



VIQUA Certified Partner Program

Your blueprint to business growth

Homeowners who get their water from private wells are responsible for ensuring the quality of their water. But far too often, homeowners don't understand—or aren't aware—that their wells can be contaminated with disease-causing microorganisms. These microbial contaminants cannot be seen, smelled, or tasted, but they can make people sick. Instances of waterborne illnesses place unnecessary strain on our healthcare system and can significantly impact the quality of your customers' lives.

By implementing a microbial testing program, you can help prevent people from drinking untreated water—and in turn, help address an important public health issue. Microbial testing should be as commonplace as tests for iron, hardness, and total dissolved solids. It's the surest way to make your customers aware of the risk of possible contamination. And it's a great way to create sales leads for your business, as both positive and negative test results can lead to conversations about continuous water treatment solutions, like a whole-home UV system.



Build your testing program with help from VIQUA

Establishing a testing program is easy and inexpensive. It's also a great way to generate awareness for good well stewardship and effective treatment for microbial contaminants. If you're committed to making microbial testing part of your business, VIQUA will help you get started.

Through our Certified Partner Program, we enable water treatment professionals to leave a positive impact on their customers' lives and their company's bottom line. We offer tools, training, and support to help you elevate the importance of indicator testing and UV water treatment.

Because the Certified Partner Program is focused on making microbial testing a standard process, the program isn't for everyone. **Water treatment professionals who are ideal for the program:**

- Are willing to change how they service well owners by offering microbial testing.
- Believe that UV is efficient and effective at inactivating disease-causing microorganisms.
- Want to grow their UV water treatment business.
- Regularly service and treat private wells.

What does the Certified Partner Program include?

- A supply of 100 presence-absence tests
- An incubator for processing the tests without going to a lab
- Self-directed sales training
- Cobranded, customer-facing materials that explain test results and implications
- Access to the Certified Installer Program training
- Inclusion in the “Where to buy” section of VIQUA.com
- Truck and store decals
- Demo units (available for purchase)
- Marketing support
- Certified Partner badge*



*Subject to approval process and adherence to program requirements. The Certified Partner Program is applicable only in the U.S. and Canada for water treatment professionals who meet the criteria defined on page one.

Getting started

The testing starter kit, which includes 100 presence-absence tests and the incubator, is available for \$1,000 USD (\$1,350 CAN) through the VIQUA distributor network. You will be eligible for a refund of the starter kit purchase price once you sell 25 VIQUA whole-home UV systems. Additional presence-absence tests will then be available at no charge.

To purchase your testing startup kit, contact your wholesale distributor. For questions about the program, email VIQUA at marketing@viqua.com.