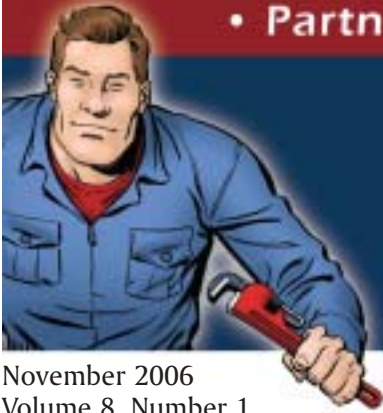


• Partnering with Professionals for Quality Water •



INflow

The Water Treatment & Pump Newsletter

November 2006
Volume 8, Number 1

Introducing the NEW Duro® Pump Line...

What's inside...

Cover Story

Introduction of NEW Duro® Pump Line

What's New @ WaterGroup

Pura moves to Regina
NEW line of ROs
WG adds Well-Rite
DSM for SW Ontario

New Promo for WaterGroup

Register and you could win great prizes!

It's What We Do

Tank department
boasts quality

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www.watergroup.com

We've got some exciting new changes happening with our pump line over the next several months. 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.



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 changeovers will include our Titan™ Wastewater & Column Sump Pumps. The new line will be phased in mid to late November as the remaining inventory

depletes. Watch for more exciting changes starting early in the New Year when we'll introduce our new Submersible Sump line.



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.

SNEAK PREVIEW...

Submersible Sump Pumps



STAY TUNED FOR MORE INFO...

What's New @ WaterGroup?

Pura® Water Treatment Systems Move to Regina

We're excited to announce that the production of the PURA Ultraviolet Water Treatment Systems has moved from the current Northbrook, Illinois facility to our Regina, Saskatchewan manufacturing facility. The transition was successfully completed in August. The move will provide our Engineering Team with direct control of the product line allowing us to further improve upon product design and manufacturing processes.

The signature feature of the PURA® UV line is a combination of ultra-violet and carbon block filtration all built into one neatly designed system.



New & Improved Reverse Osmosis Systems



Check out our newly designed residential reverse osmosis product line. Besides the new attractive design, the ultra-slim profile reduces 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.



WaterGroup Adds Well-Rite® Series Tanks



Well-Rite Well Tanks

In response to Flexcon's announcement regarding the discontinuation of their Flexcon Online Well Tank Series, WaterGroup is pleased to announce the addition of the Well-Rite Well Tank Series including Well-Rite Online Well Tanks. Additionally, we are adding the Flexcon FL – Flexlite Fiberglass Well Tanks. These tank series joins our current AquaFlo Well Tank line and our Flexcon Heating & Thermal Expansion tank line to provide you with a complete offering of tanks for multiple applications.



Flexlite Fiberglass Well Tanks

Wilde joins WaterGroup as District Sales Manager for SW Ontario



WaterGroup is pleased to announce that David Wilde has joined their sales team, providing coverage for South Western Ontario. David graduated as an Environmental Technologist and began as a technical sales rep in the water treatment industry in 1990 with Dearborn Chemical.

Away from work, David and his wife Angie have three beautiful daughters Kennedy (8), Keely (7) and Trinity (4) that occupy their time. Just wait until they're teenagers David!

Every Superhero Needs a Sidekick.

At WaterGroup we know how hectic your schedule is. The industry is booming and it seems you don't have enough hours in the day to get from job to job, let alone spend extra time informing your customers of the water treatment products available to them. WaterGroup will help make your client calls more efficient and profitable, while increasing the services you offer your clients.

How we can help...

We will supply you with **FREE CONSUMER LITERATURE** on our Novatek® and Duro® product lines at no cost. This brochure educates your customers of the advantages of water treatment products and the options available to them. It also positions you as the expert the customer turns to for their water treatment needs. We help expand the services you provide your clients and in turn increase your sales.



Enter to WIN!

Visit our website at watergroup.com and register to receive 100 FREE CUSTOMER BROCHURES. Plus, register by December 31st, 2006 and be ENTERED TO WIN great prizes, including:

GRAND PRIZE! \$3,000 Travel Voucher to go anywhere you want!

PLUS the Wholesale branch that sold you your qualifying equipment will also win a \$3,000 voucher!

SECOND PRIZE: Water Treatment System

A Free Water Softener and Reverse Osmosis Drinking Water Package.

THIRD PRIZE: Plumber's Tool Bag

One of Ten Plumber Tool Bags.
(Tools not included)



Log on to
www.watergroup.com
to register.



WaterGroup: It's What We Do!

Tank Department boasts quality and flexibility

WaterGroup's largest and fastest growing manufacturing department is the tank department, starting in 1992 with humble production numbers of 30,000 per year. It has now grown to become one of the largest manufactures of filament-wound water treatment tanks in North America. Housed inside Water Group's 80,000 sq ft Regina facility,

the tank department now produces over 200,000 tanks each year. Each tank is NSF 44 rated, and has a unique design feature to secure the base to the tank, making it safe to handle and transport.

Throughout the years we have continually improved quality and productivity by updating our equipment and methods. Each tank is made with pre-

cision computer controlled equipment that works along side our employees.

Our tank department has grown to include over 40 employees, producing tanks 24 / 7. These changes have all been geared towards improving quality and flexibility, in order to meet customer needs.

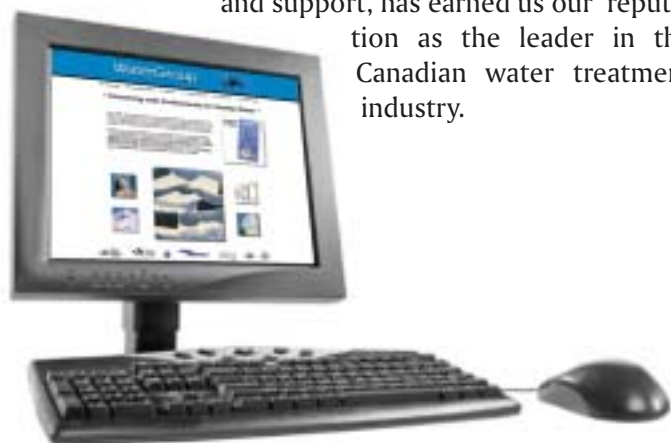
Blaine Donaldson, Production Manager



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.

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.**

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