



# Selling UV Water Treatment Systems

The Guide to Becoming  
a VIQUA Certified Partner



# Tap into a Source of Greater Revenue

Municipal or city water originates from a water treatment facility, and water quality is regulated by health authorities. But private and shared wells are not regulated. That means your customers who get their water from a well are responsible for water quality.

One of the most concerning water quality issues they face is microbial contamination. What most homeowners don't realize is that water softeners and filters won't protect them from waterborne pathogens. But UV water treatment can.

Selling UV requires a commitment. Because you're dealing with an issue that can't be seen, tasted, or smelled, homeowners may not know or believe they have a problem. However, by making a concerted effort to educate them, you can help them understand the importance of UV water treatment, earn their trust, and give them confidence that their water won't be a source of distress.

**In this guide, you'll learn:**

- How you can easily bring up the topics of water quality and UV with your customers
- Why VIQUA is the UV system of choice for water treatment professionals around the world
- How you can grow your business as a VIQUA Certified Partner

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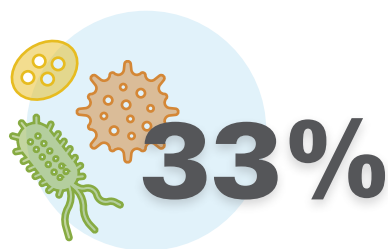
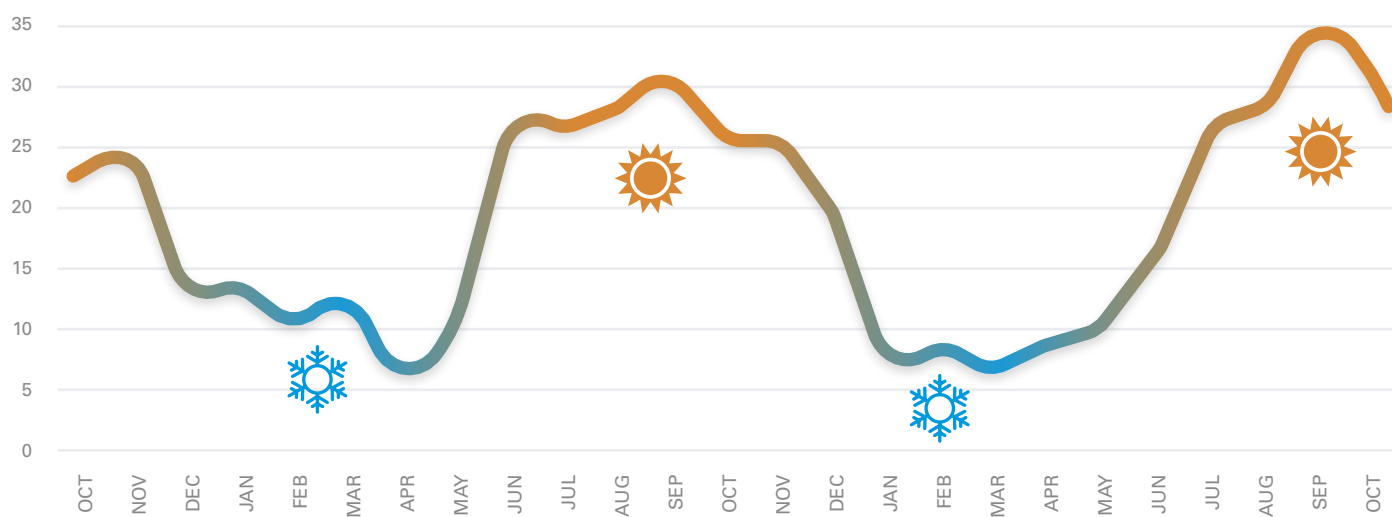
# Why Water Testing Is Important for Your Customers and Your Business

## Water quality changes over time.

Snowmelt, heavy rains, land use, and leaking septic systems are among the many factors that can change the quality of a customer's well water overnight. Along with these sudden events, seasonal fluctuations also directly impact water quality—which means just because a customer's water is good today doesn't mean it will be good tomorrow.

Microbial contaminants can't be seen, smelled, or tasted. Unfortunately, that means people don't know these contaminants exist in their water until someone gets sick. According to the Centers for Disease Control, contaminated groundwater sickens 7.2 million Americans every year.<sup>1</sup>

Total Coliforms Detections Across Seasons<sup>2</sup>



**A third of private wells from across the U.S. were found to have coliform bacteria.**

—United States Geological Survey<sup>3</sup>

<sup>1</sup> CDC. "2021 Waterborne Disease Outbreaks Annual Surveillance Report."

<sup>2</sup> Adapted from Seasonality of Coliform Bacteria Detection Rates in New Jersey Domestic Wells, J Groundwater 2017;55(3):346-361

<sup>3</sup> U.S. Geological Survey. "Quality of Water from Domestic Wells in Principal Aquifers of the United States, 1991-2004: Overview of Major Findings." May 2009.

## Testing pinpoints risk.

Well water testing for bacteria and nitrates should happen at least annually; however, given the likelihood of seasonal fluctuations and suddenly occurring events, more frequent testing provides greater peace of mind. The more often a source is tested, the more likely total coliforms will be detected.

Through a simple method called the presence-absence test, you can identify whether total coliforms are present in your customer's well water. These indicator organisms are used to identify potential contamination or external influence in water sources. Here's how it works:



**A positive test** (coliforms present) suggests the increased probability of contamination by pathogens, including bacteria, viruses, and microbial cysts. *Action should be taken immediately.*



**A negative test** (coliforms absent) does not guarantee that pathogens are absent. Establish a program to ensure testing occurs at least once a year, preferably in the warmer months.

Additionally, testing for nitrates can help determine if there's a cause for concern. Elevated nitrates in groundwater are also considered an indicator for microbial contamination.

Through regular water testing, you can identify the water treatment approach that will enable your customers to prioritize better water quality. Testing gives you the insight you need to foster conversations that go beyond the aesthetics to a topic that is far more meaningful: their health.

### If your customer has experienced one or more of these events, don't delay, test today:

- A change in their water's color, taste, or odor
- A household member developed or has a weak immune system from illness or medical treatment
- Unexplained gastrointestinal illness in anyone drinking the tap water
- A growing family
- A recent move into a new home



#### VIQUA can help!

Establishing a testing program is easy and inexpensive. It's also the right thing to do for your customers and your business. VIQUA gets you started with presence-absence tests and other resources.

# Why Sell UV

## Chlorine isn't always the answer.

If your customer receives a positive water test, you might have them shock their well. However, shock chlorination is a short-term fix for a potentially long-term problem—research has shown that even when done correctly, shock treatments have a 15% long-term success rate.<sup>4</sup> Not to mention, chlorine has significant drawbacks:

- Adding chemicals changes the taste and smell of drinking water.
- Chemicals can introduce undesirable disinfection byproducts into the water stream.
- Microbes, like *giardia* and *cryptosporidium*, are resistant to chlorine.
- Once microbes infect a well, chances are they will grow back, requiring ongoing shock treatments.

<sup>4</sup> PennState Extension. "[Solving Bacteria Problems in Wells and Springs.](#)"

## Deliver total peace of mind with in-home UV water treatment.

UV inactivates microorganisms with light—instantly. Here's how: Water is treated on demand, as it runs through a stainless-steel chamber containing a UV lamp. As the water flows past the lamp, microbes in the water receive a lethal dose of UV light that attacks their DNA, eliminating their ability to function or reproduce. UV also destroys trace chemicals by breaking them down into harmless compounds.

Your customers can then confidently drink their water.

### What's more is actually less—and by less, we mean absolutely no chemicals.

UV does not require any chemicals, which means the desirable elements of the water remain intact. And that reduces homeowner complaints.



Will not alter the taste, pH, color, or smell of the water.



Does not require you or your customers to handle dangerous chemicals.



Does not produce disinfection byproducts.



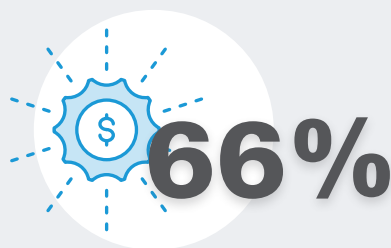
### VIQUA can help!

While UV is perfect for private wells, anyone concerned about having treated water can benefit from a VIQUA UV system. It doesn't matter if they live in the city, a small town, or on a remote rural property—all your customers deserve the peace of mind that comes with knowing they have better water.

# How to Sell UV

## It starts with education.

The complexity, cost, and logistics of water treatment can easily overwhelm homeowners. When you teach customers about the possible contaminants that could be in their water, you're empowering them to make educated choices about their water quality. After all, you are the water treatment professional who has the expertise and the experience that can help them find a long-term fix that's right for their homes, families, and budgets.



**Two-thirds of homeowners chose to buy UV because it was recommended by a professional—just like you.**

—VIQUA homeowner survey

**Follow these steps to effectively sell UV and build a long-lasting relationship with your customers.**

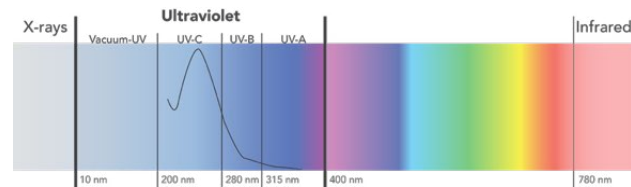
### **STEP 1** **Highlight the risk.**

**Since waterborne pathogens can't be seen, smelled, or tasted, your customers likely aren't even aware that something in their water could make them sick.** Explain to them that because water quality changes over time, they should test their well water to make sure there's no sign of microbial contamination. Then perform a microbial test. Remind them that even if their test is negative today, there's no guarantee they'd get the same result tomorrow. Continuous water treatment—using UV light—is the only way to minimize risk of contamination and gain peace of mind.

**STEP 2**  
**Address concerns  
about UV upfront.**

**UV isn't new.** The first drinking water treatment application took place in Marseilles, France, in 1920. Today, it is recognized by the public health agencies as an effective means of treating water supplies. Cities like New York, Paris, and Vancouver trust UV to treat water that's delivered to millions of homes.

**UV is highly effective.** It inactivates microbial contaminants found in water and addresses more potential pathogens than chlorine.



The inactivation properties of sunlight—and UV wavelength is responsible for that—was discovered by Downes and Blunt in 1877.

**STEP 3**  
**Demonstrate  
how UV meets  
their needs.**

**Start by explaining how it works.** Then package UV as part of a complete, multibarrier treatment solution. Combined with filtration and a water softener, UV provides the extra layer of protection from microbial contaminants.

**STEP 4**  
**Eliminate  
maintenance  
concerns.**

**UV systems are easy to maintain,** requiring only an annual lamp replacement and quartz sleeve cleaning. New lamps are relatively inexpensive and simple to install. Old lamps are easily recycled. So, not only do homeowners have relatively little to do to keep their systems operational, but you can earn recurring revenue from annual maintenance.

**STEP 5**  
**Address cost  
concerns.**

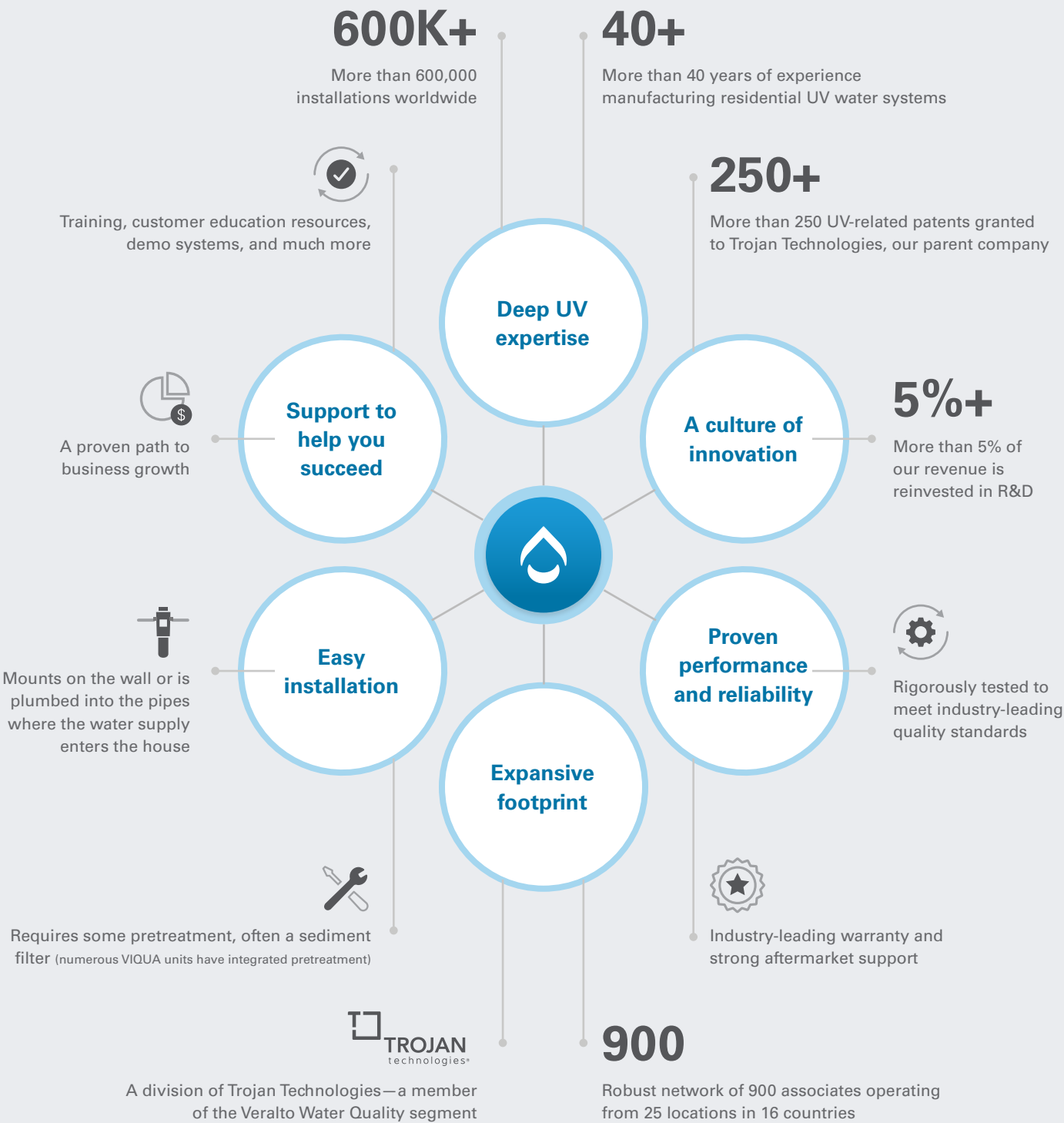
**UV systems are cost effective.** A typical whole-house system uses the same power as a 40-watt light bulb. That's much cheaper than buying bottled water, which isn't typically used for bathing, teeth brushing, or cooking.



**VIQUA can help!**

Along with giving you resources that will help you educate your customers, VIQUA offers demo units to support your sales process.

# Why Choose VIQUA





# Become a VIQUA Certified Partner

## 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. That's why we created the VIQUA Certified Partner Program<sup>5</sup>. **Benefits include:**



### Robust testing program

Create awareness around well water quality with well water testing. Screening for total coliforms is a quick, easy, and inexpensive test. VIQUA offers presence-absence test kits that you can use with well owners. Test results are available in 48 to 72 hours, enabling you to quickly discuss bacterial indicators and the potential risk of contamination with your customers.

You can also get an incubator so you don't have to rely on a lab for results and cobranded, customer-facing materials that explain test results and implications.



### Ongoing technical and customer support training

To help you create new revenue streams, we train you on making microbial testing a standard business process. Additionally, you'll receive early notification of new products that address issues seen in the field.

Through the Certified Installer Program, you and/or your installation team will receive training on the best installation practices and proper support for each application. Upon completion, you're listed as a certified installer in our dealer network and can use the official Certified Installer logo on your marketing materials. This designation assures customers that their VIQUA system will be installed correctly, professionally, and safely.

<sup>5</sup>Subject to approval process and adherence to program requirements. Applicable only in USA and Canada for water treatment professionals who meet the criteria.



### Customer education tools

To help you explain water quality issues, UV water treatment, and VIQUA's offerings to your customers, we supply a toolkit that includes:

- A pre-visit survey to gather and understand customer concerns
- Demo systems (Purchase may be required.)
- Risk app for iPhone and Android
- Certified Partner logo for use on your website, marketing materials, and other communications
- Cobranded marketing materials (accessible through the dealer portal on VIQUA.com)
- Truck and store decals



### Promotional support

To help prospects and customers find you, your contact information (and link to your website) will be included in the VIQUA.com dealer listing.

## Grow Your Business with VIQUA

Average profit on a UV system: **\$800**

Average profit on an annual lamp sale and service call: **\$150**

$\$800 + \$1,350$  (years 2-10, estimated system lifespan) = **\$2,150 per UV system sale**

Projected 5-year cumulative profit: **Approximately \$280,000**  
(assuming 50 units sold in year 1 with a 10% annual growth rate)

## Because It's Always a Good Time for Clean Water, Partner with VIQUA

What your customers buy depends entirely on what you offer. If you don't show customers all the options, they may never know they want or need it. Ensuring a full product offering is available opens up sales opportunities. In short, don't decide not to carry a product just because you don't think there's demand for it. Simply by educating your customers and making them aware of the product, you can create the demand and win the sale.

Your customers should know about UV—and you have the power to sell it.

- UV is a reliable, low-maintenance, and highly effective solution for delivering better water.
- Customers like UV because it's easy to use and maintain, doesn't require chemicals, and is affordable.
- You'll like UV because it works with almost any water treatment installation, is highly effective, and leads to happy customers.

And VIQUA is the partner that delivers the reliable, high-quality UV systems that provide better water to your customers—and the support you need to successfully grow your business.

**Become a Certified Partner today.**

## About VIQUA

VIQUA is proud to be one of the world's leading suppliers of residential and light commercial UV water treatment systems providing treated water without the use of chemicals. Available as point-of-entry or point-of-use solutions, VIQUA UV systems inactivate common waterborne pathogens\* —including *cryptosporidium*, *giardia*, *pathogenic E. coli (STEC/VTEC)*, *campylobacter*, *legionella*, *salmonella*, *shigella*, *norovirus*, *enterovirus*, and *hepatitis A virus*—to continuously deliver on our promise: consistently better water.† For more information, visit [www.viqua.com](http://www.viqua.com).



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\*Efficacy of VIQUA UV systems has been demonstrated in internal testing using surrogate organisms, specifically MS2 Phage. MS2 is a well-documented surrogate organism that is accepted in the water treatment industry in the design and testing of UV systems being used to treat *cryptosporidium* and *giardia*. Contact VIQUA for the details on internal testing performed.

† Versus identical incoming water that is not treated with a UV system. Based on internal efficacy testing, VIQUA UV treatment systems, when installed in accordance with the manufacturer's recommendations and with use of a VIQUA UV lamp that is within its expected life, and subject to mechanical and water quality variables, can inactivate common waterborne pathogens. Actual efficacy of any particular VIQUA UV system will be dependent upon mechanical and water quality variables, including incoming water quality, the specific pathogen(s) present, age of UV light bulb, etc. Accordingly, no guarantee can be provided of actual percentage of common waterborne pathogens inactivated in an application.