

# INFLOW

by USF WaterGroup

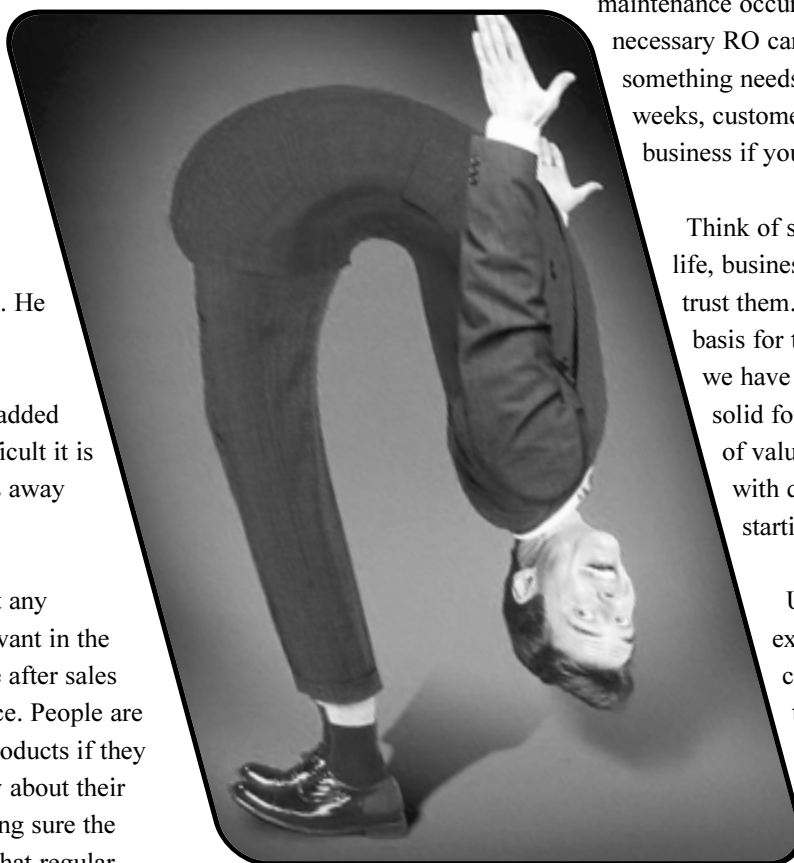
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## Bend Over Backwards: Add Value for Long Term Success

Many businesses risk their financial success by selling primarily on price. "Don't build a business on this strategy unless you are willing to have it vanish overnight, because it has no credible foundation" warns leading business consultant Scott Clark. He suggests the key to long-term success is adding value to your products - "The greater value-added your product has, the more difficult it is for competitors to win business away from you."<sup>1</sup>

This advice applies to almost any industry but is particularly relevant in the water treatment business where after sales service is of ongoing importance. People are willing to pay more for their products if they know they won't have to worry about their water needs. Whether it's making sure the product application is correct, that regular



maintenance occurs, such as reminding them of necessary RO cartridge replacement, or when something needs repair today and not in two weeks, customers will become loyal to your business if you take care of their needs.

Think of similar examples in your own life, businesses you patronize because you trust them. The value-added is usually the basis for this trust. At USF WaterGroup we have spent 30 years developing our solid foundation based on the principles of value-added. Filling orders on time with quality products is only the starting point for us.

USF WaterGroup has the most extensive consumer and commercial product offering in the water treatment industry, with the technical support team and warranty assurance to

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### Inside **INFLOW** ...

 Dealer Profile  Cream of the Crop  Service Call  Featured Products

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# Dealer Profile: Len's Plumbing and Heating Swift Current, Saskatchewan

There are numerous stories of business partnerships that turned sour after too many years of working together. The problem is usually different opinions regarding the future direction of the business. This can result in major disagreements that are sometimes beyond repair. The partners of Len's Plumbing and Heating Ltd., Dennis, Glen and Neil, have a unique partnership story of their own that defies this stereotype.

Their story began over 20 years ago in Swift Current, Saskatchewan. Dennis, Glen and Neil worked together at Len's Plumbing and Heating for owner Len Mattice. After careful thought and consideration, the three co-workers made a joint decision to take the plunge and go into partnership, buying out Len Mattice.

In the 20 years that they've been partners, they've never had a major disagreement. They have the good fortune of being like minded and good friends. They all fell naturally into their current positions within the business with each partner accepting and succeeding in his own role.

This strong partnership has allowed for the business to grow and succeed. For that reason, Len's Plumbing and Heating is a

valued member of the USF WaterGroup Key Dealer Program. Len's is a Duro Key Dealer. The main reason Len's has supported USF WaterGroup, since almost day one, is because of the support they have received in return.

"We know USF WaterGroup will stand behind their product and help us with service and technical support," the partners explain.

The main benefit of being a Key Dealer for Len's Plumbing and Heating is the extra training. Other benefits for them include advertising rebates and the availability of rentals should they need them.

In terms of the future direction of the business, all partners agree that their focus should be on growth

and staying on top of current trends and customer needs. They plan to accomplish this through education and training as well as adding new and younger employees into their organization.

It takes a unique group of people to work that closely for that long. We should tip our hats off to everyone at Len's for being a great success story and also for becoming such an important part of their community.



Owner and staff: Len's Plumbing and Heating

## Sell Up and Profit

Customers are not all the same. Don't just try and sell them on the Economy unit because it is an easy close. Follow a 'good, better, best' positioning approach to keep it simple for your customers to understand. Sell them on additional features and benefits such as saving money through less salt and water usage. Price your premium products accordingly and benefit from the additional dollar margin.

Features	Econoflo	Mechanical Meter	Electronic Meter
<b>5 yr. Guarantee-Control Valve</b>	<b>2 yr</b>	✓	✓
<b>Lifetime Guarantee-Fiberglass Tanks</b>	<b>10 yr.</b>	✓	✓
<b>By-Pass Valve</b>	✓	✓	✓
<b>Brine Overflow Safety Valve</b>	✓	✓	✓
<b>Insulated Tank Jacket on 9" &amp; 10" Units</b>		✓	✓
<b>Soft Water Brine Refill</b>		✓	✓
<b>High Efficiency Counter Current Regen</b>		✓	✓
<b>Uses 30% Less Salt per Regen</b>		✓	✓
<b>Uses 30% Less Water per Regen</b>			✓
<b>Fully Programmable</b>			✓
<b>Adjustable Regen Cycles</b>			✓
<b>Calendar Clock Override</b>			✓
<b>Diagnostic Display at a Glance</b>			✓

# Service Call/ Installation Tip

## Ultraviolet Sterilizer Installation

Over the past few months, ultraviolet sterilizers have become an increasingly popular means to treat drinking water. Ultraviolet sterilizers offer many advantages such as:

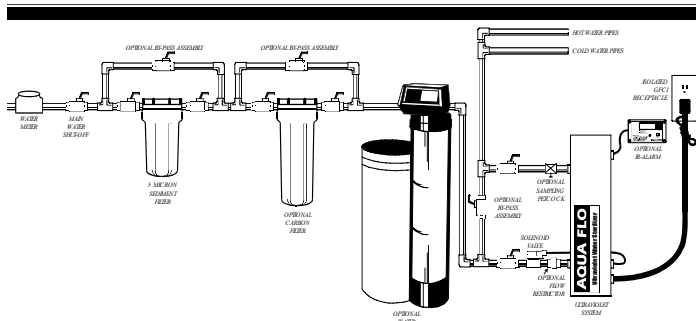
- Simple, quick and inexpensive installation with only two water and one electrical connection
- Simple maintenance, only yearly lamp replacement (provided water quality parameters are met)
- Very low power consumption - less than a 60 watt lightbulb to effectively treat up to 8 gallons per minute
- Automatic, unattended and user-friendly operation

For optimum performance, it is important that the UV sterilizer is properly installed and that the application guidelines are met.

### Application Guidelines

- Iron <0.3 ppm
- Manganese <0.05 ppm
- Hydrogen Sulfide <0.05 ppm
- Hardness <7 gpg
- Suspended Solids <10 ppm
- Excessive colour, turbidity, iron and organics (ie. Tannins), require additional treatment

**Limitations:** 1,000 total coliforms per 100 ml and / or 100 faecal coliform per 100 ml.



### Installation

- Step 1: Shut off valve on inlet to 5 micron inline cartridge
- Step 2: Place 5 micron inline cartridge
- Step 3: Shut off valve outlet 5 micron inline
- Step 4: place water treatment equipment if required
- Step 5: Standard installation shut off valve inlet and outlet UV
- Step 6: Union adapters on the inlet and outlet of the UV unit
- Step 6.5: Flow control depending on the size of the unit

## H<sub>2</sub>O Problems/ Solutions

### Problem:

The customer claims the water is staining the toilets, fixtures and bathtub. The staining is a brownish/orange colour. The customer has a family of 4 and lives in rural Saskatchewan.

### Water analysis:

Hardness = 22 gpg

TDS = 850 ppm

Iron = 3.5 ppm

Tannins = 0 mg/l

Manganese = 0.2 mg/l

H<sub>2</sub>S = 0 ppm

pH = 7.2

### Solution:

Install a 10" chemical free iron filter followed by a 30,000 grain water softener. Provided the water is microbiologically safe, the customer can install a reverse osmosis drinking water system to provide high quality drinking water.

## REMINDER!

### Replace Your UV Sterilizer Lamps

Due to the Walkerton crisis last May, UV Sterilizer sales rose dramatically during that time. Since we are approaching the one year mark of that event, we would like to remind you that UV lamps must be replaced annually.

Please contact your customers to remind them to change their UV lamps to ensure the safety and quality of their drinking water.

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back it up. By investing in our people, we have developed a very knowledgeable and professional staff - from our Customer Service Order Desk to our Professional Engineering Department to our Sales Team. This expertise allows us to assist our customers better than anyone else in the industry.

We know many of our competitors claim to be in the Commercial business but see how they respond to a request for after sales service or application assistance. Whether it is the start-up of a commercial softener or helping a dealer service a domestic RO, our team is there willing to help. We go the extra mile for our customers to provide the extra value you expect and require.

We also provide extensive product training, whether in our facilities or in the field, for dealers and distributors alike who want to learn more about water treatment applications. Our products are also backed with the strongest warranties in the industry. If you find anything stronger than the five-year warranties on our Novatek and Duro water softener and filter products let us know. We know no one can beat our lifetime warranty on our mineral and brine tanks!

We have built our success by adding value to our products. For us it is a proven formula. We believe this story is also relevant to you. Add value and build a strong foundation for long-term success.

#### NOTES

1. Scott Clark, Value-added is a plus for keeping customers, American City Business Journals Inc., Seattle, WA, 1999, p. 1.

# Featured Product!

**USF WATERGROUP**



## Titan Sump and Wastewater Pumps

- Watch for the upcoming promotion on Titan Sump and Wastewater Pumps!

**Quality Products Produce Quality Water!**  
**For more information, please contact:**

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

## Mother's Nature

**Austria, with its mountain peaks, glaciers and  
6,000 lakes, is flushed with water.  
Its population of 8.2 million sips less than  
3 per cent of its total water resources each year.**

*Source: CWQA Drips and Drops,  
February, 2001*

To receive complimentary issues of Inflow (published quarterly), please call, fax or mail your return address to:

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Please include any information you would like covered in future issues of InFlow - or if you have questions that need answering, our phone lines are open. Your insight is our success!