

Welcome Visitor...

Aquathin's Mission is to be the premier and most recognizable water treatment company in the Universe. To improve the quality of Life, by providing the service of better water through supreme state of the art and trend-setting systems and technologies...while having fun along the way.

Bold Precision and Precision Bold is our vogue...we've accomplished what others said not possible...which turned out to mean not possible for them. We are proud to earn our price because most others do not have the discipline, integrity, education, charisma and resources to duplicate what we have accomplished here and in the field. No other company has acquired more honors, achievements, accomplishments in this industry...and that's important in your decision making process.

Prepare to have your socks knocked off !

Thank you considering Aquathin and its Dealer Network to provide your family or business the very best in water security.

***FOR THE BEST TASTE IN LIFE &
25 Years Pure Excellence
Think Aquathin...AquathinK !!***

***"Alfie"
Alfred J. Lipshultz, President***

The Point

The
European
Point of Use
Drinking Water
Industry
Journal

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2002 European Point of Use
Drinking Water **Trade Fair**



Who's who in POU?

M125

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Looking to the **future**

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Event Catalogue

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Purificateurs d'eau Aquathin

L'eau potable, un problème majeur de notre civilisation

Beaucoup d'eaux considérées aujourd'hui comme potables contiennent un certain nombre de polluants chimiques: en dehors du chlore incorporé comme agent de stérilisation, on y trouve des traces de pesticides, d'herbicides (atrazine), de métaux lourds tels le plomb, le cadmium, le mercure, le chrome, l'aluminium, le zinc, le cuivre, des nitrates, des nitrites, des résidus d'hydrocarbures, et des dérivés organo-chlorés. Nous pouvons affirmer qu'actuellement la plupart de nos eaux de distribution proviennent de lacs, de rivières et de fleuves. Celles-ci sont décantées en vue d'éliminer les matières en suspension, puis sont filtrées et chlorées afin de tuer les bactéries et les germes éventuellement présents. Une étude épidémiologique [1] attribue des malformations cardiaques congénitales chez des enfants à la consommation habituelle par les parents, avant procréation, d'eaux contaminées par des hydrocarbures organo-chlorés (résidus industriels). Une autre étude épidémiologique américaine [2] tend à prouver que 9 % des cancers du colon sont imputables à la consommation journalière d'eaux de conduite chlorées. Une eau potable digne de cette qualification devrait être peu minéralisée et ne devrait contenir aucun polluant, même en trace. En effet, l'eau que nous buvons est avant tout un véhicule destiné à éliminer par les reins les toxines sécrétées par l'organisme. La présence, (parfois par introduction artificielle) de carbonates et de bicarbonates de calcium dans l'eau de conduite est destinée à augmenter le pH afin de limiter la corrosion des conduites. Une concentration élevée en calcium n'est que peu absorbée par l'organisme et aboutit à surcharger la fonction rénale.

Comment purifier l'eau de boisson ?

L'osmose inverse est assurément la technologie la plus fiable et la plus performante pour produire une eau potable de très haute qualité. Encore faut-il que les membranes d'osmose soient d'excellente qualité. Il existe sur le marché américain et européen des membranes ayant selon leur spécificité des taux de filtration allant de 60 à 97 %. On peut considérer que pour éliminer tout pesticide, herbicide ou métal lourd, il est absolument nécessaire de mettre en oeuvre des membranes dont le taux de filtration est d'au moins 97 %.

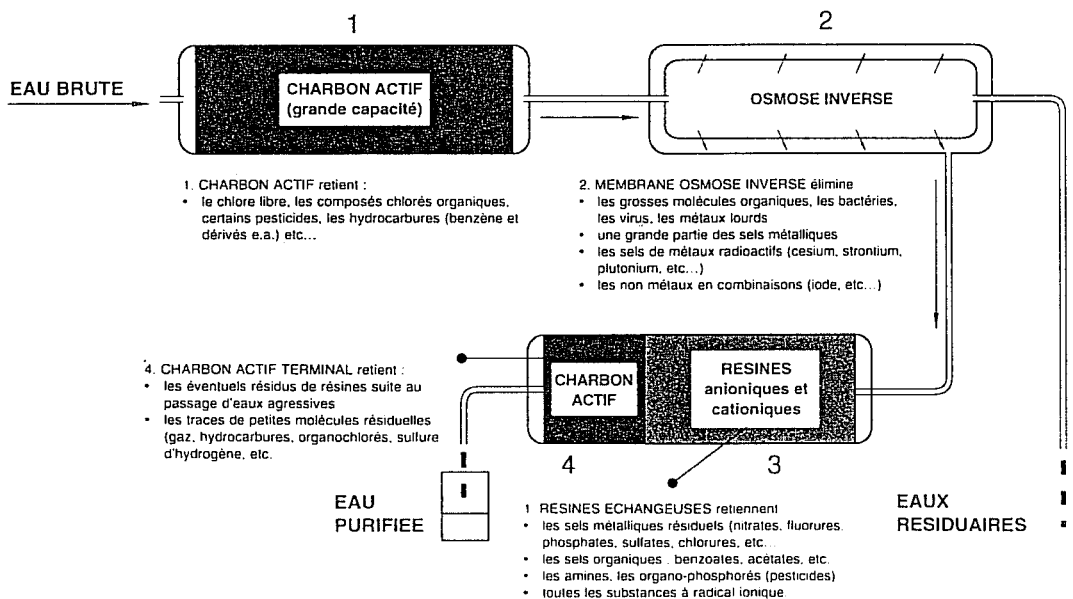
AQUATHIN possède en outre en aval de cette membrane une cartouche de résines échangeuses d'ions permettant d'éliminer encore toute trace de métal lourd ou de substance à caractère ionique de l'eau déjà traitée en amont par la membrane. Ceci évite, en cas de pollution massive par voie aérienne, tout risque de présence de traces de métaux lourds, fussent-ils radioactifs, dans l'eau de boisson.

La conception des appareils AQUATHIN est une avancée technologique considérable en matière d'épuration d'eau à usage domestique!

Pourquoi ce souci de pureté extrême?

Nous savons aujourd'hui que les traces même difficilement dosables de métaux lourds, de pesticides, d'herbicides et d'organo-chlorés présentes dans les eaux de boisson consommées régulièrement peuvent s'accumuler peu à peu dans le corps et ne manifester leur effet toxique qu'après plusieurs années, lorsque le seuil de tolérance est dépassé dans l'organisme. De plus, les allergies donnent lieu à des manifestations "explosives" pour des expositions répétées à des traces infimes (non dosables) de certains de ces produits résiduels (nickel, atrazine, insecticides). Il est donc particulièrement important de boire une eau parfaitement vierge de ces produits. La qualité d'une eau épurée se traduit par une résistivité spécifique élevée (plus de 200.000 ohms x cm² pour les systèmes AQUATHIN).

De l'EAU vraiment PURE ? 4 étapes de purification !



Chaque étape a sa raison d'être !

Types d'appareils disponibles:

Il existe deux types d'appareils AQUATHIN sur le marché européen, tous deux possèdent quatre processus de filtration en cascade: charbon actif à très grande capacité - membrane d'osmose inverse (97% min.) - résines échangeuses d'ions - charbon actif. Chaque étape de purification a sa raison d'être et seul cet ensemble soigneusement étudié permet de garantir une production d'eau parfaitement adaptée aux exigences de notre santé.

Les coûts d'entretien de ces appareils sont très modiques.

AQUATHIN KT90Y: Appareil à placer sur un plan de travail à proximité de l'évier. Peut produire jusqu'à 50 litres d'eau par 24 h. sous une pression de conduite min. de 4,5 bars, réservoir de 8 litres intégré dans le module. Appareil d'emploi très souple et à entretien très facile.

En option: petite pompe de surpressurisation (7 bars) silencieuse, en cas de pression insuffisante de l'eau à purifier.

AQUALITE: Appareil à mettre en place en armoire sous évier, placement facile, robinet de prélèvement d'eau purifiée à l'évier, réservoir de stockage de l'eau purifiée (12 litres ou plus, sur demande), module de contrôle électronique avec voyants lumineux de fonctions, rinçage automatique, entretien très facile. Peut produire jusqu'à 80 litres d'eau purifiée par 24 heures.

En option: petite pompe de surpressurisation (7 bars) silencieuse s'intégrant automatiquement au module électronique.

Cet appareil peut s'adapter à un hydrophore en vue de traiter une eau de citerne ou une eau de puits (même contaminée). Schémas de réalisation et cahier des charges disponibles sur demande.

AQUATHIN vous offre à peu de frais pendant 365 jours une eau aussi agréable à boire que celle d'un torrent de montagne!

[1] Goldberg S.I. et al., J.Am.Col. Cardiol., 16 pp.155-164 (1990).

[2] Morris R.D., Audet A.M., Angetillo I.F., Chalmers T.C., Mosteller F.
"Chlorination, Chlorination by products and cancer: A meta analysis." Amer.
Journ. of Public Health, Vol.82, 7, pp. 955-963 (juill.1992).

AQUATHIN CORPORATION USA WANTS YOU TO "AQUATHINK" FINALLY, A COST EFFECTIVE METHOD TO KEEP WATER RESERVOIRS SLIME FREE — AND MAKE MONEY!

Aquathin Corp. USA, is challenging the norm when it comes to water treatment technology. In fact, the company has had a history of doing so. "Aquathin Corp. USA, located in Pompano Beach, Florida has a 21-year history of excellence and things just keep getting better," says Alfred Lipshultz, President. Established in 1980 Aquathin now produces over seventy patented and trademarked devices for markets around the world. Aquathin is an E.P.A. Registered manufacturer, ISO 9000 Compliant and recipient of the prestigious President's Excellence Award in Export from the U.S. Commerce Department and the Nation's Blue Chip Enterprise Award from the U.S. Chamber of Commerce. We cordially invite you to visit their website listed below.

While the company's normal marketing strategies are toward the water treatment industry via an established dealer network of over 600 Authorized Dealers, Aquathin has a history of challenging new markets. This proved beneficial in a relationship with a company called Allied Pressroom Chemistry. Aquathin and Allied Pressroom Chemistry, a 42-year-old industry leader, aligned their strengths to develop and invent what is referred to as The

Printer's Total Water Quality Management Program.

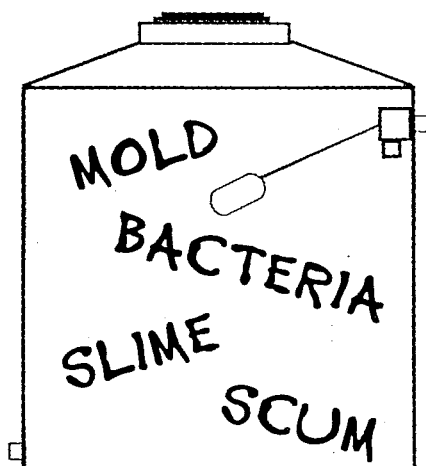
During this successful collaboration, Aquathin once again decided to venture into new markets with a new and improved filter for recirculating water within the printing press. This new technology resulted in the Allied trademarked "Mucksucker." As this new technology began to revolutionize the printing industry, other markets were immediately identified such as the Latin American roof top water reservoirs (referred as "cache" and "cubierta") that would benefit from an inexpensive super efficient filter with an inexhaustible built-in antimicrobial for the sole purpose of dirt removal and inhibiting microbial formation. The Aquathin AquaShield technology has proven to be very successful in Central and South American and the Caribbean. Just recently, the AquaShield was identified as a new application on chicken farms that use chlorination. Tests found that the chlorine interfered with auto-injection of medications into the bird water feeders. Some other prospective users of the AquaShield include supplying AquaShield Protected Tanks to Central American citizens who reside on the outer fringes of a clean water infrastructure with inconsistent germicide. Another is providing a "pour through" configuration for villages in South Africa with little or no water treatment.

Aquathin has made a unique and proprietary designed filter that may be mounted inside a

reserve tank or at the outside inlet or outlet. The AquaShield integrates a biocide used in the medical industry that protects against microbial infection within catheters and other implanted devices. The biocide bearing walls and pathways within the AquaShield electrochemically disrupts and perforates the cell wall of a bacterium on contact and the germ dies. Alfred Lipshultz is working with Mr. Scott Saxman of Mold in Graphics to prepare a new "mold on graphic" to differentiate an AquaShield Protected Tank from an ordinary reservoir which can breed problems.

The AquaShield has a bright future and rotational molding is playing a big part in its destiny. Beyond the immediate benefit of cleaner fresher water, the AquaShield provides recurring revenue to tank manufacturers and distributors, where generally the sale of a tank had been a single and final contact with the end user. Aquathin is seeking Distributors with a longstanding excellent reputation for service, quality and integrity to market the AquaShield and must be able to AQUATHINK!

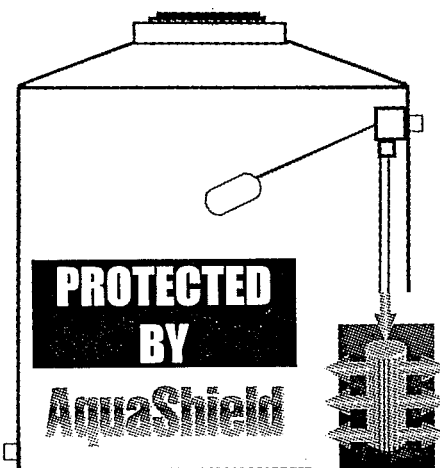
For more information on the Aquathin AquaShield and distributorship information, please contact Alfred Lipshultz at: AQUATHIN CORP. USA, Aquathin Business Centre, 950 South Andrews Avenue, Pompano Beach, Florida, USA 33069-4611, Tel: 954.781.7777, Fax: 954.781.7336, E-mail: info@aquathin.com, www.aquathin.com.



**WHICH WATER TANK
WOULD YOUR CUSTOMER
PREFER TO
DRINK & BATHE FROM?
or
WHICH WOULD YOU PREFER
FOR YOUR FAMILY?**

PROTECT AGAINST
BACTERIA, SLIME, MOLD,
FUNGI and MORE

*** EFFECTIVE & INEXPENSIVE ***



FOR AQUASHIELD DISTRIBUTORSHIP INFORMATION:
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Water

TECHNOLOGY

July 2002

New markets are in the air

Water dealers can profit from educating customers on the value of good indoor air quality.

By Mike and Cheryl Krause

Most people are concerned about the effects of air pollution on their health, but they are typically thinking of outdoor air.

The reality is, indoor air pollution may pose a more serious health risk. One Environmental Protection Agency (EPA) study reports that levels of indoor pollutants may be two to five times, and occasionally more than 100 times, higher than outdoor levels.

The EPA's Science Advisory Board consistently ranks indoor air pollution among the top five environmental risks to the public.

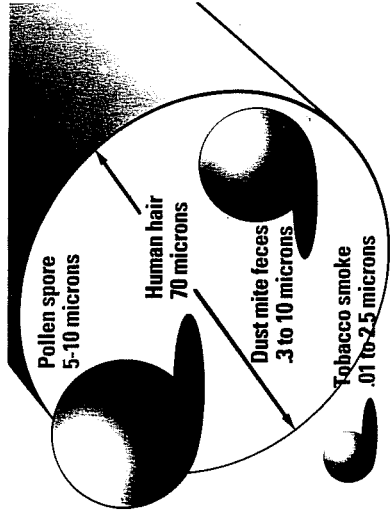
Consumers are becoming aware of

indoor air pollution problems and the astute water filtration professional should consider the synthesis of the air and water filtration markets.

Having pure water is just one part of the equation for a healthier way of life. Water professionals who are respected and treated in their communities are perfectly positioned to take advantage of the growing consumer awareness of the total indoor environment.

Air purification technologies

Different indoor air problems require the use of various air purification technologies:



Increased exposure

Exposure to indoor air pollutants has increased due to a variety of reasons:

- The buildings in which we live and work are more tightly sealed.
- Changes in building practices include the increased use of synthetic building materials and furnishings.
- Poorly designed or maintained heating, ventilation and air-conditioning (HVAC) systems frequently contribute to indoor air pollution.
- The use of cleaning chemicals and pesticides also degrades the quality of indoor air.

—M.K., C.K.

ture and the more frequently the filter must be changed.

Ultraviolet light - UV

Just as UV light is used in the water purification industry to kill bacteria and viruses or render them non-lethal, UV light can have applications in the air purification industry.

The ideal location for the installation of a UV system is inside the air-handling unit of the air conditioning or furnace.

A properly installed UV system will ensure a bacteria and germ inhibited air

Consult with local allergists, immunologists, architects and engineers to identify specific problems in your community.



Mold contamination

HVAC filters

In residential and commercial buildings with an HVAC system, a high quality filter is the first line of protection for both the system components and the building occupants.

Because HVAC systems simply recirculate air, once a particle (pollen, dirt, dust, hair, mold, dust mite feces) becomes caught in the airstream, it will remain until it is either filtered out or settles in the form of dust.

An effective HVAC system removes the greatest number of these particles with the least amount of resistance from the air stream.

HVAC filters range from inexpensive fiberglass disposable filters, to costly inline HEPA filtration systems.

- Factors to consider in filter selection are:
 - Manufacturer's specifications;
 - Equipment age; and
 - Filter efficiency (the amount of airborne particles retained).

The higher the efficiency rating, the more, and smaller, particles it will cap-

particles drop from the air onto the floor, furniture, walls or other surfaces.

Filters, plates or rids do not capture the majority of particles; they just fall from the breathing zone.

Some of the ionizers on the market today produce both positive and negative ions or include UV light.

Ionizers are effective in removing fine particles such as tobacco smoke, dust and animal dander from the air, but without some type of filtering device, they will become airborne again.

Ozone generators

Just as ozone can treat drinking water, it can also be used to eliminate odors.

Ozone is a very powerful oxidant that, at sufficiently high concentrations, will attack and destroy gas molecules and some microorganisms.

Using high concentrations of ozone in an occupied space is not recommended. Ozone is very effective in removing odors caused by:

- Cigarette and cigar smoke;
- Urine;
- Mold;
- Mildew; and
- Solvents and other chemicals.

However ozone has no effect on:

- Dust;
- Animal dander;
- Pollen or
- Other airborne particles.

Claims as to the effectiveness of ozone to kill mold, mildew, viruses, fungi or bacteria have yet to be fully substantiated by scientific studies. □

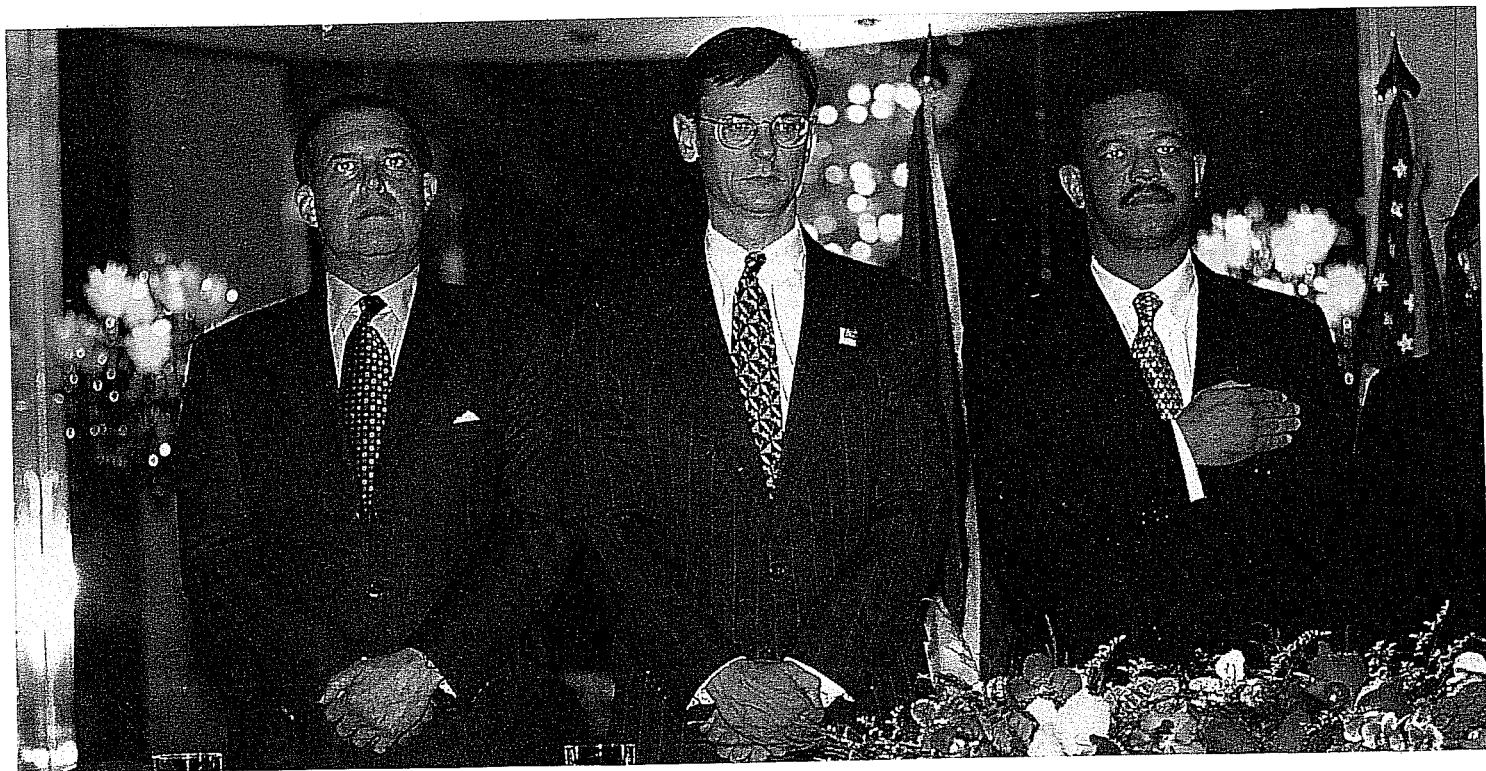
Mike and Cheryl Krause are the owners of Absolute Environmental, Danie, FL, an authorized Aquadul distributor specializing in indoor environmental controls including HVAC cleaning and decontamination, and air and water purification/filtration systems. www.AquadulAllergySolutions.com, which carries a complete line of allergy and asthma control products, is a joint venture with Aquadul Corp., Pompano Beach, FL.

Calculating air changes for a HEPA system

The following is an example of an air-change calculation that would be made in conjunction with a HEPA system.

Fan Rating (400 CFM X 60 MIN) = 24,000 cu. ft.
Room Size (100 sq. ft. x 8 ft. ceiling) = 1,440 cu. ft.
Air Changes (Fan Rating/Room Size) = 16.5 air changes per hour.

—M.K., C.K.



El presidente de la República, doctor **Leonel Fernández** encabeza la inauguración de Expo USA. A su lado **Larry Farris** y **Luis Manuel Bonetti**.

LA EMBAJADA DE LOS ESTADOS UNIDOS INAUGURÓ **Expo '98 USA**



Enrique Valverde, José Medina, Alfred Lipshurtz y Enrique Valverde, hijo.

Con una interesante exhibición de productos y servicios de los Estados Unidos en la región del Caribe y con la presencia del presidente de la República, doctor Leonel Fernández, la Embajada de los Estados Unidos inauguró por noveno año Expo USA 98, en el Salón Anacaona del Hotel Jaragua. Tras el corte de la cinta simbólica, a cargo del presidente Fernández Reyna, la Encargada de Negocios de la Embajada, Linda Watt, y de Larry Farris, Consejero Comercial para Región del Caribe, los asistentes pasaron al salón donde observaron la extensa exhibición. La señora Watt, expresó su satisfacción por el éxito que durante años ha logrado Expo USA, lo que según afirmó es un reflejo de los sólidos lazos comerciales entre los Estados Unidos y los países del Caribe. Durante la ceremonia se presentó al público, en pantalla gigante, un documental que permitía apreciar incidencias de las diferentes ferias Expo USA realizadas por la Embajada de los Estados Unidos. Tras recorrer los diferentes exhibidores de la feria el público presente pronunciaba elogiosos comentarios. ■



José Antonio Fernández, Linda Watt y Luis Manuel Bonetti.



María Elena Portorreal de Alonzo y Grissette Vasquez.



PetriDish

The Quarterly Newsletter Of Microban (Americas)

Water Filtration Alliance Announced

AquaTrust Filtration, LLC, the exclusive licensee of Microban Products Company for AquaTrust® antimicrobial water filtration applications, is proud to announce a licensing agreement with Aquathin Corporation, based in Fort Lauderdale, Florida.

Aquathin Corp. is a leader in Reverse Osmosis (RO) devices and also provides water purification systems for domestic and international consumer and industrial applications. These include counter top and under-the-sink RO systems for the home, heavy industrial RO systems, combined RO, deionization and ultra-violet systems, softeners, home and office water dispensers, and industrial deionizers. Aquathin has extensive sales in overseas markets and has received the coveted U.S. Department of Commerce, President's Excellence Award for Exports. Aquathin will be applying the proprietary antimicrobial technology in a filter that will be used in water fountain solutions for single or multi-station printing presses, either sheet or web fed, that use a water recirculation tank/system to filter/treat the recycled water. The company plans to offer a similar version of this filtration technology which will be marketed in South and Central America and in Caribbean countries for treating/filtering drinking water in roof-top storage tanks.

"As the need for clean water grows around the world, our innovative water filtration applications will be in greater demand. The

patented Microban® antimicrobial technology, which is the key part of this application, provides our customers with an added value and the knowledge that they have the best that there is to offer," said Glenn Cueman, president of AquaTrust Filtration. AquaTrust Filtration is developing new market applications based upon the patented Microban® antimicrobial technology for a variety of end uses related to water filtration. These include bactericidal and bacteriostatic filters, carbon filters, microporous and hollow fiber membranes, water storage vessels, tubing and ancillary distribution systems and bacteriostatic synthetic ion exchange resins.

A privately held company, AquaTrust Filtration, LLC is headquartered near Charlotte, North Carolina.

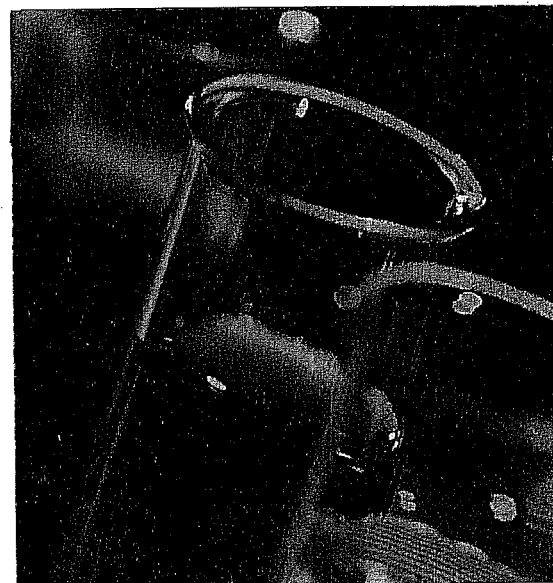
For more information write to info@aquatrust.com or call Dr. Arvind Patil at (704) 875-0806 Ext. 1241.



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FOURTH QUARTER 2000



Auto Laundry

THE VOICE OF THE CAR CARE INDUSTRY

Detailing Survey

Aquathin Corp. USA

Pompano Beach, Florida

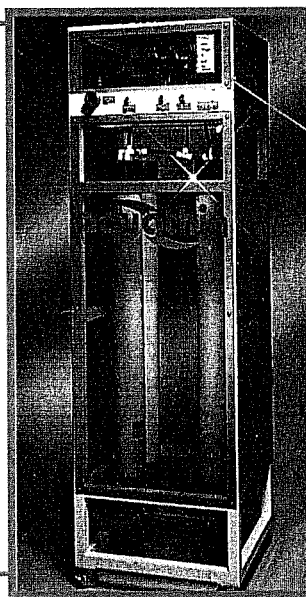
Established in 1980, Aquathin Corp. USA is a leading manufacturer of patented and state-of-the-art reverse osmosis, softening and filtration systems serving commercial, residential and laboratory markets. Aquathin holds six patents and is the recipient of the coveted President's Excellence Award and Nations Blue Chip Enterprise Award.

What's New/Best Seller • The Aquathin 100+24K Series and PPVM Series of Commercial RO systems for 400-10,000 gpd.

Advantages/Features • The Aquathin 100+24k Series produces 400 to 1200 gpd.

The Aquathin Permaport Variable Mount (PPVM) series produces 3,000 to 10,000 gpd. These systems are "idiot" proof because they include the patented IQ-Selectronic Memory Panel that controls auto on/off, auto flushing, low- and high-pressure deactivation. In-field use for 10 years. No gauges, buzzers, dials or log books to be monitored. Fully self diagnostic.

Customer Support • Aquathin employs highly skilled persons with a keen



sense of quality control and product knowledge. Our products include the absolute finest warranty in the industry. Prompt design and technical support.

Delivery/Installation • Use our quality dealer network or install yourself. Each unit is fully assembled. Tube it up, plug it in and away it goes.

Contact • Alfred or Mitchell Lipshultz at Aquathin Corp. USA, 950 South Andrews Ave., Pompano Beach, FL 33069. (954) 781-7777. Fax: (954) 781-7336.

WATER TREATMENT • SIGNAGE BUILDS CAR COUNTS • STEALTH CAR WRECKER
FAST LUBE: PROBLEM CARS • FAST FOOD FRANCHISE II • CAR WASH AS ART

Expo Usa 98 pone al alcance del público la tecnología de la nueva era

La dinámica del comercio norteamericano se ha puesto de relieve en el país con la celebración de Expo USA 98, una exposición de productos y servicios que reafirma nueva vez las relaciones entre Estados Unidos y República Dominicana.

YANET FÉLIZ
Santo Domingo

El evento es una muestra que agrupa a más de 60 compañías de diferentes áreas, donde se exhiben y explican muchas ventajas que ofrecen parte de las franquicias extranjeras radicadas en República Dominicana.

Delegaciones de varios países se han dado cita en esta importante exposición, entre las que figuran Haití, Jamaica y Trinidad Tobago, entre otras.



Para Larry Farris, Consejero Comercial y de Servicios de Estados Unidos, el cónclave que se lleva a cabo en el Salón Anacaona del Hotel Jaragua es de una gran significación, especialmente por la amplia gama de productos que representan los empresarios participantes.

"Tenemos aquí piezas de automóviles, bienes de consumo tales como los farmacéuticos, tecnología de medio ambiente, tratamientos de aguas, energía solar, generación de electricidad, insumos para oficinas, productos industriales.", detalló Farris.

Con este encuentro se persigue ampliar las ventas, representaciones y socios criollos para incertar las mercancías norteamericanas en el mercado criollo. Y esos detalles, según Farris, son



La tecnología se pone al alcance del público en cada una de las exhibiciones de Expo USA 98.

Pictured above from L-R, Ms. Yolande Paultre of Aquathin d' Haiti, Moses Allen of Aquathin of St. Thomas, Pierre Sajous of Aquathin d' Haiti, & Alfred Lipshultz of Aquathin Corp. U.S.A.



Los más variados y conocidos productos extranjeros son exhibidos en Expo USA 98.

una oportunidad para el sector privado dominicano que busca fuentes, productos y tecnología para formar socios con las empresas norteamericanas.

Aunque la inauguración de la exposición fue el miércoles y contó con la presencia del presidente de la República, doctor Leonel Fernández, la apertura formal fue ayer, dando inicialmente la oportunidad a los empresarios y

representantes comerciales de establecer los primeros contactos.

Será el sábado seis de junio cuando Expo USA 98 estará abierto al público en general, el cual se podrá deleitar observando los alcances técnicos puestos a la vista de los asistentes.

Esta actividad es organizada cada año por la embajada norteamericana, y que para la ocasión

cuenta con el patrocinio de empresas como Texaco, El Siglo y Codetel.

Entre las firmas que exhiben sus productos en el encuentro comercial figuran Trace Internacional, Nacional Air Ambulance, Molina & Compañía, Terminix Internacional, The Maimi Herald, Esso Standard Oil, Citibank, Laboratorios Warner Lambert Dominicano, S.A., Wen-dy's, Littl Caesars, Xerox Dominicana y Comercial Fila.

También participan United Airlines, Aquathin Dominicana, Embotelladora Dominicana, Amerx Pharmaceutical División, Domes Internacional, Goldin Industries, Keystone Seneca, Maxim Manufacturers, Palmer Machine Works y Thomasson Lumber Company, entre otras.

Para Roy Reyes, gerente de exportación del grupo Scott McRae, la exposición es muy buena y espera que sirva para ampliar las relaciones con empresas dominicanas para la importación de piezas automovilísticas.

"Creo que será muy positivo, y en este mundo que estamos viviendo ahora que los negocios son globales, y especialmente para República Dominicana esto es un paso de avance", agregó Roy, representante de la casa automotriz que comercializa piezas originales.

Como ejecutivo de cuentas de Federal Express, Richard Martínez observó como lo más importante del evento el nexo que se pueda establecer entre las compañías locales y las entidades de Estados Unidos.

"Aunque tenemos una gran participación de compañías que no están establecidas dentro de la República Dominicana, pienso que repercutirá favorablemente, y se quedarán representación de marcas de negocios y franquicias en el país por parte de los inversionistas", añadió Martínez. La feria atrae a mucho público.

NEW WAVE IN EXPORTING

By Phil La Padula

The key to success in international marketing is developing a product with the universal appeal to transcend cultural barriers. Alfred Lipshultz has found such a product — water.

As president and co-founder of Aquathin — a Pompano Beach company that manufactures water filtration systems — Lipshultz has created a thriving export business with the help of the U.S. Commerce Department.

After unsuccessful attempts at tapping foreign markets in the early '80s, Lipshultz attended an exporting seminar at Florida Atlantic University in 1985.

"We learned about all the benefits that the Commerce Department can develop with you," Lipshultz said. "We became one of their star companies because we committed ourselves to the programs that they had to offer. The Commerce Department has a multitude of programs available. Just do what they say to do, and you will be successful in exporting."

In fact, the programs worked so well for Lipshultz that Aquathin received the President's Excellence Award in exporting in 1990.

"Sixty-nine percent of what we do is from our international markets," Lipshultz said. "And it's growing and growing."

Much of that growth has been spurred by the Commerce Department's help in setting up meetings with new potential distributors in foreign countries, Lipshultz said.

Uncle Sam also came to the rescue about six years ago when a Korean businessman started counterfeiting Aquathin equipment, infringing on the company's trademark.

"Obviously, it disrupted our sales and progress of our distributors," Lipshultz said. "But because we did the pre-groundwork that was necessary before entering the country, we had the grounds to really slam this guy."

"The U.S. Embassy worked with their Korean International Patent and Trademark Office. The Commerce Department and the U.S. Embassy hand-

walked us into the Korean Prosecutor's Office and presented our case."

It took almost two years, but [the Korean Prosecutor's Office] ended up raiding the Korean infringer's facilities. In July 1996, a Korean court found the infringer guilty and sentenced him to a year in prison.

Besides the Commerce Department's help, Lipshultz thinks the product's technological edge is key to its success overseas. Aquathin water systems use a reverse osmosis filtration system, which basically involves passing the water through a thin membrane to remove impurities. The patented RO filter works in combination with deionization and a granular activated carbon filter.

Since its startup in 1980 with a single water filtration system, the company has branched out and now offers more than 70 varieties of systems. The company has grown from three dealers to 600 dealers worldwide.

Aquathin promotes its products as "ordinary household appliances."

Lipshultz thinks such systems are the wave of the future in water filtration.

"People have transcended from bottled water to filtered water, to jug-filtered types of water, and now they're going more toward the products that we manufacture," he said.



Jan Duvenhague, President of Aquathin South Africa, and Alfred Lipshultz, President of Aquathin Corp. U.S.A., at the Aquathin factory and training center in Pompano Beach.



Left to right: Theresa Kim, lawyer; Young Kim, Senior Commercial Attache, U.S. Embassy in Seoul; Helen D. Lee, Commercial Attache; Dal Jik Kim, President of Aquathin Korea; Won Kyu Yi, Aquathin Korea; and Mr. Kwon, Technical Director, Korea

BUSINESS

April 1998
\$4.00

IN BROWARD™

KOSHER WATER COMPANY BRIDGES POLITICAL DIFFERENCES IN MIDDLE EAST

By Phil La Padula

When people think of "kosher," they think of food that's clean and fit for consumption based on Jewish or Muslim standards. But what about kosher water?

The manufacturers of Aquathin, a Pompano Beach based water purification company, found that obtaining kosher certification for their products greatly enhanced their marketing efforts in the Middle East.

"We're the only purification system in the world that has orthodox certification," said Alfred Lipshultz, president of Aquathin.

CERTIFICATION PROCESS

Aquathin received its certification after the Orthodox Union in New York sent rabbis, who were chemical engineers and biologists by collegiate training, to inspect the products.

"They went through all of our components. We didn't have to change one component to get kosher certification," Lipshultz said. Rabbis show up three times a year for unannounced inspections to determine recertification.

Lipshultz's father, Mitchell, came up with the idea of seeking orthodox certifica-

tion after attending his grandson's bar mitzvah in North Carolina. "We noticed that the water was horrible. How can you make anything kosher if the water is dirty?"

The company's orthodox certification is just one facet of an international marketing strategy that has shown how business can transcend political differences.

"In our visits all over the world, we find there's no problem with the people," Mitchell Lipshultz said. "The bloodshed is government to government, not people to people."

His son echoes those sentiments. "The mentality of not wanting to do business with a particular race, color or creed is at the street level; it's not at the business level," Alfred Lipshultz said.

MARKETING TO ARABS IN ISRAEL

For example, Aquathin's distributor in Israel is an Arab. "We're great friends," Lipshultz said. "We saw Israel from a side that hardly any American Jew gets to see, because we spent the entire trip on the Arab side. We went to the Arab marketplace in Jerusalem, we went to see all of [the distributor's] Arab friends and Arab clientele."

Besides Israel, Aquathin is also marketed in Kuwait. The company's kosher certification was crucial to opening doors in that Arab country, Lipshultz said.

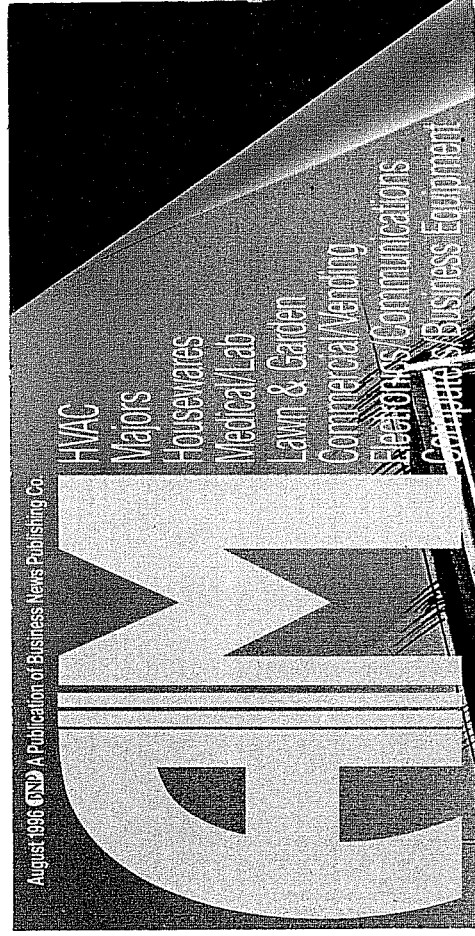
"People have always said, 'Jews can't do business in the Middle East,'" Lipshultz said. "They say they can't do business in Saudi Arabia; they can't do business in Jordan. Well, let me tell you, the people who will do business with you were all cut from the same cloth. They're honest, forthright people who are interested in the adage that profits not a dirty word if you earn it."

Mitchell Lipshultz sees endless possibilities for Aquathin's exporting business, which now accounts for 69 percent of its sales.

"Eight-

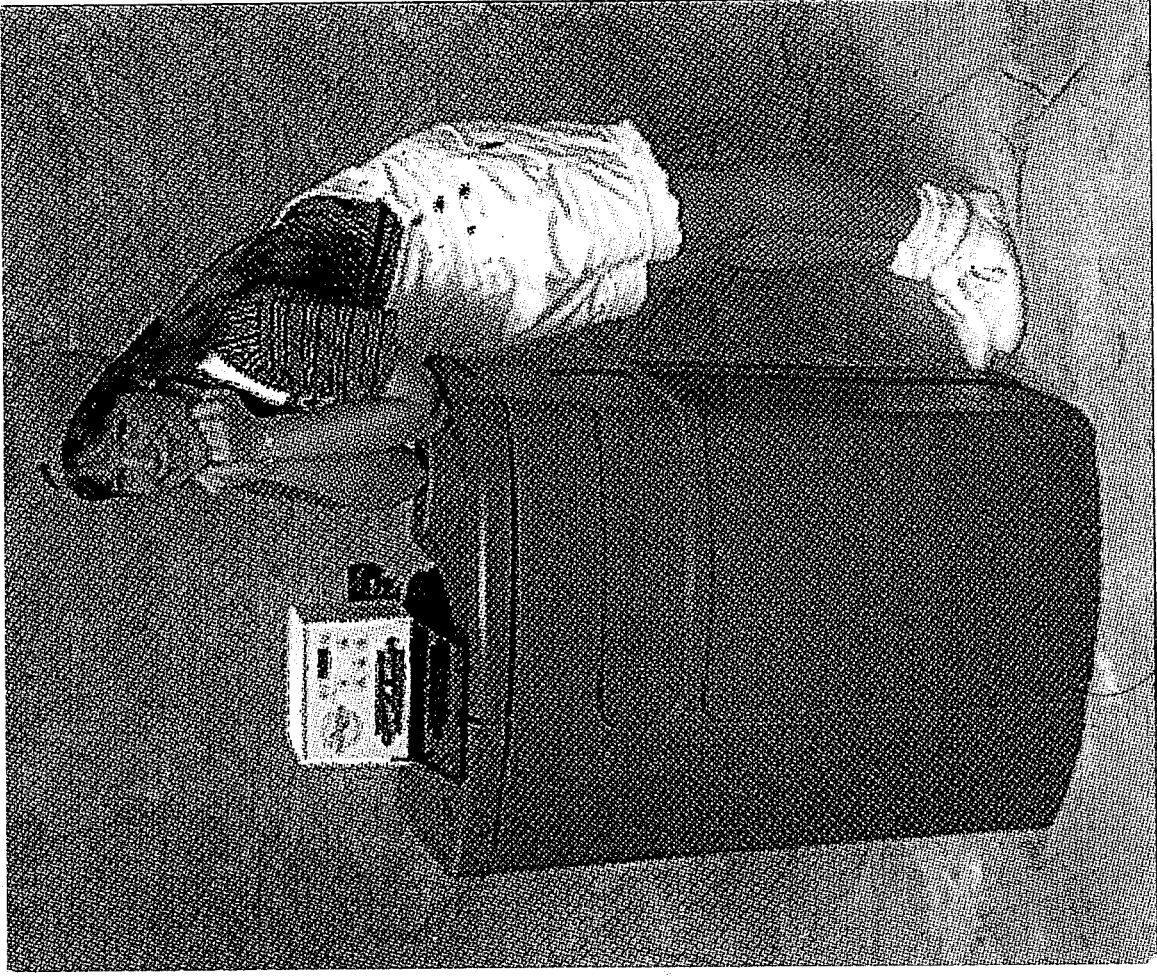
hundred million Muslims. That's your market," he said. "They only eat from the rules of the Old Testament. And there's 200 million Seven Day Adventists."

Repo By NewsPrints (954) 920-1212



Two-in-One

“Soft & Clean,” a self-disinfecting water conditioner, is housed in a compact, space-saving cabinet that provides the versatility of a two-tank unit in a single-cabinet model. Two large openings access safety brine assembly (left) and salt storage. The appliance is made of scrapped leftovers and flawed finished products of molders for a 100 percent virgin polyethylene recycled unit. Fully adjustable electronic control (mounted on top) cus-



tomizes unit for each home to reduce regeneration period and save water, electricity, and salt. Manufactured by Aquathin Corp. of Pompano Beach, Fl.

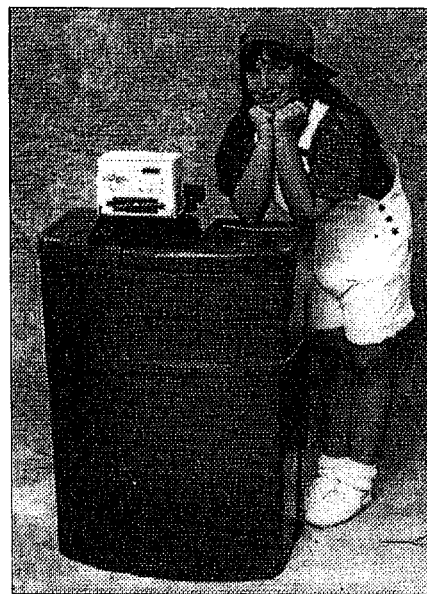


SALT STORAGE TANK

Aquathin Corp.'s patented Clip Cabinet salt storage tank combines the maneuverability of a two-tank unit with the convenience of a single-cabinet model. It is constructed of rotationally molded recycled polyethylene. Two large openings provide access to the safety brine assembly and salt storage compartment.

Clip Cabinet

Aquathin Corporation has been granted a patent and a trademark for their "Clip Cabinet™" salt storage tank. Made of 100 percent "pre-consumer" virgin polyethylene recycled plastics, the Clip Cabinet envelopes the resin tank with reinforced ribbing to enhance the integrity of the structure. Two large openings provide access to safety brine assembly and salt storage.



water technology

SEPTEMBER 1996

CONTRACTS

Aquathin Corp., has been contracted by the Pennsylvania Academy of the Fine Arts, Philadelphia, PA, to provide an 800 gallon-per-day reverse osmosis (RO) system. The system is designed to provide pure water to an environmental humidification system for the museum's art collection. It combines RO, deionization, carbon filtration and water-softening technologies.

Water

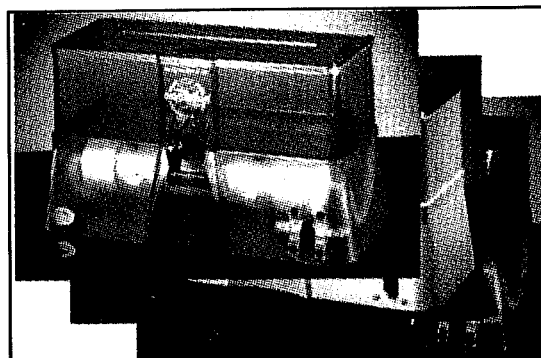
TECHNOLOGY

JULY 1995

AWARDS AND ACHIEVEMENTS

Aquathin Corp., Pompano Beach, FL, received the highest rating in a Canadian consumer-protection agency survey of Reverse Osmosis systems for its Model PLT90-1. Quebec's Office of Consumer Protection tested 10 systems manufactured in the U.S. and Canada and the Model PLT-90-1 was rated highest.

The company has also received a U.S. patent for the LexanTM polycarbonate cabinet used in its Model KT90 reverse osmosis/deionization water purification system. Aquathin currently holds five patents for its water treatment equipment.



COUNTERTOP RO-DI

Aquathin Corp. USA offers an injection-molded, patented cabinet with its Model KT90 Kitchentop water purification system. The cabinet is constructed of transparent LexanTM-engineered polycarbonate for viewing the water level.

MEETINGS

The board of directors of Aquathin Corp., Pompano Beach, FL, recently unanimously reconfirmed its policy to prohibit sales to mass merchandisers, citing the lack of service support offered by those organizations. The company recently reviewed its corporate policies at its annual board of directors meeting.



Water Conditioning & Purification Magazine

JULY 1996

AQUATHIN installs RO-DI system in hospital

AQUATHIN has installed the patented AQUALITE Reverse Osmosis Deionization Water Purification System in the North Broward Hospital District of Ft. Lauderdale, Fla.

AQUATHIN participated in a government grant to provide 125 gallons per day of purified water and ice to HIV and immune deficient patients. The installation has been operating successfully for one full year providing one megohm water.

Better Homes and Gardens® Special Interest Publications

Leisure & Outdoor

PRODUCTS GUIDE

1994

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More for the Great OUTDOORS

1 Traveling and pure drinking water come together in the Astro Traveler reverse osmosis system (about \$199). It weighs only four pounds and stores easily in a suitcase or backpack. A granular-activated-carbon filter produces high-quality drinking water.

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RO Reaches the Rain/Forest

National Zoo purifies water for Amazon fish.



The National Zoo's Amazonia exhibit is all rainforest, from its native plants and animals to its simulated rainfall.

By Marty Heck

Fish in the Amazonia rain forest exhibit at Washington, DC's National Zoo are breathing easier thanks to a reverse osmosis (RO) system.

Keith Hall, president of Aquathin of Maryland, Inc., installed the system after the city's tap water sickened the exhibit's prized tropical fish. Though the zoo was using a massive carbon treatment system that dechlorinated water used in the aquariums, Hall says it took an RO system to remove enough contaminants to save the fish.

"They were dechlorinating water using massive amounts of carbon but the fish weren't adjusting to it," Hall says. "Part of the problem was metals and fluctuations in hardness and pH."

Amazonia is a re-creation of a South American rain forest with tropical trees, wildlife and simulated rainfall. The exhibit also includes large tanks of fish typically found in the Amazon rain forest.

Washington's Potomac River water is "pretty nasty," Hall says, so zoo officials called Hall on the suggestion of a pet store for whom Hall's company had worked.

"Zoo aquarists had heard of RO. We came up with a plan to use it to remove almost everything from the water; then they could add whatever buffers they needed for the fish."

RO helps Amazon fish breathe easier.



day. It measures less than three feet across and a foot deep and is wall-mounted. It stores water in a holding tank and then pumps it through a circulation loop.

Because of the water demand a second Aquathin system was installed, though a single system can meet the needs of the exhibit should the other need service.

Some parts of the exhibit use only the water dechlorinated by the activated carbon system. Others use just RO water, but pumps and pipes connect the two so water can be mixed and moved as necessary.

The system took just a few hours to install and test. Though Hall made follow up visits to ensure equipment worked properly, no fine-tuning was necessary.

"We were able to get in right away and help them stay on schedule for opening day," Hall says.



Hall has since installed two other Aquathin RO systems at the zoo.

One operates at the Animal Health project, a program that saves the eggs of endangered fish as a hedge against extinction. This system is a manual flushing RO unit.

A fourth system was installed for the Department of Invertebrates. Invertebrates are extremely sensitive to metals, Hall says. His company replaced large, high-maintenance deionization (DI) equipment with an RO system using DI cartridges. A self-backwashing carbon tank was also added to dechlorinate the water. Hall says the new system lowered operating costs for the zoo by 90 percent.

Aquathin of Maryland got its start treating aquariums by helping people who were having problems with home systems. Live reef aquariums

RO Heads for the Arctic, Too

Because of the company's proximity to Washington, DC, Aquathin of Maryland has also done treatment work for the Department of Defense, including the microelectronics division of the Naval Research Lab and the Armed Forces Radiobiology Research Institute.

Perhaps owner Keith Hall's most interesting work was with another defense agency: he provided portable drinking water units to the On Site Inspection Agency (OSIA), a division of the Defense Department which inspects Russian missile silos as they're decommissioned.

OSIA employees travel for six or eight weeks overseas in places like the Arctic Circle. They were becoming ill from drinking inadequately treated water, Hall says.

"They were drinking water that had radionuclides, heavy metals and microorganisms in it. There's nowhere in America that provides water like that," he says. "They were shipping shiploads of bottled water over, but in places like the Arctic Circle storage can be a problem."

Hall suggested a portable unit developed for the CIA several years ago. It works on all international currents or can run off a military jeep battery, drawing water from a rain barrel.

The units contain a built in pump and are housed in a container similar to a fishing tackle box. They provide 20 people with water for drinking or cooking. Hall says the systems are still working. □



are popular in his area, Hall says, and without proper treatment water quickly kills many invertebrates and other sensitive organisms.

"We learned quite a bit about how are equipment works on these smaller aquariums," Hall says. "It's

a little tricky doing some of them. It requires that you know water chemistry in addition to how your equipment performs. You also must know something about aquarium science and biology."

Hall has also used RO to help exotic birds stay healthy.

After reading that chlorinated tap water could contribute to tumor growth in birds, a pet store owner installed a compact RO system to provide them with drinking water. When the store sells a bird, the new owner gets a bottle of RO water to take home.

Hall has been in the water treatment business about 7 years. Aquathin of Maryland is located in Wheaton, about 20 minutes from the National Zoo.



Treatment dealer Keith Hall, right, and zoo aquarist Vince Kico stand next to the exhibit's fish.

Better Homes and Gardens®

HOME PRODUCTS

Guide

SPRING/SUMMER 1992

THE PLATINUM 90

THE PLATINUM 90 subsink system contains Aquathin's® unique patented process of Reverse Osmosis, Deionization, and Granular Activated Carbon and combines it with AQUATHIN'S® revolutionary patented Electronic Memory Panel (EMP) for automatic maintenance. The benefit is prolonged efficiency by removing the necessity of a manual flushing.

The Aquathin® PLATINUM 90 Subsink unit is the most compact system on the market. It is easily installed and can be attached to your icemaker. The Aquathin® RO-DI system produces "salt-free" water for daily use. This unit removes salt, heavy metals, chemical pollutants, pesticides, and disease causing water borne microorganisms. Comes complete with revolutionary state-of-the-art features surpassing any other water treatment devices.



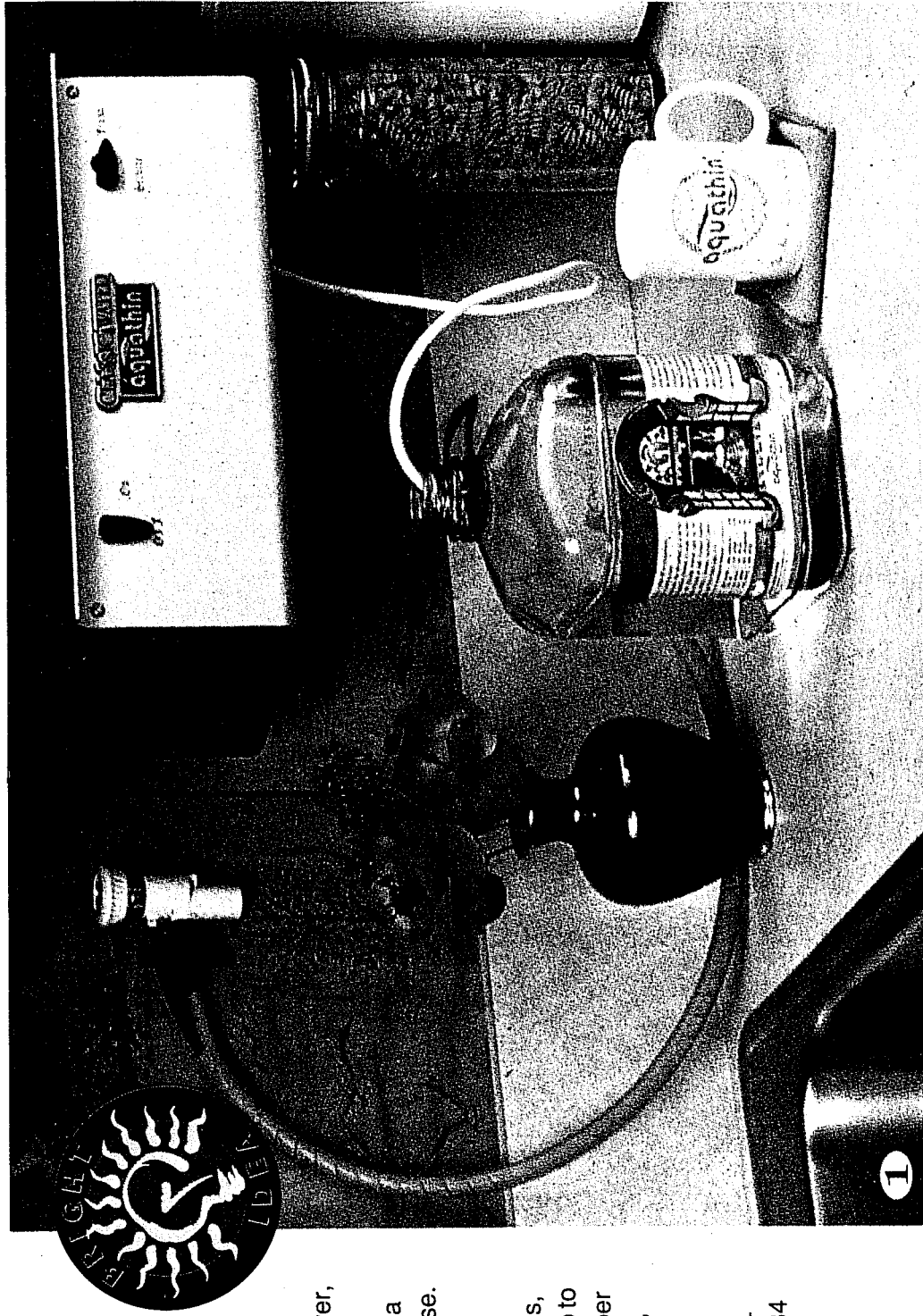
HOME PRODUCTS

Guide

SPRING/SUMMER 1994

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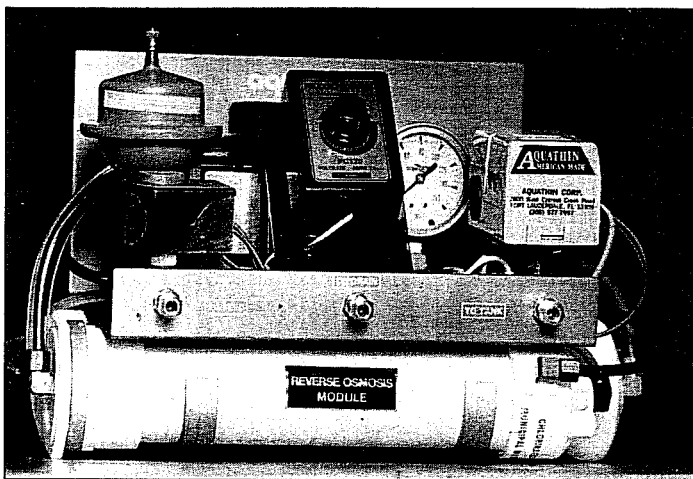
Most water purifiers that work by reverse osmosis and deionization need to be installed under the sink. The SS-90 Space Saver (about \$450), however, is designed to be suspended beneath a cabinet for easiest use. The device removes salts, heavy metals, chemicals, pesticides, and bacteria from up to 18 gallons of water per day. Aquathin Corp., Dept. HPG, 950 S. Andrews Ave., Pompano Beach, FL 33069; 800/462-7634



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Sun-Sentinel

Monday, May 21, 1990



Staff photos/JUDY SLOAN REICH

The reverse osmosis/deionization system removes salts, heavy metals, pesticides and disease-causing microorganisms from water.

Common sense guides Aquathin Water-purification firm a success

By EARL DANIELS
Business Writer

Alfred Lipshultz, president of Aquathin, sells 57 water purification products to dealers in 22 countries throughout the world. But before he tries to sell his products to dealers, he invites them to the company's headquarters in Fort Lauderdale for what he calls a common sense approach to making a business deal.

Before contracts are signed, the prospective client gets to meet Lipshultz, his staff and see how the company operates at its 20,000-square-foot building.

The prospective dealers are given demonstrations of what Aquathin's 57 products can do along with learning how to sell it. The company teaches them how to be customer-friendly.

The approach has worked for the company with positive results in its attempt to make money from a worldwide concern over the quality of drinking water.

The company, which manufactures and distributes its water purification products to 527 dealers, saw export sales swell from 21 percent of the company's business in 1988 to 59.5 percent in 1989.

"We have a 100 percent success rate; we have never lost a deal in Broward County," he said. "In the United States, business deals are made between 9 to 5 in an upscale professional level, whereas overseas that is important, but most deals are finalized in a relaxed atmosphere, such as over dinner or at an associate's home," he said.

"This is why we invite people here to see how we operate business. They visit us at our home, we see each other outside of a white-collar environment. We try to become friends before we do business.

"When you are asking for someone's hard-earned dollar, you have to prove to them that it is being well spent."

Lipshultz said his style might be difficult for larger business to accomplish, but it has worked for his company, which employs

"The growth potential is phenomenal. Although there are various companies that sell products, there are a handful of companies providing credible products."

— Alfred Lipshultz,
president of Aquathin

about 16 people, some of whom are his immediate family members.

Although Lipshultz will not release how much the company makes in profits and sales, the company has forged ahead in a \$7 billion industry that has been plagued with potshot water-cleansing devices.

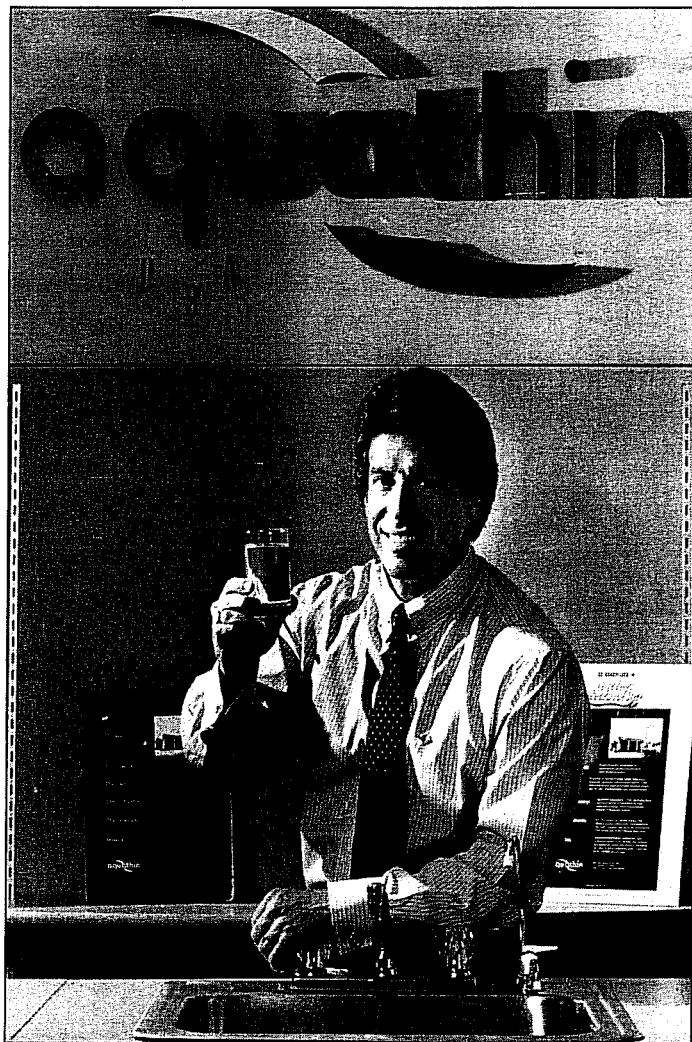
"It is an aesthetic industry and there are many reasons why people turn to water purification products, such as eliminating the taste of chlorine in water and changing the color of the water," said Maribeth Robb, of the Water Quality Association based in Lisle, Ill.

Robb said the 50-year-old industry has rode the wave of success since 1984. Success in selling across international waters prompted the U.S. Department of Commerce to recently award Aquathin the Presidential "E" award for its involvement with exports, the first time a company in Broward County has received such recognition.

The company, which began operations in 1980, has opened profitable frontiers in the United States, Europe, Japan, Canada, Indonesia, the Middle East, Latin America and the Caribbean.

Aquathin gets about 170 dealership requests a month. Lipshultz said the company accepts about five to 10 dealership requests a month.

"The growth potential is phenomenal," he



Alfred Lipshultz, president of Fort Lauderdale-based Aquathin, holds a

glass of water purified through his 10-year-old company's technology.

said. "Although there are various companies that sell products, there are a handful of companies providing credible products," Lipshultz said.

"We have spent 10 years building a reputation for reliable products and credible service," he said.

The company holds three patents: one for its reverse osmosis/deionization system, which removes salts, heavy metals, pesticides and disease-causing microorganisms from water. The other two patents are for machinery that is part of the system.

Aquathin's products include water dispensers for offices and purifiers for lawn sprinklers. Its latest product is a portable purifier, Astro-Traveler.

"This lightweight water purifier weighs only 4 pounds and is compact enough to fit into standard-size luggage or a briefcase," the company says.

Aquathin's success can be attributed to the assertiveness of Lipshultz, who pursues new export markets by participating in about six to 10 worldwide catalog shows a year. The company will be participating in its first trade show in Amsterdam in September.

Lipshultz participated in a seminar at the Marriott on Cypress Creek Road sponsored by the World Trade Council last Friday.

He said there are 19 ways of doing business with foreign companies, with the following the most important.

■ In every deal do not lose sight of the big picture. Most businesses do not recognize the foreign market is gravy.

He said in reality, the foreign market can be turned into a company's main sustenance. Lipshultz said by having one foot in the domestic market and one foot in the foreign market, a company can build a force field around itself because each market protects overall profits if a crisis occurs in the other.

■ Executives must be humble, they do not want to see the arrogant American businessman.

"Everybody wants to do business in America, but there has been misleading attitudes about the shrewd businessperson," said Lipshultz.

He said that executives must be honest and forthright and convey to clients that the deal means something to both parties involved.

H. Wayne Huizenga, chairman and chief executive officer of Blockbuster Entertainment Corp., bought half of Aquathin six years ago. Lipshultz said Huizenga's participation is forthcoming and that he expects Huizenga to help the company come up with marketing strategies.

"The first five years were extremely difficult, but the last five years have been fun," Lipshultz said.

Florida's GOLD COAST UPDATE

JANUARY 1990

Water, Water Everywhere...

EXPERTS TELL US TO EAT RIGHT, EXERCISE, AND DRINK PLENTY OF PURE WATER

The 1980's go down in history as the decade of cholesterol watching and fitness walking. Americans have tossed their salt shakers, enrolled in health clubs and started watching what they eat — and drink.

But do we pay enough attention to the water that comes out of our tap? This little quiz will help you realize just how important water is to your overall health:

- 55-65% of your body weight is ____.
- 83% of your blood is ____.
- 22% of your bones is ____.
- 74% of your brain is ____.

Believe it or not, the correct answer to each question is water. Both the quality and the quantity of the water we drink are vital health considerations. Tap water may meet government requirements, but for those who seek the highest quality of life, minimum standards are not enough.

"Simply because water looks and tastes okay doesn't necessarily mean that it's the quality we need to be drinking," says Alfred J. Lipshultz, president of Fort Lauderdale-based Aquathin, a leader in the water purification industry. "The same inorganic minerals that line a 30-year-old plumbing pipe will eventually line ours."

Other beverages we may reach for don't serve our bodies in the same ways as plain, pure water. Coffee, tea, colas and alcohol contain caffeine, a dehydrating agent. As a diuretic, caffeine makes the body lose fluid and increases its need for water. Many soft drinks contain a variety of unhealthy ingredients, not to mention calories.

Beauty experts tell us to quaff six big glasses of water each day to keep our skin hydrated. Doctors prescribe 8 to 10 glasses

of water daily to patients with a history of kidney stones.

Dietitians do the same for people who are tackling obesity. For many of these professionals, the purity of the water they prescribe is becoming an increasingly serious concern.

Just as a car with rusty water in its radiator is going to start having problems, a body that's running on impure water is heading toward trouble. Water carrying a load of salts, heavy metals, pollutants and other harmful chemicals can't do a good job of helping your body run smoothly.

"Water serves five basic functions in our bodies," says Lipshultz, whose lifelong interest in health and fitness led him to the water purification business. "It's a lubricant, a solvent, a transportant, a coolant and a dispersant. It's got to be pure to perform all those functions well."

According to Lipshultz, reverse osmosis and deionization are the most effective procedures to remove salts, heavy metals and pollutants. While these purification systems may be more expensive than the carbon filters many people have in their homes, Lipshultz points out that you get what you pay for.

In reverse osmosis, a highly concentrated solution passes through a semi-porous membrane into a less concentrated solution. This is the same procedure utilized by kidney dialysis machines to remove wastes from patients' blood. Deionization rids water of heavy metals and salts.

Aquathin purification systems, which use these processes, remove more than 98 percent the inorganic materials and 100



Father and son team Alfred Lipshultz and Mitchell Lipshultz, founders of Aquathin.

percent of the organic materials from drinking water. The Aquathin process has been approved in Florida by Medicare for producing purified water for use in home hemodialysis.

The Fort Lauderdale-based company is hometown success story. Lipshultz started Aquathin with his father in 1980 with one purification system and an extensive list of goals. Today, with over 500 distributors worldwide and 57 water purification systems on the market, the 38-year-old president and C.E.O. has made Aquathin a leader in the water purification industry. The company's dealer network reaches Japan, Korea, Latin America, the Middle East, the Caribbean and Europe.

"Ten years ago, I'd make sales calls and people would laugh at me when I started talking about the quality of their water," says Lipshultz. "Now people call me to find out more about reverse osmosis." Consumer awareness has grown so dramatically that Aquathin's traveler unit has

become a popular accessory for business people and vacationers.

"What this whole business comes down to is a concern for our health," he says.

When you think about it, purifying the water we drink through scientifically valid procedures is a modern-day version of what our great-grandparents did when they collected drinking water in rain barrels rather than trusting the safety of more easily obtained river, creek and lake water. We are simultaneously, more and less fortunate than our forebears. While our water is polluted by highly toxic substances the never heard of, we have developed the technology necessary to filter out the great majority of impurities. The next move is up to you, the consumer. Do you care enough about your own and your family's health to add pure water to your daily fitness and diet regime? ▲

By Jane Grant

NewsPrints -920-1212

The Miami Herald

MONDAY, DECEMBER 11, 1989

Water profits flowing

Purification firm growing

By GINA CARROLL
Special to the Herald

ALFRED Lipshultz has a simple formula for success: H₂O.

Lipshultz, 38, is president and CEO of Aquathin Inc., a Fort Lauderdale-based manufacturer of drinking water systems for home and industry.

"Your body is anywhere from 62 percent to 92 percent water, depending on who you talk to, so why shouldn't the water you put in it be as pure as it can be?" Lipshultz said.

Four types of water-purification systems are most used by consumers of city water.

Water softeners use a salt solution to lower the levels of calcium and magnesium, elements that make water "hard."

Distillation systems boil the water, then collect the vapor, generally free of contaminants.

Carbon filtration systems process water through a carbon filter.

Reverse osmosis systems force water through a membrane, which acts as a microscopic screen.

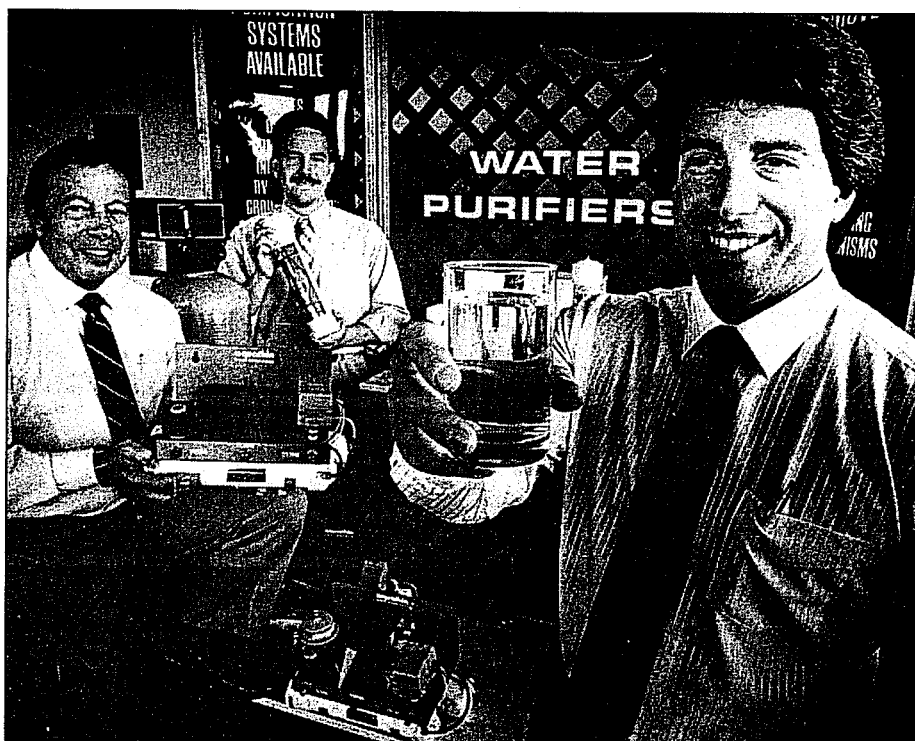
Aquathin manufactures softeners, carbon filtration and reverse osmosis systems, sometimes using purchased parts.

Lipshultz's family comprises a quarter of the firm's 12 full-time employees. His father is an account executive; his brother, comptroller; and his wife, bookkeeper. But it is an outsider, Wayne Huizenga, the CEO of Blockbuster Video and former president of Waste Management, who is Lipshultz's 50-50 partner.

Lipshultz says he runs the day-to-day operations of the business. Huizenga is the firm's long-term strategist.

A low profile

Part of the firm's recent strategy



ALAN FREUND / Miami Herald Staff

BOTTOM'S UP: Mitchell Lipshultz, left, with sons Matthew and Alfred with samples of Aquathin's water-purification systems.

has been to keep a low profile while building its network of distributors. Aquathin has 525 distributors in the United States; 17 more work abroad on international accounts. Last year, 21 percent of Aquathin's sales were overseas, Lipshultz said.

The firm is just about ready to raise that profile and begin brawling with the big boys. "Right now, we're just a gnat in front of their eyes," said Lipshultz. "But we won't be brushed away."

But it may not be much of a brawl. Lipshultz says the industry is "only a toddler." A survey conducted this year by the Water Quality Association, an industry group representing manufacturers and dealers, bears this out.

The survey asked 1,000 people if they believed the quality of drinking water in their home was acceptable. Seventy-nine percent said it was acceptable. Most — 51 percent — said they did not think they could control the quality of the water in their homes, but 91 percent said they would like to have some sort of control over quality.

450 manufacturers

Still, water purification is a \$3.5 billion business. There are more than 450 manufacturers of equipment, according to the Water Quality Institute, but few are as well-known as Culligan, the industry leader.

Aquathin had a modest beginning. Lipshultz was working for his father, a Fort Lauderdale businessman. The elder Lipshultz was interested in an ice-vending machine that made and bagged ice automatically. But he was bothered by the water quality.

The younger Lipshultz, who has a degree in biology, investigated the problem and saw the potential. He and his first partner put together \$14,000, made a sink-top purifier and took it to the industry's annual convention. That effort, and the \$14,000, went down the drain. Lipshultz came back to Fort Lauderdale to regroup.

One of his first clients was a group of Midwestern doctors who needed pure water for a diet they were promoting.

WORDS ON QUALITY

- In 1988 an estimated 650,000 water softeners were sold.
- Senior citizens (age 55 or older) are more likely to believe their water quality is good.
- Residents of the Northeast and Midwest are more likely to accept their water quality.
- Residents of the South and West are more dubious about water quality.

"That's how we got the name Aquathin," he said. The doctors put various additives in the water and sold it to their clients. Lipshultz said the doctors reneged on their contract, and they parted ways. But Lipshultz retained the name for his company.

Learning his way

Mostly on the strength of his fa-

ther's name, Lipshultz obtained a \$40,000 bank loan. He used this money more cautiously, further refining his purifier and learning his way around the business world. He sold advertising for a radio station to learn marketing techniques. And he learned the business buzzwords.

"Because I didn't have a business background, I thought a blanket order was an order for heavy linens," he said. But as he was learning, money was still flowing out the door. He took part-time jobs and "forgot" to pay himself to keep his employees paid. There was an emotional and physical toll.

"You don't know what it's like to have your head in the toilet because you're so worried about whether you're going to meet payroll," he said. Once, he was minutes away from telling his employees their pay would be late when the mail arrived. In it was a gold MasterCard.

"Debbie burned rubber getting to the bank. We took a cash advance on the limit and paid the workers," he said.

Sold interests

To raise more cash in 1982 and 1983, he sold 1 percent interests in the firm. One of the buyers was Huizenga. After Lipshultz and his first partner separated, Huizenga, who had just sold a bottled-water company to Clorox, stepped in in 1984.

Lipshultz won't reveal sales for the company, but he did hint at them. In 1980, the first year of the company, sales were \$70,000. The next year, they plunged to \$39,000. Lipshultz says sales top that figure about every three days.

"This place operates like a cash-and-carry," he said. "The inventory is turned over about 45 times a year. And I still watch the nickels and dimes."

Manufacturing is done on a per-order basis, and he is a firm believer in the WIFT principle — whatever it frequently takes. Last week, Lipshultz was ready to leave his desk to drive a forklift to get an order out. He said he was used to pitching in.

Lipshultz said his goal is to retire early, perhaps by the time he's in his mid-40s. He says he loves the business, but he loves his family more.

"Wayne taught me that money's simply a way of keeping score," he said. "Profit is not a dirty word if you earn it. For nine years, I haven't had a vacation. We've taken little three-day weekends, but that's all. I love the business, but I can't do it all the time, because that's not what life's all about."

INTERNATIONAL BUSINESS CHRONICLE

THE REPORT ON INTERNATIONAL BUSINESS IN FLORIDA AND THE SOUTHEAST

FEB. 18-MAR. 3, 1991

SPECIAL REPORT: EUROPE 1992

Floridians eye Europe Firms see growing market

Jim Freer
financial editor

Florida companies that have cracked the European Community's lucrative markets offer this basic advice for U.S. firms planning to enter Europe:

Find out whether there is a worthwhile market for your products in EC countries. Then determine whether money spent to enter Europe would be more wisely spent on U.S. expansion.

Executives of Aquathin Corp. in Fort Lauderdale, Fla., Crest Industries Inc. in Miami, DGR Inc. in St. Petersburg, Fla., and Gribetz & Co. in the Fort Lauderdale suburb of Sunrise said their firms decided the answers were "yes" before entering Europe.

"We started selling in Europe five years ago, after our planning showed there were strong markets for our products," said Alfred Lipshultz, president of Aquathin, which manufactures drinking-water filtration and water-treatment systems.

He said Aquathin's European sales rose 40 percent in 1990. Aquathin sells systems in Great Britain, Belgium, the Netherlands, Portugal and Spain. It is planning expansion into several other Western European nations.

U.S. companies, Lipshultz said, should be aware that customer tastes and needs will vary from country to country in Europe, even after EC nations complete a planned phase-out of tariffs and other trade barriers by Dec. 31, 1992.

Ronald Kepes, president of Crest Industries, said that thorough market research is essential for U.S. firms entering European countries. Crest makes ceiling fans, room air conditioners and recessed lights.

"Our initial thrust will be in the UK (United Kingdom), where we started exploring in April 1989 and where we plan to begin shipments of ceiling fans this month," he said.

Crest is entering Britain because its research showed the nation has a strong

demand for ceiling fans, "with no strong domestic manufacturer and only several small importers," Kepes said.

He said that Crest, which plans to sell products to retailers through a Manchester, England-based distributor, hopes to reach British sales of \$1 million this year. The company plans to begin sales in France next year and has begun negotiations with a potential distributor in Germany. In each nation, it plans to first sell ceiling fans and then expand into lighting products.

Executives of DGR, which makes intraocular contact lenses, and of Gribetz, which manufactures quilting machines, said they found strong demand for their products before entering Europe in 1988.

DGR had \$4 million in total sales last year, with a combined \$1.3 million in France, Germany and Italy, said Joanne Schulz, the company's president.

"We doubled our sales in Europe last year, and we hope to do the same this year," Schulz said. "Europe still is in an expanding mode for our products. The market has been growing between 5 and 8 percent annually in the United States. It has been growing more than 20 percent in most Western European countries."

About 15 percent of Gribetz's 1990 sales were in Europe, said Ron Majo, the company's international sales manager. Gribetz, a privately held company that does not release sales figures, sells its products in Britain, Belgium and Holland.

"We expect to keep growing in Europe because we feel we have advantages in price competitiveness and quality," Majo said.

Aquathin will not disclose sales figures, either. But Lipshultz said about 60 percent of its total 1990 sales were exports. That helped it win a 1990 President's "E" Award. The award is presented annually to 50 companies nationwide that contribute to the increase of U.S. exports.

Lipshultz said Aquathin has expanded its exports by paying attention to factors such as the connection between the Netherlands' lack of sunshine and widespread supply of dirty water.

"There is very little sunshine in Hol-

land, and when the sun breaks out, the beaches are blanketed with people," he said. "But at many of the beaches, there's a sign that says, 'Do not go swimming—polluted water.' That creates a big opportunity for us."

helping the market for ceiling fans," Kepes said. "When people use their fireplaces in the winter, the fans recapture the warm air at the ceiling and circulate it back down in a room."



Mitchell Lipshultz and Alfred Lipshultz: Cleaning Europe's waters. *Lawrence Radack photograph*

Lipshultz said Aquathin also studies differences in EC nations' tariff rates and product certification standards.

"There is a huge amount of confusion on what will happen after 1992," he said. "There will be some questions on whether a product that has received a certification in one country still will need one in other countries."

Aquathin distributes its products in Europe through a sales office in the Netherlands. Along with other U.S. companies that do not have subsidiaries in EC nations, it will have to pay tariffs on products sold in the EC after 1992. This situation has prompted many U.S. firms to consider opening manufacturing plants in EC nations.

"We'll look into the development of an assembly plant to see what benefits it would offer, but we'll let a few other companies serve as the pioneers on that," he said.

Mitchell Lipshultz, Alfred's father, is Aquathin's senior account executive for new business development.

While Aquathin has benefited from Holland's lack of sunshine and clean water, Crest hopes to profit from Britain's energy consciousness and lack of widespread central air conditioning and heating.

"Britain has had several summers that are brutally hot by its standards, and that is

He said "finding the maturity of the market" is another key factor in targeting a European country.

"For instance, the United States has annual sales of 14 million ceiling fans to a population of about 250 million," he said. "We have to determine if there is a similar ratio in Germany, which has about 75 million people."

Crest's entry into Britain will be its second international sales effort. The company, which had \$55 million in sales for its fiscal year ending last March 30, sells products in several South American countries through a distributor in Montevideo, Uruguay. Kepes said that U.S. firms considering European sales should ask themselves, "Why go there if there is still a chance to expand here?"

A feeling that prospects are better at home is among reasons some Florida firms have considered, but not followed through on, European sales plans, said Thomas Raleigh, a partner in the international department of the law firm Akerman Senterfitt & Eidson's Orlando office.

"If you're a small or medium-sized company, you have to find out about many factors, like whether the market is right for your product and whether there still are biases toward European firms that make your product," Raleigh said. ▲

Broward's

POWER PEOPLE



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1. Blaine Strickland has been re-elected district vice president of the Florida Certified Commercial Investment Members (CCIM) southeast district. His duties include membership recruitment, public relations, meeting organization and financial affairs.

2. Ellen Filipiak is the new vice president and district manager of Continental Cablevision. Filipiak comes to Pompano Beach from her firm's office in Ossining, New York.

3. Melvin W. Leadenham has been promoted at Midlantic National Bank to executive vice president/cashier. Leadenham has been a banker for more than 35 years and has been with Midlantic for 20 years.

4. Veteran circulation manager Jim Bustraan has been named vice president and circulation director of the *Sun-Sentinel* newspaper, a subsidiary of the Chicago-based Tribune Company. Bustraan began his career at the *Sun-Sentinel* as a news carrier in 1956. For some years he worked at the *Atlantic Journal Constitution* and the *Daytona Beach News-Journal*.

5. Alfred J. Lipshultz has been appointed to the board of advisors of the Institute for International Trade and Development of the Friedt School of Business and Entrepreneurship of Nova University. Lipshultz is president and CEO of Acquathin Corporation of Fort Lauderdale.

6. The Citizens and Southern Trust Company has named **David Edgar** office relationship manager for personal trust in Broward County. Edgar was previously employed by Baird/Northwestern Mutual Life Insurance Company.

7. Longtime Arvida Company executive John Grab has been named vice president for Weston Hills Country Club, responsible for sales and marketing, development of club operations and property management. Grab joined Arvida in 1981 and was most recently vice president of the Jacksonville Golf and Country Club.

8. Patrick Sessions has joined Huizenga Holdings, Inc. as vice president-real estate. Sessions' initial priority will be the development of a 300-acre yacht and country club community in Stuart. His career in real estate spans 20 years, and he was most recently president of Weston Hills Country Club.

9. William E. Husted, APR, has been elected the 1991 chairman of the Sunshine District of the Public Relations Society of America. Currently president of Kwenda Associates in Fort Lauderdale. Husted founded the Gulfstream Chapter of PRSA in 1979. Also elected to serve were Bill Fenton of Fenton Associates, Lakeland; Ruth Sargent with Smith and Knibbs, West Palm Beach; and Robert Ross, Bob Ross Associates in Miami.

DAILY BUSINESS REVIEW

THE NEWSPAPER OF ENTERPRISE, REAL ESTATE AND LAW

FORMERLY BROWARD REVIEW

Dealmaker



Flowing profits
Alfred Lipshultz, above, gets credit for the work and vision that have made a Pompano Beach water-purifier firm a gem in the Wayne Huizenga empire.

BY CINDY KRISCHER GOODMAN
REVIEW STAFF

TEN years ago, H. Wayne Huizenga went shopping for a water purification company to pair with his water bottling company. He chose Aquathin Corp. of Pompano Beach.

Sports and entertainment are Huizenga's priorities now, and he has long since sold a number of holdings, including his stake in the bottling company — but not Aquathin.

The water company has ballooned to more than triple its original size, and it's an investment Huizenga wants to keep. While some might be quick to attribute the company's success to Huizenga's Midas touch, by all accounts the real credit goes to the work and vision of Alfred Lipshultz, Aquathin president.

By pursuing export markets for his water purification products, Lipshultz has created a lucrative family business that has prospered not only from the financial backing of the Blockbuster Entertainment Corp. chairman, but also from Aquathin's rapidly expanding sales in foreign markets.

"Our business is now 69 percent international," Lipshultz says. "Sometimes you've got to go overseas, become famous and then come back — like Clint Eastwood."

Aquathin pushes its 70 products through a web of 550 dealers in 35 countries. Its feeds off concern over the quality of drinking water, a concern that has spawned a \$10 billion industry stocked with hundreds of water-cleansing devices and bottled water companies.

Lipshultz's blueprint for action is simple: Enter markets where there's little competition and enter them at little cost. So far, he has opened profitably in Holland, Germany, Belgium, Greece, England and the Pacific Rim, Brazil, Peru and Venezuela to name a few.

Lipshultz's international success prompted the U.S. Department of Commerce to award Aquathin the Presidential "E" award for its involvement with exports, the first time a Broward company has received such recognition.

Jim Marsee, international representative for the Florida Department of Commerce, says he's impressed by Lipshultz's knack for getting results in international markets, and foresees unlimited growth potential for Aquathin's products.

"It is a hot area," Marsee says. "In a lot of the world there is concern



Head of water purification firm divines markets in other nations

With Huizenga's backing Aquathin widens marketing effort

about pollution control. Most of the world lists water purification as one of the best perspective markets."

"Their name is getting better known," competitor Eric Webb says of Aquathin. Webb is a marketing service manager for Rain Soft in Chicago, one of the dominant companies in the water treatment manufacturing industry with gross sales of about \$30 million. Rain Soft began pushing its products overseas in the early 1980s, and Webb says the market is wide open.

"Europe and Asia are really expanding because of all the water problems," Webb says. "They have crap floating in the water there. None of the U.S. companies have a huge amount of dealers there."

Lipshultz says his company just last month sent a plane-load of products to Italy and Africa. The orders came from Aquathin's exclusive dealers, who hire representatives to sell and service the equipment.

Before he tries to sell his water purification products to dealers overseas, Lipshultz invites them to Pompano Beach to meet his family and see how the company operates. Prospective dealers take a three-day course at "Aquathin University" in the company's headquarters to learn about the

company's products — there's a kitchen countertop model, a space saver, an under-the-counter system and a traveling purification device. The company trains them to become exclusive distributors for particular countries or regions.

Lipshultz says that there has been no shortage of potential buyers for Aquathin, but "the company is not for sale." He prefers to keep it a family affair: father Mitchell is a senior account executive, brother Matthew is comptroller, wife Deborah is the accountant and brother-in-law Jerry O'Hearn is director of engineering.

The idea for a water purification company originated when Mitchell Lipshultz, while operating an ice company, found dirty water was clogging his ice machines. He consulted with his son, who was at the University of Kentucky studying science and math. With some suggestions from his son, Mitchell Lipshultz decided to fix his problems by dipping into the water filter business.

After graduation, Alfred Lipshultz spent three years learning about reverse osmosis water treatment plus deionization, and came up with his own technique for purifying water. He has since obtained three patents.

"It got so high-tech people

Alfred Lipshultz, president of Aquathin of Pompano Beach: 'Sometimes you've got to go overseas, become famous and then come back — like Clint Eastwood.'

wouldn't talk to me, they would talk to Alfie. I decided it was time to move over," Mitchell says.

Mitchell says the company is successful today because of his son's "total commitment to get something that really works."

At the same time that Alfred was developing products and taking over the helm, Mitchell was drawing on his friendship with Huizenga.

Says Mitchell: "I asked him a hundred times to take a look at water purification because it's going to be big. I'm not surprised he invested, because the man has the ability to see down the road."

Richard Rochon, president of Huizenga Holdings, said Huizenga has equal percent interest in Aquathin, his initial contribution, and is pleased with his investment. "It's a good company, several millions a year, and it's profitable," Rochon says. Alfred Lipshultz is the company's dealmaker and meets with Huizenga's staff once a month to update them, Rochon says.

"There is a lot of potential in the company," he says. "It's up to them to make it happen."

To grow the company, Lipshultz may bring in additional investors or other sources of capital, but that, he says, is at least 18 months away.

Primarily, Aquathin plans to begin courting the end user instead of just the dealer. It will do that by servicing products after they are installed. Also, Lipshultz wants to group dealers together to do more advertising and build name recognition. And, he wants to market Aquathin products to home builders who could make its filter a standard product in new homes, instead of an amenity.

Keith Reid, a spokesman for the National Water Quality Association, says the breadth of Aquathin's product line and its international slant gives it an advantage in a U.S. market loaded with roughly 200 manufacturers of water treatment and softening products for commercial, industrial and residential use.

Because of serious health concerns in various parts of the world, "we're seeing noticeable increase in international interest in water treatment," Reid said. "There are some American companies trying to penetrate, but that market is pretty open right now."

Lipshultz said he wants to make Aquathin a household name around the world. "As awareness for the industry grows, we can't help but become a leader in the industry." ■

water technology

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Aquathin: A Family Enterprise Celebrates Its 10th Anniversary

(Left to right) Alfred J. Lipshultz, president; Matthew Lipshultz, comptroller; Mitchell Lipshultz, account executive of Aquathin, Ft. Lauderdale, FL.



Aquathin of Fort Lauderdale, FL, celebrates its 10th anniversary this month. The company began by selling the first-ever combination RO/DI kitchentop system, according to Aquathin President and CEO Alfred Lipshultz. The company now manufactures 57 water treatment products that are exported to 17 countries.

Lipshultz, 38, recalls a "love affair" with the combination RO/DI system he produced for a group of doctors to use in their longevity clinics. When the doctors reneged on their part of the deal, Lipshultz kept the company name and stayed in the business. However, Aquathin almost went bankrupt. He was turning away potential customers who needed equipment other than countertop RO/DI. To tap this potential, he expanded his product line.

Today Aquathin offers many types of water treatment equipment. It holds three patented and Environmental Protection Agency-registered designs, including a patent on that first RO/DI system. The company has expanded its market to include more than 525 dealers throughout the world.

The company has patented its electronic memory panel and RO airgap faucet. The memory panel causes Aquathin's sub-sink sys-

tems to self-flush automatically before they begin to manufacture water. This prolongs the system's life, Lipshultz explains. During the past two years, his company has retrofitted 90 percent of its sub-sink systems that are in use.

When the home's sewage line backs up, the Aquathin faucet directs RO drainwater back to the sink and not onto the countertop. "That [delivery onto the countertop] was designed as a failsafe for the system," he says, "but you get customer complaints when it works."

Twenty-one percent of Aquathin's sales come from overseas trade that includes Malaysia, Taiwan, Japan and Spain. Lipshultz says overseas trade is both profitable and easy. His company doesn't need to invest money and time into developing a market. It exports the product and leaves it to the importing country to test and approve the equipment according to its own standards.

Lipshultz says increasing state certification requirements may push him to deal only with those foreign markets. Currently, four states require National Sanitation Foundation rating on water treatment equipment as well as product registration fees. Other laws are going into effect in the upcom-

ing months.

He believes the high costs could make it too expensive for younger, smaller companies like his to operate in the US. "Some of the certification tests are \$18,000 or more, plus the state's fee per system times 50 states, and they're looking for certification on 57 products," he says. "Our thinking is hell, we'll be working just to provide these fees."

Lipshultz isn't daunted by adversity. In 1981, his sales plummeted to \$39,000. Now, he says he clears that much every three days. "Profit is not a dirty word if you earn it," he philosophizes. "Money is simply a way of keeping score. I still watch the nickels and dimes."

A Family Affair

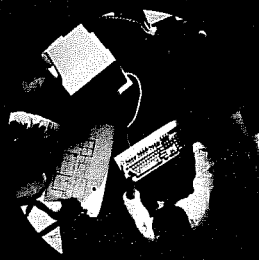
Lipshultz entered the industry through his father's ice vending machine distributorship. Going against the norm, Mitchell came out of retirement to report to his son as an account executive. But the roles reverse outside of the workplace. "My father will tell you I'm the boss from 7:30 am to closing, but after that he's the father," Alfie says.

Alfie's wife, Debbie, is Aquathin's accountant and bookkeeper. Lipshultz says she never told him he couldn't undertake a project because he didn't have the money, even if it meant taking a credit card cash advance to meet payroll for the week. "She found the money. If it wasn't for her ability to stretch a buck, we couldn't have been successful," he admits.

His brother, Matthew, a "computer genius," according to Alfie, is comptroller. Lipshultz's mother, Harriette, provided moral support when he wanted to quit during the lean years.

SMALL BUSINESS

PLANNING AND MANAGEMENT



Third Edition

CHARLES R. KUEHL

PEGGY A. LAMBING

Chapter 22

Exporting and Importing

Key Objectives

After studying this chapter, you should be able to

1. Explain the role of small businesses in international trade.
2. Identify the reasons why small firms should consider exporting.
3. Explain the market-research process that is used for foreign markets.
4. Understand the various methods of direct and indirect exporting.
5. Describe the importance of total quality management in exporting.
6. Explain the factors used in export pricing.
7. Describe the use of letters of credit in international trade.
8. Describe importing as practiced by U.S. small businesses.

PART 5 • CONTEMPORARY ISSUES

Realizing the state of water supplies in many foreign countries and the inadequacies of most water filters, the Lipshultzes began exploring international markets for their purification systems. Alfred contacted the U.S. Department of Commerce for free consultations with a trade analyst, and Aquathin began advertising in industry trade journals with foreign circulation and in the *Thomas Register*. These markets have indeed proved promising and over half of Aquathin's sales are now export sales. Today, with more than 500 distributors worldwide, the company is a major force in the water purification industry.

Cultural barriers have not been a problem for Aquathin, due largely to the customer profile, those who want to enhance their quality of life by using a high-quality purification system. One of the most important elements in the export success at Aquathin has been developing a good relationship with the freight carrier. "An efficient and conscientious freight forwarder takes care of lengthy and tedious documentation, has established relations with customs officials all over the world, and employs staff who speak the language and carefully deliver the goods door to door," says Lipshultz.

As to the role of the employees in Aquathin's success, any dealer visiting the company is introduced to every employee to put future dealings on a person-to-person basis. The employees all own Aquathin systems and they understand them. They can provide help when a dealer needs it. The effect of the trust Aquathin has in its people pays off in a number of ways. The company gets excellence in performance and customer service and the employee gets the security that comes from that excellence.

In 1991, Aquathin received the prestigious President's "E" Award for Excellence in Exporting from the U.S. Department of Commerce in recognition of the company's outstanding export performance.

SOURCE: *Real-World Lessons for America's Small Business*, Connecticut Mutual Life Insurance Company, 1992, 52.

Until rather recently, our nation consistently exported more than we imported; from 1891 through 1970 we had an unbroken string of trade surpluses. This all changed abruptly, and since 1971, except for the years 1973 and 1975, we have had trade deficits. Businesspeople, politicians, and economists believe that these deficits are cause for great concern. One frequent recommendation for dealing with the problem is to encourage small firms to export. A successful exporter such as Aquathin would be an excellent role model for new entries into the exporting business. While most of this chapter will deal with exporting by small businesses, we will also discuss importing as a basis for a small business.



Getting into exporting wasn't easy but our company's resources matched the needs of people in many areas of the world. Now we have the satisfaction of knowing we made the world a healthier place. From the start we relied heavily on the people and programs of the U.S. Department of Commerce.

—Alfred Lipshultz, Aquathin Corp.

Many companies claim their success is because of their special employees, however, not many companies can substantiate that claim the way the owners of Aquathin can.

Alfred Lipshultz, his father Mitchell, and a partner founded the company in 1988. After some early problems and the departure of the partner, the Lipshultzes made some important changes in manufacturing and distribution. Their water purification systems are found in homes, businesses, and laboratories. The company now has 62 water purification systems and three patents.



JUNE 1993

Where the Mountains Meet the Stars

Sun, fun and celebrities provide unique backdrop for water treatment.

By David J. Carnevale

Most of us don't run into celebrities every day. If, for example, you saw Sally Field in your local store buying dish detergent, you'd probably do a double-take. But for David Dawson, this is such a common occurrence, he barely notices.

Such is the life of a water treatment dealer located in Aspen, Colorado, winter playground of the rich and famous. Dawson, who owns Waterwise/Aquathin of Aspen, has become accustomed to not only seeing famous people, but also to doing business with them.

"It's kind of a different world," he says. "I can't say that I don't get a little star-struck, but it's all taken in stride at this point. You get used to seeing people like Glenn Frey, Don Henley, Don Johnson and Melanie Griffith around town."

Since opening his business seven years ago, Dawson has encountered an impressive list of celebrities who sought his services, including Ringo Starr, Martina Navratilova, Rupert Murdoch and Larry Gatlin. He also did a job at Warner Brothers' corporate retreat and the Aspen Club, one of the premiere health clubs in America.

Yet Dawson doesn't always meet the people who reside in the homes he works on.

"Sometimes I don't even know who they are because I'm dealing through caretakers or representatives who recognize the need for treatment," he says. "I haven't met Ringo or Barbara Bach yet. I put their system in a year-and-a-half ago but they've only been back to

the house once. I'm supposed to walk them through the system the next time they're in town."

His daily routine does, however, bring him face-to-face with some well-known clientele. Dawson recently did a bid for Paul Hogan of "Crocodile Dundee" fame, and another for Goldie Hawn and Kurt Russell.

"[Hawn and Russell] are very nice people," he says. "Very down-to-earth when they're out here."

Dawson says working for famous people is no different than working for anyone else. It has become matter-of-fact for him.

"It's fun, but it's really no big deal," he says. "It's still just my job and I have to keep a professional attitude."

Even though Dawson and his employees try to retain that outlook, they do get caught off guard occasionally. Dawson recalls the time one of his installers got called to a house for some service work.

"He went up to the door and rang the bell," says Dawson. "The door opened and Steve Martin was standing there. My installer just broke out laughing."

Rocky Mountain Pure?

Owning a water treatment business in Aspen isn't all glitz and glamour. Despite the perception

that Colorado's water is pure and clean, Dawson says it presents special challenges.

"People get the idea that Rocky Mountain water is all this wonderful stuff," he says, "but there's good and bad. Our supplies really vary season to season. The hardness and dissolved solids change pretty dramatically."

One of the main reasons for the variety of water conditions is the amount of snow Colorado receives. Snow affects the water in run-off, and some downstream homeowners must occasionally boil water because their municipality can't treat it fast enough. The hardest water reaches taps at winter's end, before the snowmelt fills the streams that municipal

plants draw water from. Water can reach up to 21 grains of hardness before snowmelt dilutes it to around 13 grains.

"My year is very strange," he says. "The business is influenced by the seasons, but typically we're busy all the time."

Dawson does mostly residential jobs and some commercial work, including a few ski resort condo complexes. He's worked in Telluride, Vail and Aspen, but says the ski resorts themselves don't require treatment because

for them, municipal water is normally adequate. Although he's starting to see potential for more commercial work, residential re-mains his bread and butter.

"We do a lot of new houses," he says. "Aspen wasn't really affected by the recession, so there's quite a bit of construction going on."

Dawson says he works on a lot of luxurious homes being built by

big investment people. He has four employees to help with the workload, although he handles most of the sales and system design himself. His specialty is dealing with problem wells, which again he attributes to his mountain location.

among Aspen's affluent is the chance to make contacts which can help a business grow. Dawson is currently hoping to expand overseas with help from some of his Aspen clients.

"We're working right now to franchise in Egypt, India and possi-



"Up here in the Rockies, you run into some real strange and sometimes severe problems such as iron bacteria, iron, sulfur and other heavy metals," he says. "I enjoy dealing with wells because they're a big challenge. Each one requires an individually-designed system."

Dawson is particularly proud of



a system he recently designed for a well that was said to be untreatable. The water coming out of the ground was running 54 ppm iron at a pH level of 3.5. To treat it, Dawson pumps ozone through a contact tank, then uses a backwashable iron filter to remove the remaining iron, carbon to scavenge the ozone and finally a softener to remove hardness.

"They've got great water running through their house now," he says.

The Right Connections

One of the benefits of working

bly Brazil," he says. "I've made good contacts through my clients here. They know the overseas mar-



We're working right now to franchise in Egypt, India and possibly Brazil.

-David Dawson

kets and we have some interested prospects. We even sent specs for desalination equipment to Nigeria for beachfront hotels."

Dawson says he'd eventually like to get into the water consulting business, but for now he's content living and working in Aspen. Success, however, does have its drawbacks.

"I've been so busy working the last three or four months that my skiing has been way slimmer than I'd like," he says. "I want to be out on the slopes a little more."



David Dawson

How Independents Will Survive the Next Decade

Teaming with manufacturers and stressing service is the answer.

By Alfred Lipshultz

Independent water treatment dealers should be concerned for their futures. Wholesale clubs, water stores, multi-level marketers and government regulators are all making it tougher to compete.

To survive, independent dealers must understand where the industry is going — but to understand that, they must understand where it has been.

Over the past two decades, media attention toward water problems has increased geometrically. Television, newspapers, radio and magazines today all decry the devastating condition of the world's water. All this "free advertising" has heightened consumer awareness of the need for home water treatment.

This consumer awareness is illustrated by the fact that a few years ago, telemarketers who began their conversations by saying, "I'd like to talk to you about your drinking water" would often be laughed at or hung up on. Listeners would commonly remark that they'd been drinking their water for years and "it hasn't killed me yet!"

Today, consumers go to the Yellow Pages to call water treatment dealers directly. They ask what makes one dealer better than another. Within a few years, they've gone from ignorant to confused — a condition worsened by the fact the water treatment industry is confused about its own purpose.

Points of Purpose

Too many dealers sell products, misunderstanding their true purpose. Successful dealers don't sell products; they sell their ability to serve their customers' needs for improved water. The products carried are only the vehicles used to provide this service.

To survive in the next decade, independent dealers must recognize they serve seven definite needs for their customers. Customers need water treatment because:

1. They start the morning with a shower or bath that could be improved with water conditioning.
2. They follow that by consuming water through cooking or drinking, both of which can be enhanced with drinking water systems.
3. They wash clothes and dishes, both tasks that are easier with conditioned water.
4. They go to work where they have a commercial, industrial or laboratory need for treated water.

5. While at work, they drink water from a drinking fountain or bottled water system.

6. They come home to relax in the pool or the hot tub that operates better using treated water.

7. They turn on lawn irrigation systems that may use recycled water.

Serving these needs is what distinguishes a water treatment professional from water stores, multi-level marketers or wholesale clubs displaying treatment systems. All these entities sell products, not service.

Warehouse clubs sell low-cost systems that are often perceived as "throw aways." Many consumers won't buy them off-the-shelf. This way of selling water treatment

... independent dealers must recognize they serve seven definite needs for their customers.

equipment is, in fact, a passing fad: the clubs are learning it takes a lot of work to sell water treatment equipment.

One "do it yourself" wholesale warehouse had water softening and RO systems displayed on its floor for about a year. These extremely inexpensive systems catered to consumers' price consciousness, but the warehouse soon replaced them with other items that sold faster.

The problem: most consumers didn't understand the technology and couldn't maintain the systems after the sale. One employee was devoted to educating consumers about the products, but few consumers asked for the information.

Multi-level marketers (MLMs) are also selling water treatment devices. While MLMs are adept at selling products such as jewelry, soap and clothing, the marketing method doesn't lend itself to water treatment or other products requiring routine maintenance and service.

MLMs have, however, alerted the public to water treatment systems. In many cases, consumers who realize the water treatment product they bought from an MLM isn't doing what it should turn to water treatment dealers for service.

Water stores also challenge the independent dealer, but they have some of the same handicaps MLMs and warehouse clubs do. They sell drinking water, cheap. The idea is

that the customer becomes hooked on the water's quality and within a few months is "pitched to switch" to a home water treatment system. The problem is that daily water sales account for much of the water store's overhead and switching clients to their own home systems can undermine the cash flow needed to keep the store operating.

Further, water store customers are rarely asked this important question:



"What are your concerns?" The customers' concerns can range from a host of problems such as whether water enters their home from a municipal or private well supply, to brown stains on exterior walls from iron or tannins in the irrigation system. These are concerns water stores are rarely interested in.

Changing Perspectives

The common thread among these competitors is that they don't sell service. Wholesale clubs, MLMs and water stores all sell product without education. In light of this, independent water treatment dealers would seem to have a number of advantages. Nonetheless, many lack an understanding of why they're selling their products. That translates into lost sales.

Responding to customer inquiries isn't enough. Instead these dealers must adhere to the underlying concept that provides the direction the industry needs: they must provide the most effective water treatment and purification systems available today.

Consider that today's water quality standards are much higher than those of the past. Just as the water we thought was safe to drink 10 years ago isn't safe by today's standards, you can be sure water quality standards 20 years from now are going to be higher still.

Your customers shouldn't have to wait that long.

Conveying this concept to them is the job of a trained water treatment professional, but most consumers

haven't heard about it in clear, understandable language. Instead they've heard of "THMs," "hydrocarbons" and "aldrin," for example — words that are apparently meaningless, since only 4.9 percent of the homes in America and less than one percent of homes overseas have a water treatment product.

That may be changing, thanks to changing attitudes toward point-of-use (POU) water treatment. Initially POU was perceived as a "nonsense item," but within the last decade it came to be seen as a luxury. Now, many sales are made because of consumers see it as a need.

Within the next decade, these products will be common household appliances. Because independent water treatment dealers represent a broad spectrum of products to answer the customer's concerns, they'll be successful if they:

- Understand what drives the industry.
- Understand they aren't selling products; they're selling their ability to improve water. The products they choose are only the tools used to address the customer's concerns. They must become their customers' water treatment professional rather than remain sellers of filters or softeners.
- Become, in their own minds, their customers' water treatment professional. Most consumers consult their own accountants, lawyers, insurance agents, mechanics and doctors. They naturally want their own water treatment specialist to give them prompt, courteous service and intelligent answers to their personal water quality concerns.
- Gain experience with RO systems. Consumers care about more than hardness in water, and RO's popularity is on the rise. Regret-

It will [soon] be economically impossible for cities to comply with drinking water regulations.

tably, RO sales, installation and service isn't taught in colleges or schools. Independent water treatment equipment dealers must therefore seek a quality manufacturer that provides the technical support necessary to ensure customers' needs are satisfied.

- Are prompt. When you're expressing the immediacy of need for your services, you can't leave customers waiting for delivery.
- Establish group identification by aligning themselves with a well-known manufacturer. Purchasing components and assembling them for private labeling will eventually cease. Some independent dealers

may become comfortable as part of a franchise, but others will do business with companies that let them retain their independence while giving them the benefits of high visibility and identity.

• Limit their liability. Unlike most original equipment manufacturers (OEMs), independent dealers often carry little or no general product liability insurance. This is dangerous, since there's no limit on the liability they expose themselves to. OEMs often carry \$5-\$20 million coverage. This necessary expense is reflected in the higher-price dealers pay for pre-manufactured equipment and should be perceived as a benefit to independent dealers because it limits their exposure and insurance costs.

Dealers who own proprietorship should also consider incorporating. One benefit to being a shareholder in a corporation is that your personal assets are protected to some degree. Liability falls on the corporation first.

• Reduce their "opportunity costs." Self-assembly may seem to save \$100 or so per unit, but the true cost includes time spent assembling that's taken away from planning, marketing and selling water treatment services.

• Support the national Water Quality Association (WQA). To many independent agencies seek to regulate the water treatment industry. The only clear source of information the government will use to help decide how the industry will be regulated will be the association with the most internal support.

In the coming years, it will be economically impossible for cities to comply with drinking water regulations. They'll be forced to recommend POU and point-of-entry systems. Consumer tax incentives for purchasing water treatment systems will be a possibility, and major appliance manufacturers will begin to market their versions of these products in appliance stores.

Once again, educating consumers will be a primary concern. Independent dealers who are well-entrenched with a leading manufacturer offering a broad spectrum of products, technical support and knowledge of the ever-changing water treatment industry will be positioned for success.



Alfred Lipshultz is president and chief executive officer of AquaThin Corp., Pompano Beach, FL. He holds four patents for reverse osmosis technology and is appointed by the U.S. Department of Commerce to the Florida District Export Council.

Pure Water and Medication

Untreated water can interfere with pharmaceuticals.

By Dr. Harvi Lipshultz and Alfred J. Lipshultz

Any water treatment professional is familiar with the many health risks related to consuming unpurified water. What many people, even in the water industry, do not yet know is that tap water can interfere with the medications doctors prescribe.

Many prescription vials carry small, brightly colored stickers that say "Take on an empty stomach" or "Do not take with dairy products or antacids." The pharmacist places these stickers on the vial because the components of food, milk or antacids will inhibit the absorption of the medicine and render it partially or totally inactive. These same components are found in tap water and can render some medication inactive. Antibiotics, specifically tetracyclines, norflaxin and ciprofloxacin, can be affected in this way.

Also, certain medications depend upon an acidic (low pH) environment to be absorbed. The stomach provides an acidic site of absorption, but if tap water is basic (high pH), it might render the environment neutral and inhibit the absorption and activity of certain medications.

Fluoride Considerations

Another pharmacological reason not to use untreated tap water to swallow medications is related to the fluoride content of the water. Many post-menopausal women suffer from osteoporosis, which is a breakdown or thinning of the

bones. The treatment for this condition is hormonal and calcium supplements. However, if calcium is consumed with tapwater, the fluoride in the water will render the calcium insoluble. Therefore, the calcium might not be absorbed, and it will have no effect on bone formation.

If tap water contains an excessive amount of fluorides, it may cause a condition known as endemic dental fluorosis, which appears as a dark brown spotting of the teeth. In certain cases, the teeth become chalky in appearance.

American Medical Association (AMA) has issued several printed statements about drinking water and human health. AMA states, "Since drinking water frequently contributes significantly to the human intake of a number of chemicals, the physician should be aware of the consumption of water in relation to the patient's condition. For example, the sodium content of drinking water in public systems is reported to health authorities so that physicians can prescribe alternative water sources for hypertensives and others who must restrict sodium intake." All patients with any type of cardiovascular disease should benefit from sodium-free water.

Another pharmacological interaction occurs between sodium and the medication lithium. Consuming excessive amounts of sodium will increase the excretion of lithium resulting in a decrease

in the activity of lithium and an increase in the symptoms of bipolar affective disorders, or manic-depressive illnesses.

As people get older, their renal (kidney) function decreases. Drinking chemical-laden water puts an additional stress on an already stressed renal system. Evidence of this is seen in people who are maintained on hemo-dialysis because of kidney failure. They are advised not to consume tap water with excessive ammonia levels, since ammonia causes toxic uremic effects in this patient population.

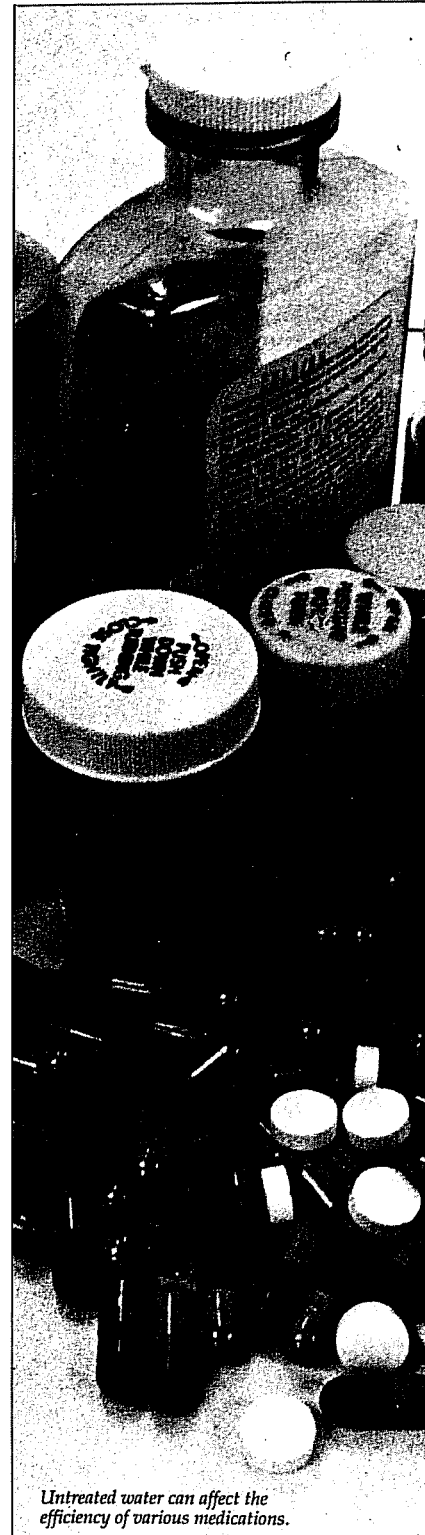
AMA also attributes outbreaks of disease to the quality of water. Microorganisms such as protozoa,

The physician should be aware of the consumption of water in relation to the patient's condition.

fungi and coliform bacteria have been found in tap water, usually resulting in an advisory to boil the water. These microorganisms are potentially dangerous to anyone who consumes them, and they pose a particular danger to people with weakened immune systems, as in cases of chemotherapy, radiation and AIDS.

These are just some of the pharmacological reasons not to drink unpurified tap water, including the possible inactivation of medications, aggravation of existing health problems or even the creation of new ones. Mounting evidence of serious health risks such as these provide ample motivation for increasing numbers of people to investigate the water treatment option. □

Dr. Harvi A. Lipshultz is clinical coordinator of the North Broward Hospital District, Broward County, FL. Alfred J. Lipshultz is president and CEO of Aquathin Corp., Pompano Beach, FL.



Untreated water can affect the efficiency of various medications.

water technology

OCTOBER 1991

Flying High

Serving luxury planes has this dealer reaching new heights.

By Carol Byrne

Last spring, Keith Hall got the chance to work in a flying palace. Pat's, Inc., a national aviation firm, asked Hall to consult and design a shower recycling system on board a DC-8 that was being extensively modified for an executive's use. The firm's planes, transformed from standard passenger planes to include luxuries like showers, fly corporate executives all over the world.

To enable the DC-8 to fly nonstop for greater distances, Pat's had to install extra fuel tanks and add water tanks for the shower system. Hall, president of Aquathin of Maryland in Silver Spring, MD, was asked to design a shower system with smaller tanks to recycle a limited quantity of water.

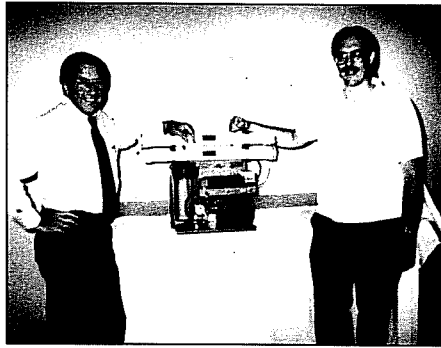
"If they could eliminate the water weight, they could carry more fuel and maybe more people," Hall explains. "Instead of carrying 500 gallons or more of water, they could load on 100 gallons, saving 80 percent of the weight, and just use that over and over," he says.

With the help of Aquathin Corp., Pompano Beach, FL, Hall designed a system including reverse osmosis and several other filtration stages. "It's utilizing existing technologies and putting them together in a new way," Hall says. "It ended up being quite a complicated machine, because it's not only the water purification equipment, but there are a lot of electronic controls, numerous pumps and timing sequences," he says.

The soapy, gray water from previous showers contains detergents, hair, skin fragments and bacteria,

Hall says. The system's multistage process produces what is essentially potable, pharmaceutically pure water, although Hall won't make any claims or recommend it for drinking. "But in the tests we've run," he says, "it could be used for drinking if necessary."

Bob Wessell, a Pat's electrical engineer who led the project for the firm, was impressed with the system. "Aquathin ran some tests on



Keith Hall with Ray Wright, vice president and director of engineering for Pat's Aviation, and the RO systems that serve as the "heart" of the shower recycling system.

really filthy, dirt-laden water in our shop," he says. "I couldn't believe how crystal-clear the water was after processing by the Aquathin unit. It was truly amazing."

Flights start with 100 gallons of clean water. Hall installed conserving shower heads, so showers only produce two and a half gallons per minute. This allows for 40-50 available shower minutes. Water is recovered at a rate of about 30 gallons

per hour, so each hour there is another 10 minute shower available.

Design Problems

The aviation firm considered several bids for the construction of the shower system. "During the discussions with various potential companies, they came to the conclusion that they weren't really satisfied the other companies knew what they were talking about," Hall says. "They chose to go with us because they felt we knew a little bit more about the reality of the situation and Aquathin was willing to work hand-in-hand with the design and development of the final system."

The two companies did have very different philosophies, however. Hall says the aviation firm works under the gun to meet tighter customer demand, while he is a

firm believer in taking the time to test equipment over and over to assure quality. "The aviation firm, in most cases, is forced to do last minute design and engineering changes on the airstrip as they're installing," he says. "So it was a merging of two very different corporate philosophies."

The system required major system configuration changes to convert

it to aircraft use. Typical aircraft power systems do not have the 120 VAC 60 Hz AC power available on the ground, and Hall says conditioning the electricity was a major part of the system's design.

After the system was operational, Hall made a solution of water with detergents and hair to test the system, which fouled some of the pumps. "We had to rebuild some pumps and

prefilters," Hall says. The system took three months to design, and a few more to obtain some hard-to-find specialty parts, create a model of the system, test it and make final changes. The recycler has passed preliminary tests for Federal Aviation Administration (FAA) approval and is now

"I searched for the purest water available for the patients who had a lot of chemical sensitivities," Hall says. "A large number of them were allergic to the materials certain water treatment companies used in their products."



patent-pending.

Hall says an order is pending for another system. To ease future installations, he plans to standardize the unit. "What's probably going to happen over the next few orders is that things are going to be refined, and we'll come up with a couple of standard models that will fit," Hall says. "What we want is a kind of package that can be forklifted onto the plane and bolted into place."

Search for Pure Water

Hall's attention to detail is borne out of his experience as a homeopathic practitioner, which led him

To ease future installations, he plans to standardize the unit.

into water treatment. Homeopathy treats patients with small doses of a remedy that would produce symptoms of the disease in healthy people. Patients at the homeopathic clinic where Hall worked were extremely sensitive to certain substances.

Aquathin of Maryland has other commercial accounts, including offices that use filtration equipment for



coffee makers, as well as water coolers. It also supplies ultrapure water systems to labs, one of which manufactures tests that screen for the AIDS virus. The lab uses an industrial RO system for solids rejection. To control pyrogen levels, Hall installed several Aquathin RO systems as polishers. The lab's water has been pyrogen-free for 14 months.

While the aviation firm found him through his yellow pages ad, Hall has also found newspapers effective. He used direct mail and had a low response rate, and has found that shows produce the most leads. "We find our best response at trade and home shows," he says. "That's where people can actually see the equipment and the quality of the merchandise."

The Fifth Function of Water

by Alfred J. Lipschultz

In the April '85 issue of *The American Chiropractor*, there appeared a discussion concerning the five functions of water entitled **Pure H₂O**. This paper will focus attention on the fifth function of water as a dispersant. It is necessary to understand the concept of the following terms, as they shall be used in this paper.

Chiropractor: As a group, the world's foremost authoritative nutritionists. The limitations of their licensing has forced them to practice a new type of preventive medicine that has hurled them decades ahead of many other practitioners.

Preventive Medicine: A practice from the belief that degenerative diseases and cancers are not "diseases of chronicity," a thought still maintained by the traditionalists in medicine.

Pure Water: Water that is free of inorganic pollutants as well as organic.

Reverse Osmosis: The greatest contribution to preventive medicine in the past five years. It is a process to achieve pure water.

Through years of water research regarding the role that water plays within our bodies, it was thought that water had four functions: a solvent, transportant, lubricant, and coolant. It was not until after numerous discussions with physicians that the possibility of a fifth function of water was recognized. Subsequent studies found their roots in understanding the difficulties in manipulation of obese patients who complained of back pains, tension,

headaches, all caused from the protrusion in front of the overweight patient . . . and his constant battle to maintain a center of gravity (of course, many of these patients additionally suffered from hypertension and various degrees of diabetes, both of which were attributable to their obesity.) If that patient could begin to lose weight, the job of health maintenance would be easier for both the patient and doctor.

In talking with obese patients, it was found that most of them had tried as many as five different methods of weight loss. The main problem they encountered was that no program remained constant for them; they would reach plateaus, suffer anxiety, and release themselves from the "hardship of dieting." When researching each weightloss program individually for its merits and benefits, it was found that the basic concept indigenous to them all was incorrect because it dealt with the problem of obesity as a physiologic problem: "If you eat too much you will gain . . . if you count calories and limit them you will lose . . . eat less fats and live longer, etc." It is important for the patient to understand his own body, because the victim of obesity who does not understand what is causal in obesity does not know enough about the situation to make a reasonable and valid choice to bring about a change. The laws of learning are precise—before we can bring about a change of an individual, we must show him why he is in trouble.

In the study of obesity, one must view all the characters of the adipose cell. Frank Lloyd Wright said "function determines design." It is the function of the fat cell to store that which the body cannot use and/or get rid of. The fat cell is spherical in shape to maximize storage capacity and when it grows, because it is a sphere, storage area increases geometrically. When asked what type of weight one wishes to lose, most persons reply "fat." In looking at the constituents of a fat cell, understanding that "fat" is a wrong answer creates a unidirectional concept, and the realization as to why so many fail at "dieting." An adipose cell contains for the most part salts, sugars, other inorganic and organic pollutants, tiny amount of lipid, *all bathed in an ocean of water*. These salts and heavy metal inorganics have an affinity for others, a magnetic attraction so to speak. It is in fact an osmotic attraction. A woman about to begin her menstrual cycle understands a portion of this because if she consumes a pizza and soft drink during this time, she will "retain" fluids. So she takes a diuretic (an electronegative enhancer) to avoid water retention by dispersing the salts into solution. Fat cells are good, not bad. They store toxic material and keep it from being deposited in vital areas. However, when the fat cell has reached its limit of storage, it will allow the deposition of metabolites and wastes in other areas, such as blood vessels.

To further understand the act of deposition, it is im-

CONTINUED ON PAGE 23

portant to comprehend a few laws of colloid stability. A colloid is a particle that stays suspended in a solution. When that colloid is ten microns in size or less, it assumes a negative charge automatically. Milk is not a white liquid. It is clear with many white colloids all charged the same (electronegative) and repelling one another. When adding a positive charged particle (cation) to the milk, an agglomeration or flocculation, or coagulation is caused. That is how cottage cheese is made. Milk with a brine solution passed through it causes it to form curds, a coagulant. The electronegativity of the system has been reduced. Red blood cells are less than ten microns in size and follow the laws of colloid stability; that is, they are electronegatively charged along with the lining of the lumen of the blood vessels. Red blood cells pass single file, never touching one another. The distance between the cells can be measured and a norm be defined.

Normal specific conductivity (a numerical electrical measurement of a fluid's ability to resist an electric current) of blood is 12,500 micromhos. When kidneys work properly they maintain an even blood waste level, which is directly correlated to specific conductivity value of 12,500 mcmhos. When urine levels exceed 12,500 micromhos, the kidneys are either working overtime to avoid deposition in vital areas and/or taking the stain off the adipose tissue to store more wastes. But when the kidneys can only do this for a period of time, wastes are permitted to remain, causing the red blood cells to lose their electronegativity and draw closer together. A greater loss of electronegativity causes the red cells to lose all space between each other and form "clots." Doctors treat this acutely by prescribing coumadin and heparin (electronegative inducers.) However, the above two scripts lose part of their effectiveness when taken with tap water that contains many cations, contradicting the potential effect. Another method to avoid clots through maintained electronegativity is the consumption of citric foods, garlic, and onions, all of which are naturally electronegative inducers. Further, the ingestion of copious quantities of pure water enhances electronegativity because, when the volume of a colloid system is increased, the electronegative potential is increased. Also, through osmosis the fat cell will try to take in more of this pure water, due to the cell's "education" to attract salts. Because there are no inorganics, or a reduced amount, in the solution that bathes the fat cell, the cell will disperse its contents into the solution due to a law of equilibrium, and those ingredients will be removed through the kidneys more readily because of the volume and ability a pure water has to carry wastes. A measurement of the specific conductivity of urine demonstrates the existence of this phenomenon. The result is that not only does one lose weight, but circulation is improved. Also, flow through blocked capillaries can be improved with chelation therapy and oral chelators, both of which are electronegative inducers. Positive results are proven with the use of thermograms. The chelators work in the same manner as when oil companies add tripyrophosphates (the most powerful electronegative inducer known today) to millions of years old, thick, sludgy oil in Alaska. The tripyrophosphates allow the oil to become "thinner" and flow easily through the thousands of miles of pipeline.

Studies of the role that "salt-free water" plays as a dispersant in hemodialysis patients provide important information for all of us. Whatever would happen to a normal, healthy human being within a lifetime, with regard

to accumulation of wastes and the associated symptoms thereof, happens to a dialysis patient in a period of days. A study performed at the Mercer College of Pharmacy in Atlanta, Georgia reached the merits and benefits of consuming inorganic and organic free water by hemodialysis patients. In all cases in this double crossover study, all patients had decreased two and three day weight gain between dialysis sessions when consuming this type of pure water, and claimed to have a better general feeling of well being.

The process of reverse osmosis forces water of a high dissolved solid concentration through a semipermeable membrane, leaving the solid dissolved content on the one side and a slight amount of content (usually monovalent) on the product side.

A calorie is only a unit of measurement to measure the combustibility of a food. Those "foods" such as saccharins, preservatives, leavening agents, smoothing agents aren't foods at all and do not have a caloric value which most dieters mark as an attribute. By consuming them along with tap water or bottled mineral water, we do not consume calories, but we will decrease our electronegative atmosphere and readily store them, hence attracting other wastes and toxins and ultimately creating a home for a multitude of degenerative diseases to begin to take shape and form. It is important to become knowledgeable and invoke a change in our lifestyle and practice this type of preventive medicine. The greatest gift the chiropractor has to give in his practice is his knowledge.

Alfred J. Lipschultz has devoted many hours of research to the functions of water in the body and the processes and technology by which water can be purified. Mr. Lipschultz is the Vice President of Aquathin Corp. and can be contacted for more information in Fort Lauderdale, Florida.

TAC SPECIAL

by Alfred J. Lipshultz

PURE

The inorganic minerals that line a thirty-year-old plumbing pipe will eventually line ours.

H₂O

A gentleman said to me in the middle of a recent business meeting, one that seemed to be going nowhere, "O.K., Alf, what's the bottom line?" My response was so off-the-wall that he didn't know whether to laugh, act insulted, or just leave my office: "The bottom line is to improve my quality of life." He sat back, collected his thoughts to search for an alternative to circumlocute my statement, and then said, "You're absolutely right." Well, to make a long story short, I bought his line of goods and he bought an Aquathin.

What it all comes down to for all of us is quality of life. If you don't have your health, everything else loses its value. So, I began to research what makes us healthy. Hardly any research has been devoted to the most important thing we put inside us . . . WATER. We're approximately 85% water, yet water is taken for granted!

Water has five functions in our bodies: it is a lubricant, solvent, transportant, coolant and dispersant (electronegative enhancer). If water carries a load (salts, heavy metals, and pollutants dissolved into itself) then the water cannot be efficient in these functions. If your car has rusty water in the radiator, it overheats. If we have an above normal waste level in our blood, we overheat and develop fever. In sports medicine, physicians advise athletes to drink water. Research shows water consumption during activity increases endurance, and muscles remain relaxed rather than tense when the activity is over.

Our kidneys have to filter 400 gallons of fluid a day. If there is enough water present, kidneys operate easily. If not, kidneys are forced to recycle too much and deposits may be left behind in the form of stones. Many of a kidney stone's mineral constituents are the same as in tap

water or bottled spring water. These minerals are plant food, inorganics from rocks, and not people food. It is not until a plant absorbs that mineral, making it organic, that we can use it. A doctor could look at you and say, "You appear a little anemic. Here are some nails and iron supplements. The choice is yours." You would not choose the nails, that's for sure; yet the iron found in nails is the same as that in our tap water and bottled waters. Once when I was speaking to a medical convention in Ohio I showed the doctors a picture of a blocked vessel. The color photo showed deposits completely closing the vessel. I asked the doctors to tell me what this picture was. The unanimous decision was a blocked artery from a person needing multiple aorta bypass surgery. I said, "Doctors, your diagnosis is correct. This is a blocked artery; however, it is the one that feeds my house." It was a water pipe. They were amazed. The inorganic minerals that line a thirty-year-old plumbing pipe will eventually line ours. Also, the inorganic materials (preservatives) that give our foods an extended shelf life, take shelf life from us. We should not eat processed meats, yet we'll drink processed water (electronegative reducers).

Many physicians and dieticians are calling for low- and no-salt diets because of the propensity towards higher blood pressure. But consider other minerals to; i.e., aluminum. Aluminum is the most powerful coagulator known to man. When a boxer gets cut, his corner man puts alum in the cut to stop the bleeding. Syptic saves the lives of careless shavers. Aluminum chlorhydrate shrinks the pores of our underarms to avoid the embarrassment of perspiration. Further, municipalities add ferrous aluminum sulfate to murky reservoir or river drinking

water to coagulate and precipitate the particles to provide clear water. The brain of the prematurely senile Alzheimer's victim is overdosed with abnormally high aluminum levels. We consume aluminum leavening agents in bread, dissolved in canned foods, leached from the surface of cooking utensils, and most recently in the air we breath from space shuttle launches. One launching deposits 150 tons of aluminum oxide into the air. Water that is void of inorganic materials is the type of water we need to consume. Drinking two litres of this water daily will improve the roles that water plays within our bodies through its ability to move nutrients deeply into tissues, pick up wastes, keep us cool, and maintain joints without leaving deposits.

Hence, Aquathin . . . a water purification system designed to remove wastes found in tap water using the same principle that kidney dialysis machines use to remove waste from blood. Aquathin utilizes reverse osmosis and deionization for maximum rejection and removal of waste contaminants. Carbon filters, which is what most people have, cannot remove salts, heavy metals, and only reduce a few of the pollutants in the spectrum of pesticides and industrial wastes.

Aquathin removes 98-plus% of the inorganics and 100% of the organics. Getting rid of these contaminants, the causes of degenerative disease, can only improve the quality of our lives. And after all, our great grandparents knew this. They collected their drinking water in rain barrels—we cannot. Water is the key to life . . . and a pure water is the key to a healthful qualitative life. If you would like to know more, direct your questions to: Alfred J. Lipshultz, Aquathin Corp., 6303 NW 9th Avenue in Ft. Lauderdale, FL 33309. ♦

Eat Right, Exercise and Drink Plenty of RO Water

Americans today are obsessed with health. Physical fitness clubs have sprung up all over the country and everyone is watching their diet to count calories and avoid foods that are supposedly not good for you. Most of these people give a lot of thought to exercise and nutrition, however, they neglect one vitally important element - water.

Alfred J. Lipshultz, president of Aquathin Corp. in Ft. Lauderdale, FL - a manufacturer of RO systems - was so health oriented, he decided to study pre-med in college. He learned that there are a million and one schools of thought on exercise and nutrition but nobody paid any attention to water. We are ourselves 80 percent water, and you would think that people with the proper intellect toward nutrition would consider that, remarks Lipshultz. "Yet, it is still taken for granted".

But Lipshultz doesn't mean just any water. He's a firm believer in the health benefits of RO drinking water, which is virtually pure. Water acts as a solvent, coolant, lubricant, transportant and dispersant in our bodies. According to Lipshultz, if water is void of a load, or pure, its efficiency in these five functions is greatly improved. "If water carries a load, then we'll have a fever, or a kidney stone or deposits on our bones," he explains.

Lipshultz has heard of many younger people suffering from heart disease and cancer. "I firmly believe people my age have been doomed to live in a more polluted environment," he admits. "The water we've been drinking since 1950 is not the same water our parents and grandparents have been drinking.

How important is water to the body? Judge for yourself by taking the body awareness quiz. Fill in the blanks with the correct word.

- * 55.65% of your total body weight is _____.
- * 83% of your blood is _____.
- * 22% of your bones is _____.
- * 74% of your brain is _____.

The correct answer to each question is water. Some people understand how important water is to the body. Hunger strikes know that continuing to drink water can extend life by 40-50 days.

Without water survival is estimated at five to seven days. But, according to dietitians and nutritionalists, water is the most neglected beverage.

Besides adding calories to your diet, some beverages such as coffee, tea, colas and alcohol contain a dehydrating agent, caffeine. As a diuretic, caffeine increases urination which results in loss of fluids. The body needs to take in more fluids to perform its functions well.

Doctors prescribe 8-10 cups of water a day to patients who have a history of kidney stones. Some doctors are concerned that the water should be free of chlorine, fluoride and other impurities which may be harmful to the urinary organs. Analyzing a kidney stone, most of its mineral content is also found in tap water and bottled spring water.

With the increased rate of high blood pressure in the U.S., doctors and dietitians are calling for low and no-salt diets and are recommending water without the sodium content. Reverse osmosis will remove the sodium from drinking water.

As consumer water awareness increases, so will the use of RO. "Ten years ago I would go through the phone book to get business, and people would laugh at me when I would ask to talk about the quality of their water," says Lipshultz. "Now they call us and ask what makes us the best. They went from totally ignorant to totally confused."

Lipshultz is working to overcome that confusion by spreading the word about the health benefits of RO water. "I speak to chiropractic and osteopathic groups, and it gets the people pretty well attuned to this type of water," he comments. "We've trained a number of physicians who are practicing our program, which includes putting patients on water treated with our units. The results are tremendous."

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Keeping It Clean: Water Purification as an Amenity

by Alfred J. Lipshultz

It was only a few years ago that installing water purification systems in new construction was viewed as an admission of guilt. "It's like announcing that this area has bad water," developers protested.

That line of thinking no longer holds water, due to the overwhelming evidence of the contaminants in water supplies around the country. In addition to health risks, impurities in the water supply are the invisible culprits responsible for the corrosion of plumbing lines and fixtures.

Builders and property owners who want to be one step ahead of the competition are installing purifiers during construction and promoting them as an amenity. Like central air conditioning, garbage disposals, and microwave ovens before them, water purifiers have crossed the threshold from luxury to necessity.

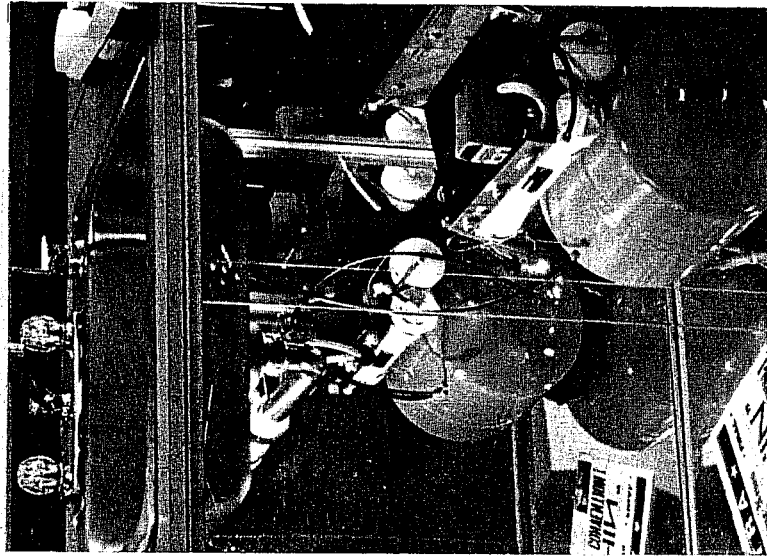
According to the Water Quality Association, a trade organization representing manufacturers of water purifiers, sales skyrocketed 35 percent per year in 1987 and 1988. Almost 2 million water purifiers were sold in 1988 alone, and 1989 also proved to be a banner year. Close to 15 million households and more than 250,000 commercial, institutional, and industrial customers nationwide now have water purifiers.

In several states, including Connecticut, Rhode Island, California, and Michigan, banks require water quality inspections for mortgage applications, in addition to termite and roof inspections, where municipal water is unavailable.

While most municipal water systems are checked regularly to see that the water meets federal and state standards, minimum standards do not put to rest the concerns of an increasingly health-conscious population who realize how many toxic chemicals are released into the environment every day.

Source of concern

The concern over our drinking water stems from the realities of life in an industrialized society. Tap water can



Easy installation and compact design make under-sink water purifiers a viable amenity.

contain any of nearly 1,000 different contaminants, including heavy metals, petroleum products, pesticides, fertilizers, bacteria, and radioactivity.

Even water that is pure when it leaves the plant may be contaminated by the time it comes out the tap. Small breaks in underground waterlines can allow pesticides, fertilizers, or contamination from septic tanks to seep in. In older construction, lead-based solder in plumbing pipes can dissolve in the water. People who get their water from

private wells have even more to worry about.

Water that is safe to drink goes far beyond smelling good, tasting good, or looking good, as many toxic chemicals and pollutants are odorless, tasteless, and colorless. The technology exists for municipalities to provide better drinking water, but the economics do not warrant using pure drinking water to wash cars, water lawns, and flush toilets. Even the chlorine municipalities add to water to kill organisms can react

In Your Drinking Water Safety

Since 1974, the federal government has played an increasing role in setting and enforcing safety standards for water. Today, it regulates 83 manmade and natural elements. However, of these, only two pose immediate threats to health:

- Bacteria produced from human and animal waste does not directly cause disease, but may promote the growth of organisms that cause typhoid, hepatitis, cholera, and dysentery.
- Nitrates most often enter the water system through runoff from fertilizer, animal feedlots, and sewage. Nitrates can react with hemoglobin in the blood of children under one year old, resulting in life-threatening anemia.

Among other chemicals that pose long-term threats to health are:

- Arsenic—from pesticides and industrial waste
- Cadmium—from mining and smelting
- Endrin—from insecticides used on grains and orchards
- Lead—leaching from pipes and solder
- Mercury—from the manufacture of paint and paper, from fungicides
- Fluoride—from water additives, toothpaste

Small water systems serving less than 3,300 people are most likely to have violations of Safe Drinking Water Standards. However, in 1988, 82 percent of Americans received their water from systems with no violations, according to the Environmental Protection Agency.

with other chemicals to produce cancer-causing substances.

Only by using an effective point-of-use water purifier can we be sure that the water from our tap is safe to drink.

Purifiers

Before selecting a system for a residential complex, it is best to have the water tested to determine which harmful chemicals and organisms are present. Tests are conducted by local health agencies as well as EPA-certified private labs, and range in price from about \$25 to about \$100 for a standard test for the most common contaminants in the area.

A variety of water purifiers are available for residential and office use.

There are systems for point-of-entry or point-of-use installation. Point-of-entry systems treat all water in the house, hot and cold, including bathtubs, toilets, washing machines, and dishwashers. Point-of-use purifiers treat water before it runs out of the tap and are installed primarily in kitchens and for other sources of drinking water.

Although the public is less familiar with brands of purifiers than they are with other appliances, the basic com-

ponents are similar. Many systems filter the dis-

tilled water through a carbon filter, too. Carbon filters are the most common types of purifiers because they are the least expensive. However, the filters can accumulate contaminants and become breeding grounds for bacteria. Activated carbon filters reduce organic materials, pesticides, and several other contaminants, but they do not remove lead, mercury, iron, and other heavy metals; bacteria; and viruses.

Subsink units are favored by builders and property owners since they are permanently installed by the plumbing contractor and are an attractive sales or leasing amenity. Installation is uncomplicated, and purified water is delivered through the regular faucet with more pressure than the faucet-mount/kitchen-top units.

The ultimate combination for a high-end property is a reverse osmosis/deionization unit for the drinking water source and a point-of-entry whole filtration system. In parts of the country where a point-of-entry water softener also is necessary, the contractor's cost for all three components ranges from about \$1,500 to \$3,900 per unit.

Reduced corrosion

Property managers are familiar with the corrosive effects of impure water. Corrosion of the rubber fixtures and gaskets in toilet tank tops is dramatically reduced when the ammonia is filtered out of the water supply. A point-of-entry softener and carbon filter eliminate the build-up of calcium and ammonia in water lines, heaters, and faucets. Even the decorative appeal of colored fixtures in bath and shower areas is preserved when the residue is removed.

What we see happening to the plumbing fixtures tells us something: The same inorganic materials that line our water pipes will eventually line the pipes in our bodies!

Service

A good water purifying system can be kept in top condition for many years through routine care. Service is basic, and a competent maintenance staff should be able to provide whatever is necessary.

Carbon filters should be changed annually, no matter what. Reverse-osmosis systems should be checked to see they still are receiving the proper

rejection of contaminants. If necessary, the modules should be changed. Timers should be checked to be certain the clocks are set at the right time. Water softeners must be brining properly, which means they are backwashing themselves with a salt solution.

Maintenance of water purifiers is a good investment, considering the long-range savings in plumbing fixtures and repairs. Yearly maintenance costs range from \$25 to under \$100 for more inclusive systems. This is a nominal expense to guarantee the longevity of a building's plumbing fixtures.

Some property managers control maintenance costs by becoming subcontractors with their local water purification dealer and servicing the systems themselves through their maintenance staff. The key to efficient, economical service is purchasing a system from an established local dealer.

Marketing tool

At a time of increasingly competitive sales and leasing, offering water purifying units as a standard amenity is an effective marketing tool, especially in upscale communities. For residents of all ages and lifestyles, it is a welcome alternative to the expense of having bottled water delivered or the inconvenience of lugging it home from the supermarket.

Ten years ago, few people thought about the quality of their tap water. These days, the question is no longer whether or not to install a purifier, it is which purifier to buy.

Slowly but surely, property owners are realizing that water purifiers are as basic and easy to maintain as air conditioners and garbage disposals. They also extend the life of a building's entire plumbing system. It is unfortunate that our water is polluted, but at least we have the technology to filter out the majority of hazardous substances.

Alfred J. Lipshultz, president and CEO of Aquafin Corporation, founded the company in 1980 with one water purification system on the market and more than 500 distributors worldwide. The Fort Lauderdale-based manufacturer has three patents to its credit in addition. Aquafin received the President's "E" Award for Excellence in Exporting from the United States Department of Commerce. Mr. Lipshultz is on the Board of Advisors of the Institute for International Trade and Development of the Fried School of Business and Entrepreneurship of Nova University.

Sell Water Purification As an Amenity

It's the key to acceptance by builders, remodelers.

By Alfred J. Lipshultz

It was only a few years ago that installing water treatment systems was viewed as an admission of guilt. "It's like announcing the area has bad water," developers and remodelers protested.

That line of thinking no longer holds water because of the overwhelming evidence of contaminants in water supplies around the country. In addition to the health risks, impurities in the water supply are the invisible culprits responsible for the corrosion and staining of plumbing lines and fixtures.

Builders and remodelers who want to remain one step ahead of their competition are installing water treatment equipment during construction and promoting it as an amenity. Like central air conditioning, garbage disposals and microwave ovens before them, water treatment units have crossed the threshold from luxury to necessity.

According to the Water Quality Association (WQA), close to 15 million households and more than 250,000 commercial, institutional and industrial customers nationwide had water treatment systems in 1991. In several states, including Connecticut, Rhode Island, California and Michigan, banks that require termite and roof inspections for mortgage applications now also require water quality inspections where municipal water isn't available.

Concern over drinking water quality stems from the realities of life in an industrialized society. Tap waters can contain nearly 1,000 different contaminants, including heavy metals, petroleum products, pesticides, fertilizers, bacteria and radioactivity.

Even water that's "pure" when it leaves the plant may be contaminated by the time it reaches the tap. Small breaks in underground water lines can allow substances to seep in, and in older construction, lead-based solder in plumbing can dissolve in water. People who get their water from private wells may have even more to worry about.

Yet before selecting a system for a

residential complex, it's best to have water tested to determine what harmful substances, if any, it contains. Tests are conducted by local health agencies as well as by U.S. Environmental Protection Agency (EPA)-certified private labs, and range in price from about \$25 to \$100 for a standard test for the most common contaminants.

A variety of systems are available for residential and office use. There are systems for point-of-entry (POE) and point-of-use (POU) installation. POU systems are often the systems of choice for kitchen remodelers seeking ways to provide customers with higher-quality

**Builders and remodelers
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features and benefits of
different products first.**



drinking water.

Builders and remodelers should look at the features and benefits of different products first. Then they should ensure that the company they purchase equipment from is established and reputable, the installation is as uncomplicated as possible, a good warranty is included and a reliable dealer network exists to provide prompt, economical service.

The three main types of drinking water treatment units are reverse osmosis (RO) units, distillers and carbon filters. In the RO process, water passes through a semipermeable membrane that removes bacteria and other contaminants, including lead. When RO is combined with deionization (a patent-

ed and proprietary process), the remaining heavy metals and salts are removed from the water.

Distillers are another option. In the process of distillation, water is boiled, condensed and filtered through a carbon filter. Most contaminants are removed. The systems must also be cleaned frequently to remove residues.

Carbon filters are the most commonly used drinking water systems because they're the least expensive. However, the filters can accumulate contaminants and become breeding grounds for bacteria. Activated carbon filters reduce organic materials, pesticides and several other contaminants, but they don't remove lead, mercury, iron and other heavy metals. Neither do they remove bacteria and viruses.

Undersink units are favored by builders and remodelers because they're permanently installed and are an attractive sales or leasing amenity. Installation is uncomplicated, and treated water can be delivered through a sink-mounted faucet with more pressure than is available through faucet-mounted countertop units.

The ultimate system includes a POU and POE treatment approach. A POE softener and carbon filter combination, for example, can eliminate the buildup of calcium and ammonia in water lines, heaters and faucets. This can help safeguard the decorative appeal of colored fixtures in baths and showers.

A good water treatment system can be kept in top condition for many years through routine care. Service is basic, and a competent maintenance staff should be able to provide whatever is necessary.

Carbon filters should be changed annually, no matter what. RO systems should be checked to ensure they're still rejecting the proper amount of contaminants. If necessary, the RO modules should be changed. Timers on softeners should also be checked to be certain the clocks are set to the right time, and to ensure brining systems are operating prop-

erly. Non-electric water softener controls should also be inspected annual-

**Maintenance of water
treatment equipment is
a good investment.**

ly to assure system efficiency.

Maintenance of water treatment equipment is a good investment, considering the long-term savings in plumbing fixtures and repairs it makes possible. Yearly maintenance costs range from \$25 to \$100, a nominal expense to enhance the longevity of a building's plumbing fixtures.

Some property managers, contractors and kitchen remodelers become sub-dealers of local water treatment professionals. Property managers may even consider performing maintenance themselves through their maintenance staff, but the real key to efficient, economical service is purchasing systems from established local water treatment dealers.

Marketing Water

As the markets served by builders and remodelers become more competitive, offering water treatment units as standard amenities is an effective marketing tool, especially in upscale communities. For residents of all ages and lifestyles, it's a welcome alternative to the expense of having bottled water delivered or the inconvenience of lugging it home from the supermarket.

A dozen years ago, few people thought about the quality of their tap water. These days, the question is no longer whether to install a water treatment device; it's which device to buy. It's fortunate that the technology exists to ensure everyone can have the quality of water they desire. □



Alfred J. Lipshultz
is president and
CEO of Aquathin
Corp., Pompano
Beach, FL.

The Miami Herald

MONDAY, OCTOBER 17, 1994

Boss — please, don't call him that — at filter firm has thirst for expansion

By SHARI HENNESSY FERRER
Herald Writer

Alfred J. Lipshultz, president of a water-filter manufacturing and wholesale company in Pompano Beach, has flirted with the fine line between success and failure in the business world



Lipshultz and his father, Mitchell Lipshultz, pooled \$14,000 and joined forces with a group of dietitians in 1980 to form Aquathin. The idea was that the dietitians would market the Lipshultzes' reverse-osmosis water filter to their patients as promoting health through cleaner water.

About a year after the company opened its 900-square-foot warehouse, the younger Lipshultz said, the dietitians pulled out of the deal. He and his father were left with a product and no customers.

Sales plummeted, but rather than son decided to stick it out and market their filters to a wider audience: homeowners, restaurants, hospitals, laboratories and zoos.

"But when we did that, we hardly had any money. We couldn't even afford to change the name," Lipshultz said. The cost of painting a new name on the office door and of printing new stationery was beyond his grasp.

Fourteen years later, "We do a very nice seven-figure business," he said.

While money is no longer an



JEROME CONQUY / For The Herald

LIQUID ASSETS: With his company's sales thriving overseas, Alfred J. Lipshultz is trying to boost sales at home.

object, and the company no longer does business in the diet industry, Lipshultz retains the Aquathin name because of its high-level recognition in the industry. A change, however, may come within a couple of years, he said.

The company now holds four patents and more are pending. The private company now boasts a 60,000-square-foot warehouse and 20 employees. Such prosperity, however, came in large part from foreign sales.

"We took a look at exporting only because I didn't have anything to do one day," he said. "We were pretty much a success overnight overseas. Sometimes, I feel like Clint Eastwood, who had to go to Italy to become famous."

Success on this side of the Atlantic soon followed, but Lipshultz said the company's biggest growth lies ahead. With less than 10 percent of households using a water filter, "this industry is where the dishwasher industry was in the 1960s," he said. "The explosion is coming."

If it does, he might consider taking the company public before

the decade is out.

Lipshultz said the achievement he is most proud of is not his prosperity but his system of "linear management." Instead of a hierarchy of employees, Aquathin employees are organized into departments of parallel importance.

"There are no employees here. They are all managers," he said. "I did not like being an



employee, every morning wondering if I'm going to get fired, get a pink slip or dance to someone else's tune. That's bogus. Give a person responsibilities for running their own division and pay them for it."

Titles, he said, are a formality. "I'm the president of this company because somebody needs to see that on a business card."

Water Conditioning & Purification

February 1995



The Sacred City of the Incas, Machu Picchu

A Purified Peruvian Journey

by Paula Hileman-Halsey

Mystery seemed to surround the journey from the start.

Then again, it was this "air of mystery" that originally attracted me to the idea of a 15-day trek to the mystical world of Peru. Two friends and I excitedly prepared for a July departure, and on the top of our "to-do" lists were the words "safe drinking water."

Ironically, before leaving for South America I had laid the groundwork for opening a water purification business, *The Water Source*, in North Carolina. My concern for the state of our nation's water resources led me to open the purification service. With the knowledge I gained from my business research, I contacted Aquathin to get a Classic RO-

DI Traveler, a water purification unit about the size of a small toolbox. Our spiritual guide, Vera, sent a complete itinerary with recommendations for necessary items and iodine tablets were first on the list as a means to

ensure safe drinking water. But I knew the RO-DI Traveler would guarantee my water quality wherever I traveled in Peru.

The portable purification unit made the journey memorable because it was possible to climb every mountain, go on every adventure and embrace every moment that was outlined in our itinerary. In other words, I did not miss any planned events because of water-related illness. In fact, my friends and I learned a great deal about Peru and its people, and perhaps of equal importance, we learned the universal value of purified water to a healthy lifestyle.

What follows is a brief synopsis of our educational and mystical trip to Peru.

Sanitation in Lima

Lima is a large city and many of the living conditions are extremely poor. Running water is not a conven-

be helpful in supplementing our oxygen. I sipped two cups of tea, but Vera explained that to eat at that point would not benefit us because our bodies needed to adapt to the elevation first.

Shortly after I got to my room, I began to feel uncomfortable and nauseous. I'm certain the adjustment in elevation played a part in this feeling, but it didn't dawn on me until later that the water in the tea was also responsible. I hooked up the water purifier immediately with my handy little package of adapters. I had exhausted the water supply I made in Lima, but it wasn't long before I had purified water again.

The next day, our group took a tour of Cusco. I enjoyed watching the natives make adobe brick, which is the primary building material for houses. The water was carried in containers to the site where they were working, and the straw, dirt, clay and water were mixed together with their hands. The natives then put the mixture into forms and set it up to dry in the sun.

Inca Ruins

A condor greeted us on the grounds of Sacsayhuaman, which is the size of four or five football fields. The incredibly constructed site had tremendously large and heavy stones fitted together with not even a hair space between them. Similar to the pyramids of Egypt, the buildings have remained mysterious to experts who cannot explain how this could have been constructed centuries ago with the instruments and tools the Incas had at that time. These stones varied in shape and size and weighed tons. Sacsayhuaman was considered a fortress and its walls were shaped like the teeth of the puma, which is a sacred animal to the Peruvians.

The notched walls surrounding the field area are three levels high. We climbed to the top tier and went to the "Eye of the Puma" to gather and rest awhile.

Many of the Inca ruins and temples were constructed in approximately 1500 A.D. Our guide said that at one time there were over 300 Inca sites and ceremonial places.

Sacred Waters

The baths of Tambo-Machay was our next destination. These baths (or fountains) of crystal-clear water are considered by Peruvians to be the Fountains of Youth. We honored the waters as the Incas would have, and, on this occasion, I drank the water. There were three fountains with constructed walls and windows similar to other Inca temples. The water here was not bathed in by the natives, laundry was not cleaned here and cattle didn't drink out of it. It was a very sacred place and I had no misgivings about consuming the water.

We left Cusco via a bus through the Urubamba Valley. This valley is considered very sacred to the native Peruvians and its river is a tributary of the Amazon River. The mountains were magnificent with snow-capped glaciers that often looked like clouds in the sky.

All the villages we saw were built close to the Urubamba River as it winds its way through the valley. Bathing and laundry are done all along the river.

We met a train outside a small village and boarded it en route to Machu Picchu. The splendor of this train ride through the Andes was magnificent. The train took us to a wonderful quaint village named Agua Calientes at the base of Machu Picchu. The village is named after its hot mineral baths (Agua Calientes is Spanish for "hot water").

We tried to visit the baths when we first arrived, but a train had just arrived from Cusco with hundreds of Peruvians who needed to bathe. It's a four-hour ride from Cusco to Agua Calientes, so a bath was necessary for these people.

We spent the first evening visiting the village and its friendly people. The next few days were filled with adventure on our way to Machu Picchu, climbing Huana (pronounced Wine-a) Picchu, and encountering the natives living in the area.

On Lake Titicaca

Lake Titicaca is the largest navigable lake on earth. It is approximately 120 miles long and 35 miles wide. When we were on the lake, it seemed endless. Our huge white hotel sat alongside this beautiful lake at an elevation of 14,000 ft.

We took a three-hour journey to an island called Tequile, but first, we visited an island formed from totora reeds. When the reeds are cut, the bulb beneath grows larger and begins to float. The cut reeds are piled on top to form a carpet-like layer of ground, which feels very soft. Houses are made from the reeds and the bulb is a food source for the native Indians who believe that the reeds purify the water, making it safe to consume.

We boarded the boat again to continue on to Tequile Island. Once on the island, we climbed up many stairs which led to a village, where an Independence Day Festival was taking place, and merchants were sell-

ing their wares. The men of this village do all the knitting and the women do the weaving. Young boys had their knitting under their arms and when it was appropriate they'd pull it out and start to knit. They knitted beautiful articles in splendid colors.

An Educational Experience

An ancient Inca prophecy proclaims, "When the eagle of the north flies with the condor of the south, the spirit of the land, She will be awakened." This prophecy was awakened in me because of the wonderful experiences I had with the Peruvian natives, the Andes Mountains and the wonderful bunch of 29 people in our travel group. The whole journey imparted splendor and interacting with the natives gave me a whole new perspective of life.

Many of the friends I made in the tour group were as thankful as I was that I brought my portable water purification unit along. I suppose we all experienced a "reawakening" of sorts, but the trip made us particularly aware of the significant role water plays in all of our lives. □

About the Author

Paula Hileman-Halsey is the owner of *The Water Source*, a water purification business in North Carolina.



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PET CARE

MAGAZINE

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Pure water for pets? Yes!

A gentleman said to me in the middle of a recent business meeting (one that seemed to be going nowhere), "O.K., Alf, where's the bottom line?" My response was so off-the-wall that he didn't know whether to laugh, act insulted, or just leave my office: "The bottom line is to improve the quality of life." He sat back, collected his thoughts to search for an alternative to circumlocute my statement, and then said, "You're absolutely right." Well, to make a long story short, I bought his line of goods and he bought an AQUATHIN.



What it all comes down to, for all of us, is quality of life. If you don't have your health, everything else loses its value. So, I began to research what makes us healthy. Hardly any research has been devoted to the most important thing we put inside us . . . Water. We are approximately 85% water, yet water is taken for granted!

Water has five functions in our bodies: it is a lubricant, solvent, transportant, coolant and dispersant (electronegative enhancer). If water carries a load, salts, heavy metals, and pollutants dissolved into itself, then the water cannot be efficient in these functions. If your car has rusty water in the radiator, it overheats. If we have an above normal waste level in our blood, we overheat and develop fever. In sports medicine, physicians advise athletes to drink water. Research shows water consumption during activity increases endurance, and muscles remain relaxed rather than tense when the activity is over.

Our kidneys have to filter 400 gallons of fluid a day. If there is enough water present, kidneys operate easily. If not, kidneys are forced to recycle too much and deposits may be left behind in the form of stones. Many of the kidney stone's mineral constituents are the same as in tap water or bottled spring water. These minerals are plant food, inorganics from rocks, and not people food. It is not until a plant absorbs that mineral, making it organic, that we can use it. A doctor could look at you and say, "You appear a little anemic. Here are some nails and iron supplements. The choice is yours." You would not choose the nails, that's for sure; yet, the iron found

in nails is the same as that found in our tap water and bottle waters. Once, when speaking to a medical convention in Ohio, I showed the doctors a picture of a blocked vessel. The color photo showed deposits completely closing the vessel. I asked the doctors to tell me what this picture was. The unanimous decision was a blocked artery from a person needing multiple aorta bypass surgery. I said, "Doctors, your diagnosis is correct. This is a blocked artery; however, it is the one that feeds my house." It was a water pipe. They were amazed. The inorganic minerals that line a thirty-year-old plumbing pipe will eventually line ours. Also, the inorganic materials (preservatives) that give our foods an extended shelf life, take shelf life from us. We should not eat processed meats, yet, we will drink processed water (electronegative reducers).

Many physicians and dieticians are calling for low- and no-salt diets because of the propensity towards higher blood pressure. But consider other minerals too; i.e., aluminum. Aluminum is the most powerful coagulator known to man. When a boxer gets cut, his corner man puts alum in the cut to stop the bleeding. Syptic saves the lives of careless

shavers. Aluminum chlorhydrate shrinks the pores of our underarms to avoid the embarrassment of perspiration. Further, municipalities add ferrous aluminum sulfate to murky reservoir or river drinking water to coagulate and precipitate the particles to provide clear water. The brain of the prematurely senile Alzheimer's victim is overdosed with abnormally high aluminum levels. We consume aluminum leavening agents in bread, dissolved in canned foods, leached from the surface of cooking utensils, and most recently in the air we breath from space shuttle launches. One launches deposits 150 tons of aluminum oxide into the air. Water that is void of inorganic materials is the type of water we need to consume. Drinking two liters of this water daily will improve the roles that water plays within our bodies: through its ability to move nutrients deeply into tissues, pick up wastes, keep us cool, and maintain joints without leaving deposits.

During my early studies concerning water pollution and the human body, I learned about a six year old Panama Parrot named KoKo. His IQ was high, and his talk enlightening. He would come to his owner's table each morning for fruit, and again at night for a green salad. His plumage and coloring were excellent, due to well-balanced foodstuffs. For exercise, he was encouraged to fly.

If one is accustomed to "handling" a parrot, particularly a young and healthy bird, one is quite aware that the feet are noticeably warm. KoKo's owner noticed one day that KoKo's feet suddenly grew cold. Then he ceased to fly. Within five days, he lost most of the feathers from an area 5 cm in diameter on his chest, and his down appeared dry and lifeless

under the microscope. A competent veterinarian examined KoKo. He suggested vitamin deficiency and prescribed B Complex. Instead, the owner withheld all vitamins or other forms of treatment, and went to work on KoKo's water dish, which was cast aluminum. The dish was probably "cast scrap", and in corroding, released aluminum ions at a more rapid rate than normal for kitchenware. The owner concluded that KoKo had simply become another victim of intravascular coagulation, and was on his way to a genuine heart attack. KoKo's owner replaced the dish and began to give the parrot demineralized water.

His feet grew warmer in 48 hours, and he began to fly in three days. He grew back all his lost feathers in five weeks. The veterinarian thought his recovery was amazing. KoKo had drunk from the same dish for more than three years. His delayed intravascular coagulation (of a truly serious nature) may be compared to the death of most persons from cardiovascular disease in their 40's, 50's and 60's and the case is interesting and significant. KoKo's aluminum dish was cycled a dozen or so times with distilled water to bring out the full bloom of the aluminum oxides, and it is available to any genuine concerned party for further study.

For "treatment", KoKo's owner did not change KoKo's mode of life, except to eliminate his intake of aluminum by substituting a Pyrex dish — and provide him with a water of known dispersing characteristics. It would appear that the homeostasis of the parrot and human have much in common.

We receive comments from many of our AQUATHIN customers, whom all agree, that their pets possess more vim, vigor and vitality when placed on water from their AQUATHIN.

For my own personal experience, our beloved Schnauzer was 16 years old when she passed away; the average life span is 9 years. Our children's hamsters all reached 4 years old. Average life span is one year. And my daughter's guppy that she won at a fair is going on 3 years old in a fish bowl.

Hence, AQUATHIN . . . a water purification system designed to remove wastes found in tap water using the same principles that kidney dialysis machines use to remove waste from blood. AQUATHIN utilizes reverse osmosis and deionization from maximum rejection and removal of waste contaminants. Carbon filters, which is what most people have, cannot remove salts, heavy metals, and only reduce a few of the pollutants in the spectrum of pesticides and industrial wastes.

AQUATHIN removes 98-plus % of the inorganics and 100% of the organics. Getting rid of these contaminants, the causes of degenerative disease, can only improve the quality of our lives. And after all, our great grandparents knew this. They collected their drinking water in rain barrels — we cannot. Water is the key to life . . . and a pure water is the key to a healthful qualitative life. If you would like to know more, direct your questions to: Alfred J. Lipschultz, AQUATHIN CORP., 950 South Andrews Avenue in Pompano Beach, FL 33069.

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THE WORLD TRADE

100

By Warren Strugatch

Persistence, customer service, after-sale support and quality-oriented manufacture. Meaningless slogans? Not to the best exporters in the nation.

Develop a product. Challenge the market leaders by introducing your product in their home market. Price competitively. Emphasize total quality. Guarantee after-sale service. Build customer loyalty. Keep market leaders busy protecting their domestic sales while you snatch up their foreign markets. Sound like Toyota's strategy for romancing the American car buyer? Nikon's for conquering the world camera market? Sony's for scrambling U.S. competition in home electronics?

No on all accounts. Try Spectra-Physics Construction, a Dayton, Ohio firm that manufactures laser-based leveling and surveying equipment for the construction industry. The Japanese model was chairman Ted Teach's blueprint 10 years ago as he set out to win world markets. The key: Accept lower profit margins in return for market share. Now the company controls 50% of the world market. Teach says he's thrilled at just how well the strategy has worked.

In many ways, Spectra-Physics is the quintessential World Trade 100 company.

A 1990 Department of Commerce E-Award Winner, Spectra-Physics rings up high export numbers—65% of total 1991 sales (nearly \$100 million) and growing. But even more significant is its export attitude. To crack the Japanese market, management egos were downsized in favor of humility. That's humility, big time: The company chose to enter Japan under the skirts of optical-giant Nikon.

"We made the decision to comply with every demand Nikon made on us as a supplier," says Teach, who began producing Made-In-U.S.A., Nikon-labeled survey equipment. Having learned the ropes, he soon entered the Japanese market with an identical product. This time it bore his company's own brand name. He continued manufacturing for Nikon while competing against it.

Spectra-Physics is one of 100 companies that garnered the E-Star or E-Award in 1990 and 1991, a roster of champions we salute this month as the World Trade 100. The awards are earned mainly by manufacturers who sustain substantial export growth over a four-year period. In many cases their

THE WORLD TRADE 100

COMPANY	EXPORTS	SALES STRATEGY	FOREIGN CUSTOMERS	TOP 3 FOREIGN MARKETS	3-YEAR EXPORTS (% of sales, '89, '90, '91)	TOTAL SALES (in millions, unless noted)
Acme Manufacturing Co., Madison Heights, MI	Metal finishing machinery	Direct	Manufacturers	Far East, Mexico, North America	35, 48, 52	\$15
ABB Process Automation, Columbus, OH	Process control systems	Direct	Manufacturers	Europe, Scandinavia, South East Asia	40, 50, 40	\$250
Allen-Edmonds Shoe Corp., Port Washington, WI	Shoes	Distributors	Retailers	Germany, Spain, Italy	10, 12, 17	\$41
Ansol Fire Protection, Marinette, WI	Fire equipment	Distributors	Government, industry	Middle East, Far East, Europe	10-15, 15-20, 20	\$100
Amtek Communications, Inc., Littleton, CO	Computer communications equipment	Distributors	Business, government	Europe, Japan, Latin America	10, 12, 15	\$100
Aquathin Corp., Ft. Lauderdale, FL	Water purification products	Distributors	Building owners	Latin America, Pacific Rim, Europe	60, 60, 69	NA
ASTECH Corp., Littleton, CO	Audio and lighting systems for arenas	Direct, distributors	Aviation industry	Europe, North America	28, 30, 30	\$22

achievement includes a breakthrough in a particularly competitive market, the introduction of a new product into the export trade, or opening up a protected market. Every member of the World Trade 100 puts the lie to the notion of fading American competitiveness. Each made increasing export sales a long-term goal, and set about strategically to realize that goal. Surprisingly, perhaps, product design rarely drives overseas sales. Rather, executives cite such characteristics as persistence, customer service, after-sale support and quality-oriented manufacture.

Meaningless slogans? Not to these

guys, who recount years spent on trade show floors overseas with zero sales to show for the effort. They talk of keeping up with prospects year after year, until vague promises solidify into done deals. They describe cutting costs under the customer's gun while simultaneously boosting quality. They tell of translating catalogues into whatever language a prospect might speak, even learning the language and making overseas friendships.

Our World Trade 100 share a common, often unstated presumption that export sales aren't the gravy but the main course. They have pinned their companies' future growth

on export sales, often planning country-by-country export sales well into this decade. Disheartened on occasion by setbacks and the fatigue of battling bureaucratic resistance, they soldier on. For our 100, every country is a potential market. Damn the barriers and full speed ahead.

"Someone told me years ago, why don't you draw a circle around Japan and forget it?" reminisced Richard W. Roth, president of Square D Company, a \$10 million (sales) supplier of computer-based control systems to oil companies. "Absolutely not! Sure, there are language problems, import barriers and export barriers from our own

government. But we made the decision in 1983 to become an international company. And you don't do that by sitting at home."

There's great variety in the ways these companies made the list. For every success story starting a team of ace distributors, there's a manufacturer who dropped those under-producing reps and began building plants in target markets. Advice? Move slowly and cautiously, suggests one export hero. Jump into the water and just swim, declares another award-winner. Who's right? All of them.

The key to success? Formalize every relationship. "You've got to focus on your contracts, get to watch your documentation," counsels Square D's Roth. "We've had \$300,000 systems hung up in Spain because a four-line descriptive paragraph was missing. Make sure you dot your i's and cross your t's."

The key to success? Build informal relationships. "Long-distance telephone calls whenever a problem arises create stilted, antagonistic relationships. That's the reason many international relationships fail," chides Herbert Schmidt, administrative vice president of Contract Freighters, Inc., a Joplin, Missouri trucking company that's been riding the U.S.-Mexico trade boom. At Contract, execs head down to Mexico every year to dine with their counterparts at Mexican trucking firms, whose cooperation is vital to their business. The agenda? Just let's-get-to-know-one-another. "Several executives have even sent their wives to learn Spanish," enthuses Schmidt.

To Avichai Nevel, product innovation opens doors, follow-up ensures they stay open. "We build instruments nobody else does," claims the president of Lawson-Hemphill, Inc., a manufacturer of custom-built testing equipment for the textile industry, and a 1991 E-Star winner. "And we back it up with after-sale service. When a

machine didn't work that we sold in the Far East, I flew over myself and apologized. We built a new, customized machine promptly and had it installed. The customer didn't pay a single additional bill."

To Leonard Jacobsen, president of Norwood, Massachusetts-based Jet Spray International—another E-Star winner—success overseas means customizing both product and marketing strategy. Jacobsen's family-owned business manufactures beverage spray-dispensing machinery—those huge bowls in theatre lobbies, in which carbonated orange soda swishes frothily around—and sells over 50% to markets in Europe, Asia, and Canada. Fred Bayer, international marketing/sales director, custom-fits the product to both culture and economy. In Japan, for example, he fills dispensers with hot miso soup and—research pays off!—powdered corn soup. Other markets get ice tea, grapefruit juice, or hot oolong tea.

Throughout the Pac Rim, however, Bayer is placing emphasis less on beverage than on budget. "In Asia there is an increasing shortage of labor," he points out. "And sanitation is culturally very highly valued. There, we talk about how our product creates labor savings and promotes sanitation."

An exporter ignores cultural specifics at its peril: the World Trade 100 build in cultural specificity before any product goes out. AST, a personal computer and peripheral manufacturer based in Irvine, California, cracked the Japanese market by accommodating the Japanese alphabet. Obvious? Tell General Motors. "Our keyboard is configured with both English and Japanese characters," says spokesperson Lyda McClure-Lee. "A flip-switch takes you from one to the other." What about Japan's notoriously closed retail network? "We decided to sell directly to corporate users."

Another characteristic of our 100 is plain enjoyment at doing global business.

Executives in this bunch see the world as their potential market, and enjoy getting around the world on business. They see exporting as an opportunity to cross cultural barriers. Some actually look forward to red-eye flights.

Bal Dixit, president and founder of New-Tex Industries in Victor, New York, crisscrosses Europe, the Far East and Canada on behalf of his industrial textile/asbestos replacement business. Export sales now account for nearly a third of total sales, but he says what he most enjoys is people. "I think most businesspeople say they don't enjoy the travel. But I do."

Others go global for more pragmatic reasons, but eventually become happy citizens of the global village. John Stollenwerk, a gregarious shoe manufacturer from Port Washington, Wisconsin, logged his samples and trade-show display to the annual industry expo in Düsseldorf for the first time in 1977. "I had plenty of time to sample German beer between prospects," quipped Stollenwerk. "Plenty of time."

The experience didn't faze him; he returned the following year. "I realized this had to be about the long haul," he said recently. The next year he brought along others from Allen-Edmonds Shoe Corp. with him.

They drank German beer together. Still no sales. "It was pretty lonely on that floor for five or six years," he recalls. He began learning to match shoes with climate and culture. Heavier soles sell in northern countries, lighter and more fashionable in southern locales. By the mid-1980s, he was making inroads. Now when Stollenwerk hits the Düsseldorf expo, he attends with a complement of half a dozen Allen-Edmonds execs and plenty of order books. "I still drink my share of German suits," he laughs. "Only these days I sell plenty of shoes to go with it."

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Story



"You will find overall that the pendulum is swinging back to bringing plants back home. . ."

— Ed Schneider, Unipower

S. Florida firms home in on trade

Companies stay put while boosting exports through innovation, automation

By CHARLES LUNAN
Business Writer

Last month, while the United States appeared headed toward a record trade deficit, Alfred Lipshultz straddled a ladder over a huge plastic contraption that will eventually end up recycling water for a Spanish laundry.

WEEKLY BUSINESS



Trade race

South Florida is a good example of the U.S.'s growing competitiveness. And it has little to do with the dollar falling against the yen and the euro.

His company, Pompano Beach-based Aquathin Corp., expects its exports to grow 30 percent again this year thanks to healthy demand for its water filtration systems abroad. In recent years, the company has earned 63 percent to 69 percent of its sales from overseas. Two weeks ago, its warehouse was filled with boxes addressed to its distributor in Ecuador.

"This is a very young industry," he said. "You are talking about products that will be household appliances in 10 years. Only 4 to 11 percent of households in the U.S. have water filters now and it's less than 1 percent overseas."

Such optimism tends to get obscured these days by the nation's seemingly intractable merchandise trade deficit, but one need look no farther than South Florida to see signs of America's growing competitiveness.



Photo/DAVID POLLER

Aquathin's Alfred Lipshultz displays filtration systems.

From Coral Springs to Boca Raton to Pompano Beach, small and medium-sized companies are boosting their exports, not by exploiting a temporarily weak dollar, but through innovation, automation and thinking local.

The trend will never restore the millions of jobs lost over the last 30 years to cheap foreign labor, but it is creating good-paying jobs for computer literate workers capable of keeping today's highly automated factories running.

"You will find overall that the pendulum is swinging back to bringing plants back home, and the pay scales will be higher because while you

automate the lower-skill jobs, it takes skill to operate automated equipment," said Edward Schneider, executive director for Unipower, a Coral Springs company whose products are used to regulate current in modern office equipment.

In Coral Springs, Unipower has come to symbolize America's comeback in the electronics industry. The private company's power supplies convert alternating current supplied by local utilities into the direct current used to power office copiers, business telephone exchanges, personal computers and other office equipment.

In 1993, Unipower moved into an

80,000-square-foot plant abandoned by the power supply division of Burroughs Corp. Today the plant is filled with the latest in automation and 150 workers.

Throughout the plant, robots sort, select and plug components into printed circuit boards and then test the boards' circuits. A handful of workers still manually fit some components onto boards, but even then they are guided by a machine that automatically dispenses the appropriate part and uses a laser to guide them on where to install it.

"This is an environmental stress machine," Schneider said in a recent tour. "It can rattle the hell out of a box while taking it from the Sahara to Siberia. It compresses five years into a few hours. Basically, we are breaking the product and finding out why it failed and then fixing the failure."

Last year, Unipower invested \$600,000 in a new machine that can paint printed circuit boards with solder paste, place components on the paste, heat and cool the paste and spit out a completed board on the other end. In an hour, the machine can place 12,000 to 15,000 components that are too small for most humans to even work with.

"It does the work of about 20 people," estimated Joe Merino, president of Unipower, which earned 25 percent of its \$21.8 million in sales last year from overseas sales.

In Boca Raton, Boca Research is trying to increase its international business from 14 percent to 20 percent of revenues this year by thinking locally and acting globally.

The publicly traded company makes modems and boards that can be plugged into personal computers to enhance their communications, graphics and memory capabilities. Among a cadre of new executives that have defected to the firm from Motorola recently is Charles Kenmore, general manager of international business.

"This was a typical export model company," recalled Kenmore, who has picked up Spanish, French, Indonesian and a smattering of Japanese and Mandarin during a 20-year career abroad. "But a company that just exports, in my view, will fail. The danger is local companies will copy your product and improve on it. That means you must continually

look for new markets because you are constantly being chased out of each market. It's as if you are constantly going after the low-hanging fruit."

Since his arrival in January, Kenmore has been trying to persuade every department — from marketing and product development to manufacturing — to think internationally.

As a result, the company prints packaging, manuals and marketing material in six languages and expects to ship in 12 languages by year end. This spring, the company became one of the first in its industry to install a programmable device in its products that allows them to be quickly adapted for the specific requirements of each country.

In France, for instance, Boca Research had to alter its modems so they would not redial the same number more than three times after encountering a busy signal. The French telephone company issued the restriction to prevent computers from tying up the telephone network, Kenmore said.

Under its new management team, Boca Research is vying to become a first global player in its industry. It thinks it can do that just fine from Boca Raton, even if labor rates are higher there than in China or Malaysia.

"The manufacturing labor cost of our product is less than five percent," said Kenmore. "If you assume wages overseas are one-tenth of the United States', what difference does it make?"

At \$10 per square foot, Boca Raton's land costs a fraction of the \$125 per square foot commanded by industrial parks in Shanghai, Kenmore said.

In the past the U.S. went overseas to manufacture in search of cheap labor. Now the U.S. should be overseas in search of new markets."

Aquathin, meanwhile, is proving that innovation can provide as much of an edge as automation. The company has excelled largely because it pioneered reverse osmosis, a water filtration method that removes more impurities from tap water than conventional charcoal filters. It has also equipped its systems with electronics that make it much easier for homeowners to troubleshoot maintenance problems over the telephone with their local supplier.

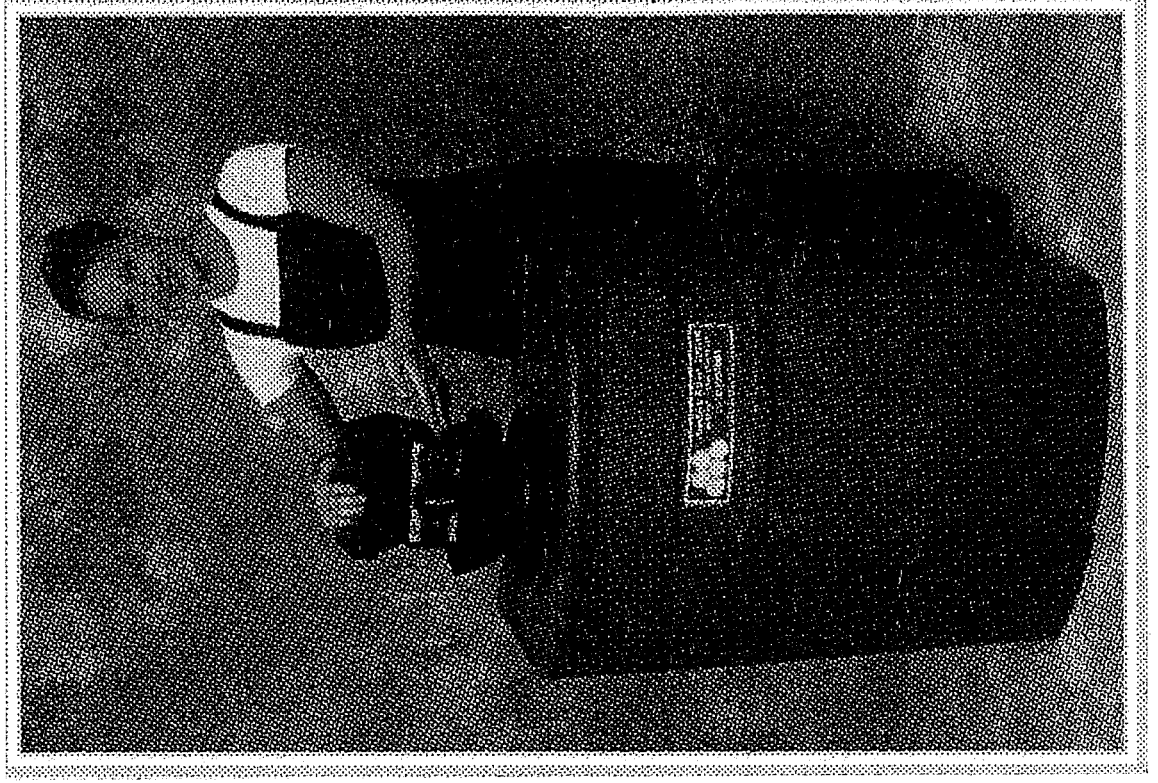
That makes its products easier and less expensive to maintain. Lipshultz said.

With guidance and money from partner H. Wayne Huizenga, Lipshultz has incorporated Aquathin's four patents into 70 products. Its top sellers include countertop units that purify drinking water, vending machines and high volume contraption capable of filtering 10,000 gallons a day. Some companies even use Aquathin systems to make sure the water they use to wash down trucks does not leave spots that will interfere with painting.

"We really don't know how many markets we can put this into," Lipshultz said.

BRINE TANK

Aquathin offers the Clip Cabinet brine tank, which now integrates the AquaShield antimicrobial during the rotation molding process. The antimicrobial, within the walls of the Clip Cabinet inhibits the growth of microbes. It does not leach and is inexhaustible, lasting the useful life of the cabinet.



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Water Conditioners

Microbe fighter

Everyone can now see the wonder and benefits of the AquaShield antimicrobial product from Aquathin, of Pompano Beach, Fla. Brine water in the company's patented Clip Cabinet with integrated AquaShield inhibits growth of microorganisms, which are associated with stains, odors and fouling. It also remains clear and fresh unlike other moldy, slimy salt tanks. Dealers are installing them at the point of entry for inline antimicrobial protection, and customers love them.



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