



# Selling UV

Introduce homeowners to a simple, effective water treatment solution

The complexity, cost, and logistics of water treatment can easily overwhelm homeowners. That's often why so many opt for a makeshift solution to their water issues, rather than installing a true, long-term fix. They'll spend hundreds of dollars a year on bottled water, or they'll put a filter on their tap and think that will make a difference. But once you explain to them how easy—and effective—whole-home water treatment can be, they just might decide to take a proactive approach to protecting their water.

## Why sell UV?

One of the most challenging water quality issues is microbial contamination. *E. coli*, in particular, causes great concern. Though it's often associated with food contamination, *E. coli* can also affect water. What most homeowners don't realize is that water softeners, filters, or even reverse osmosis won't protect them from common waterborne pathogens—including *cryptosporidium*, *giardia*, pathogenic *E. coli* (STEC/VTEC), *campylobacter*, *legionella*, *salmonella*, *shigella*, *norovirus*, *enterovirus*, and *hepatitis A virus*.\* But UV water treatment can.

## Give homeowners peace of mind, 24/7

Installing a point-of-entry (POE) UV system cost-effectively delivers clean water to every tap in the house.



**Effectively inactivate microorganisms**—including chlorine-resistant *cryptosporidium* and *giardia*—found in drinking water.



**Immediately treat water** without generating disinfection byproducts.



**Ensure drinking water is protected from microbial contamination**, regardless of the water's source.

\*Efficacy of VIQUA systems has been demonstrated in internal testing. Visit [VIQUA.com](http://VIQUA.com) for details.

## Install and maintain with ease

Installing a POE UV system is simple, only requiring two water connections and one electrical connection. Once installed, homeowners need to make sure the quartz sleeve remains clean and replace the lamp once a year—which can provide you with recurring revenue.

## Take a multibarrier approach to water treatment

To get your customer thinking about UV, package it as part of a complete, multibarrier water treatment solution. Combined with filtration and a water softener, UV provides an extra layer of protection from microbial contaminants. If you're not including UV in your proposed water treatment solution, you might not be offering your customer what they truly need—and you could be leaving money on the table.



### What about municipal water?

Municipal water and wastewater plants process and treat public water, but contamination can occur during distribution to the home. Aging infrastructure, water main breaks and leaks, and severe weather events are becoming more common. If water can get out of those pipes, contaminants can get in. As a result, boil water advisories are issued. When a UV system is installed, the homeowner's water supply is protected—no boiling required.

## Your blueprint to business growth

VIQUA is committed to helping you sell UV successfully, so you can better serve your customers and grow your business. Through the VIQUA Certified Partner Program<sup>†</sup>, you can get:

- ✓ Access to presence-absence tests and an incubator
- ✓ Sales and installation training, including the Certified Installer Training Program
- ✓ Demo system(s)
- ✓ Promotion in the "Where to Buy" section of VIQUA.com
- ✓ Cobranded literature for customer education
- ✓ Truck and store decals
- ✓ Marketing support

**If you're ready to help us elevate the importance of indicator testing and UV treatment for private wells, sign up for the Certified Partner Program at [www.viqua.com/dealers/certified-partner-program](http://www.viqua.com/dealers/certified-partner-program).**

<sup>†</sup> Subject to approval process and adherence to program requirements. Applicable only in USA and Canada for water treatment professionals who meet the criteria.