



Only VIQUA Parts Will Do

Why It's Important to Accept No Substitutes

Selling and installing a VIQUA UV system is only the first step to providing your customers with a simple, effective water treatment solution. Ensuring they understand the importance of annual maintenance—as well as the need to use genuine VIQUA parts and lamps—is the key to protecting their investment and solidifying your long-term professional relationship.

Customer benefits

Not all lamps are created equal. VIQUA lamps are manufactured with high-quality components to exacting specifications to ensure performance and safety. While other lamps may seem to fit a VIQUA system, your customer will be exposed to the following risks:

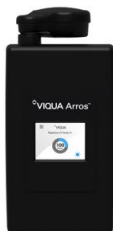
- ❗ **Inconsistent water quality:** Their water may not be treated properly.
- ❗ **Fire:** VIQUA lamps use only non-flammable materials and are engineered to exacting specifications to ensure safety.
- ❗ **Reduced reliability:** Their system performance could be compromised, and premature power supply failures may occur.
- ❗ **Equipment damage or failure:** Using other lamps in VIQUA systems greatly increases the chances of equipment damage or even complete equipment failure.
- ❗ **Loss of certification:** VIQUA systems are safety- and performance-certified as a complete unit, which includes a VIQUA lamp. Third-party certification (NSF 55 and UL/CE) becomes void with a non-VIQUA lamp.
- ❗ **Loss of warranty:** VIQUA systems are only warranted if customers use all genuine VIQUA parts.

Dealer benefits

By letting your customers know how important it is to annually install a new lamp designed by VIQUA for their VIQUA UV system, you'll not only help ensure proper system performance and safety, but you'll position yourself for increased and repeated lamp sales. Plus, sharing product knowledge proves that you are much more than just a product supplier—you're a subject matter expert they can count on to help them for years to come.

We make it easy

When your customers register their new VIQUA UV system at viqua.com/support/product-registration, they can request electronic lamp replacement reminders. We'll direct them back to you each year when a new VIQUA lamp is needed. We also offer tools such as in-store displays and brochures that help you explain to your customers the benefits of VIQUA lamps, the importance of annual change-outs, and how to register for our lamp replacement reminder program.



For more information or to find the right replacement parts and lamps for your customers' systems, call us at 1.800.265.7246 or visit [VIQUA.com](https://viqua.com).