



# GWS TIMES

## Fall 2016



### Joel Letter

Not a day goes by that a customer doesn't ask, "How do I compete with internet selling?" I must admit that it's no easy task but the "Amazons" of today can be beaten.

What differentiates us from these competitors? Service, my friends!! Peace of Mind.

- Will Amazon be there when the water stops flowing?
- Can Amazon recommend a NYS certified dealer to repair or install a water system? Don't fight fire with fire, do the opposite. If your competitor discounts the product, you reinforce the value that the added services you provide have a greater value.
- Focus on your local community. Become the water expert in your area. Promote where you live. Be proud of where you "Hang your hat" and support your community.
- Update your website and use testimonials to demonstrate the quality of the service that you offer.
- Team up with other retailers that offer different services within our industry ie: work with local well drillers and refer their services in exchange for the pump or water conditioning job.
- Give people additional reasons to visit your store.
- Create a themed water day at your location
  - ✓ Invite vendors to speak about water quality or the importance of installing a quality water system.
  - ✓ Offer free water testing
  - ✓ Special discounts for purchasing on the day of the event.
- Join local business organizations ie: Chamber of Commerce, Rotary, Lyons or Kiwanis Clubs. You will be pleasantly surprised with the referrals that these groups can provide.
- Don't forget our 5-year warranty; it alone can sell the system.



Finally, Xylem has taken a position against internet retailers that advertise below minimum advertised list price. Products purchased below this pricing will not carry any factory warranty or support.

They believe, as we do, that our products need to be installed by qualified technicians who provide the service and support that the customer deserves.



Only 1 room available

### **Ground Water Systems' trip to Sint Maarten!!**

**January 13-20, 2017**

**Sonesta Great Bay Beach Resort, Casino and Spa**

**Contact your salesman to sign up today!**

**XYLEM STOCK PRICE INCREASED 35% IN 1 YEAR**

**USE YOUR GPDA POINTS TODAY!**

**VALUE ON 8/24 = APPROX. \$50.00**

# Water Right's New Take on Filtration

By Kevin Osborn

Well first let me take this opportunity to thank Joe and his staff for letting me introduce Water-Right to the Ground Water family. Most of you are familiar with Sanitizer Plus, but as some of you know we at Water Right are constantly innovating new products. Two of those products are pivotal to filtering water, and those two new products are the ONE™ Filter and soon to be launched Ozone Generator.



What is the ONE Filter? It is an 8 x 44 inch tank that supports a 34" filter, but this is not your average filter. The filter housing comes with a bottom drain, which enables you to install a ball valve for ease of filter replacement. Just put the unit in bypass, open the valve and unit is drained and depressurized into a five gallon bucket. No mess, no water on the floor. Oh and that by pass, it is built into the head of the unit. It's the standard bypass with the option of a number of different connections, (i.e. shark bite, slip, threaded, etc). So here you have a filter housing that sits on the ground, that doesn't need to be anchored into the wall, no special wrench to remove the filter, and it includes the bypass. The filter is held in place by the top cover that is secured by a snap ring. The filter housing is rated for 125 psi, and it can handle up to 30 gpm. Try to get that through a big blue!



Enough about the filter housing, let's talk filters. The ONE Filter has wound, pleated, and a carbon block. From nominal 50 micron filtration a .2 micron rating), you have a number of options. These filters not higher flow rates, but also six times the loading of that over a big blue, times (6X) more surface area. The big use for this configuration is the 3 micron is rated for 250,000 gallons at 2 ppm of free chlorine. Where is this useful? City Water! For those of you that have customers who want to remove chlorine but do not have hard water, this is a great filter for them. So the next time you are thinking Big Blue, consider the ONE Filter. -Did I mention that the ONE Filter is only available through Ground Water? That means your customer can't buy them online or at the big box stores like standard cartridge filters.



options for string to a Nano (that is only give you that's right six carbon block, the 3

Alright, now are you ready to stop using chemicals like chlorine and hydrogen peroxide? As the year as progressed, some of you may have noticed an increased in calls about sulfur. We have noticed with the drought that we are experiencing an increase in odor issues, but as you know sulfur and sulfur bacteria have always been an issue in New York and Pennsylvania. Water-Right has been very successful with our Impression Series® Air Systems, for sulfur, iron, and odors. We offer a number of configurations that will help you treat a high percentage of water quality issues. The hardest part of treating odor is understanding what is causing the odor. Sometimes your brain can trick your nose; the key to treating odor is truly identifying if the odor smells like rotten eggs or has a swampy/mildew smell. If it straight sulfur, our IMPS sulfur unit will have no trouble removing it, but in those cases where the sulfur level is extremely high or has bacteria the unit needs a little help. Traditionally, water treatment companies would use chlorine or hydrogen peroxide injection followed by carbon. The problem with this is the contact time needed, as well as mixing the chemicals. You are relying on the home owner to maintain the unit. So Water-Right has come up with the solution, a chemical free sulfur unit.

The key to any of these treatments is oxidation, and maybe you have asked yourself why is each one different? The simple answer is that it depends on the oxygen demand in the water. What is and how much is consuming your oxidant? Let's take that out of the equation, stop worrying about pumps, feed rates, and percent concentration, or bad chemical.



For over the last year and a half Water-Right has been working on an Ozone Generator that will attach to a Water-Right Air System and during the air draw cycle it will pump ozone into the unit along with air. The ozone is a more aggressive oxidant and is chemical-free. As air is sucked through the generator it converts the oxygen (O<sup>2</sup>) to ozone (O<sup>3</sup>) providing a safe way to treat sulfur and sulfur bacteria. Not only will it go after nuisance bacteria, it is very easy to maintain and service. One of the drawbacks to ozone generation can be build up on the generator. With the Water-Right design, a warm water solution is passed through the generator once per year, cleaning it out. I forgot to mention the biggest benefit — the generator plugs into the valve!

The board powers the generator and tracks the output. If for some reason, it senses no ozone production, an alarm will sound for the home owner to call for service. This is similar to the salt alarm on the Sanitizer Plus. The ozone generator will be available by the end of the year.



In closing, I look forward to meeting you all at the schools we will be having at the end of October. Look for more information coming from your salesman.

# XYLEM TAKES A STAND AGAINST INTERNET SALES

*The following are excerpts from a Xylem notice released on 7/29/16*

Products purchased in violation of our MAP Policy will not carry any factory warranty or support. This Policy will be added to our Warranty-Consumer and Commercial.

## Minimum Advertised Price (MAP) Policy

1. Prohibits a Distributor from advertising a price for GWT branded products on the internet below the Minimum Advertised Price (MAP).
2. Does not regulate pricing – Distributor is free to sell at whatever price it chooses.
3. Violating our MAP Policy will result in graduated enforcement by loss of access to buying programs, special payment terms, discounts, rebates, promotional marketing programs.
4. Failure to comply can ultimately lead to termination

***No warranty is offered on Goulds Water Technology equipment purchased from unauthorized retailers, including web-based options.***

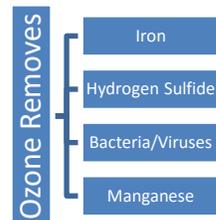
# OZONATION IN WATER TREATMENT

Ozone was first used in water treatment in the late 1800's. Ozone is increasing in popularity in U.S. residential water treatment as an alternative to chlorine and potassium permanganate disinfection.

Ozone has greater disinfection effectiveness than chlorination against bacteria and viruses. Additionally, the oxidizing properties can reduce concentrations of iron, manganese, sulfur and reduce or eliminate taste and odor issues. Ozone oxidizes these minerals in the water to form insoluble metal oxides or elemental sulfur which are then removed by post-filtration. Either coagulation or chemical oxidation will then eliminate organic particles and chemicals.

## Key points for homeowners:

- Ozone is nothing more than O<sub>3</sub>-three oxygen atoms bound together.
- Ozone is a naturally occurring substance – Ozone is generated when lightning strikes but the odor of ozone is actually more like the pungent smell given off by electric motors than a thunderstorm or lightning strike. The word ozone is derived from the Greek word for “smell”.
- Oxygen exists as two atoms bound together (O<sub>2</sub>). Ozone (O<sub>3</sub>) is unstable; the extra oxygen atom wants to hook up with other material, like unwanted microorganisms in water filtration systems. Ozone comes in contact with contaminants and pathogens that can damage equipment and enter the water supply, the extra atom oxidizes the contaminant and the O<sub>3</sub> becomes O<sub>2</sub>, oxygen.
- Ozone is a highly effective disinfectant.
- Safety is a large benefit of using ozone; it is an ideal substitute for chlorine or potassium permanganate.
- The only byproduct produced by ozone is oxygen. Due to EPA regulations, ozone is becoming the disinfectant of choice for many municipal water treatment plants.



Ground Water Systems, Inc. Bloomfield – Binghamton – Dansville  
800-724-9785 toll free, [www.groundwatersystemsinc.com](http://www.groundwatersystemsinc.com)

