 0.8 ppm	Tannins = 0.0 mg/l
Manganese = 0.05 mg/l	H ₂ S = 0.0 ppm
pH = 7.2	

The water analysis indicates a very hard water condition as well as the presence of some iron and manganese which is causing a metallic taste and staining. The total dissolved mineral level of 900ppm indicates a presence of sufficient minerals to affect water quality.

Solution:

Install a 30,000 grain water softener treated with a resin cleaner feeder (part #33010) and Pro res-care liquid (part #45147) to maintain the resin. Providing the water is microbiologically safe, the customer could then add a Reverse Osmosis drinking water system to provide high quality drinking water.

John Cardiff Promoted! Chris Richard Appointed!

Dear Valued Customer,

I am pleased to announce that John Cardiff has been promoted to the position of Western Canada Sales Manager for USF WaterGroup. John will work out of his home office in Edmonton, Alberta effective July 1/99. John has been with USF WaterGroup for over 17 years. He started with the company in Regina in 1982, working in assembly and then working his way into service and eventually to Customer Service Manager. In 1989, John was transferred to our Eastern Canada Distribution Center in Cambridge, Ontario as Customer Service Manager. In 1993 he accepted the position of District Sales Manager for the Southwestern Ontario Sales Territory up until today.



John Cardiff

John's extensive background in the pump and water conditioning business will be a definite asset as he accepts the challenge of Western Canada Sales Manager.

We are pleased to announce Christopher Richard as John's replacement. Chris will start with USF WaterGroup May 31/99 and will be travelling with John Cardiff, meeting his new customers until John heads West on June 17. Chris will be working from his

home office in Kitchener. His phone number is 519-745-7007 and his fax number is 519-745-9119. Feel free to contact him anytime. Chris has over 11 years experience in the water conditioning and pump business. Chris started working for a water treatment manufacturer in 1988 both in customer service and



Chris Richard

inside sales. He has been a Territory Manager for the last 4 years working for a wholesale distributor. Chris is a welcome addition to the Sales Team at USF WaterGroup.

We feel we support our customers with the best Sales Professionals in the Industry and the best just got better with these

changes.

Please join me in congratulating and supporting both John and Chris as they take on their new responsibilities.

Regards,

A handwritten signature in black ink, appearing to read 'Denton Gaiser'.

Denton Gaiser
National Sales Manager

Yes, I would like to receive Inflow:

**Inflow
580 Park Street
Regina, SK S4N 5A9**

Company Name: _____

Address: _____

Postal Code: _____

Contact Name: _____

Phone No.: _____

Fax No: _____

Email Address (if applicable): _____

What would you like covered in future issues? _____

Statistics and Opportunities ...

Canada Mortgage and Housing Corporation (CMHC) is predicting over 137,000 new homes will be built in Canada in 1999! The breakdown below shows a province by province account of these - many of which will be built in areas with a variety of water problems! There is an opportunity to sell water conditioning equipment to filter, soften and/or purify the water!

Newfoundland	1,500 homes
P.E.I.	535
Nova Scotia	3,750
New Brunswick	2,575
Quebec	23,300
Ontario	62,500
Manitoba	2,810
Saskatchewan	2,850
Alberta	22,300
British Columbia	15,000

Total 137,120

Featured Product!

US WATERGROUP



The **MILLENNIUM™** distiller provides fresh, distilled water at a fraction of the cost of bottled water • Light enough for easy travel to the cottage, boat, R/V or motorhome • Requires no installation • Produces and provides safe, delicious water anytime, anywhere!

For a dealer nearest you, please contact:
USF WaterGroup
Toll-Free 1-877-288-9888



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