

# Pure Water Aquaforum

## Letter from the President

Dear Pure Water Team Members;

Today I want to introduce you to our "Over 80 Club"

As far as I know we are the only company in the world that has an "Over 80" Club. We found that we had many Dealers and Distributors who had stayed healthy and active in our business until well into their 80's, we decided to honor them as members of our "Over 80" Club.

When Ruth Winterode passed away a couple of years ago she was 102. And Jack Fairfull, a youthful 83 year old from Delaware, wrote to us a couple of years back to sign on as a Dealer. As he put it "I've been drinking distilled water since joining the Navy in 1962. I feel so good and healthy and I attribute that to distilled water. I intend to be a Dealer for the next 25 years." If he accomplishes his goal he will be 105! Good for you Jack.

Just this week I received a wonderful email from a customer on the East Coast who talked about meeting Calvin Loomis in Alpena, Michigan many years ago. Calvin was a member of the "Over 80 Club" too and was somewhat of a legend in Alpena.

We're so proud of our "Over 80" members; we want to share some of their stories with you. I've asked Eldon Muehling, our "Dr. Water" to many of you, to give us some stories about these amazing people. So look forward to the future AquaForums where we'll highlight one of our "Youngsters in Body, Mind and Spirit". Eldon will relate the real story of Ruth Winterode.

Sometimes people ask me why I stay active in this business. It's not hard when you have such amazing people to work with.

Kind regards

Al Meder



## Also in this Issue...

- The Classic Line is here to Stay!
- Alkaline Water, what you need to know!
- Doctors and Hospitals, the market is primed
- Residual income from the Ultima Classic, ready to explode!

## The Classics are here to Stay

*By Courtney Meder-Lawyer*

In the midst of all this excitement for our new brand, I want to make it clear to that we still have the 'Classics' available. We are still producing the Classic line, in fact we are increasing production of the Classic line and we have no plans to stop. This includes the Mini Classic CT, Midi Classic, Mega Classic, C-50, C-60 and the new Ultima Classic! You can check out our new brochure for the Ultima Classic by calling in and requesting a copy. We are very much in support of our Distributors and Dealers who rely on the wholesale/resale business model to service their clients in their area. The AquaNui line was developed as a way to capture those customers who would rather shop online and the affiliate program allows you to be a part of that. We have taken our time to come up with a solution that benefits everyone. You are welcome to join the affiliate program but you certainly don't have to. We will leave that decision up to you. Please contact us with any questions or concerns, we'd be happy to tell you more.



[Courtney@PureandSecure.com](mailto:Courtney@PureandSecure.com), x327

[Jim@PureandSecure.com](mailto:Jim@PureandSecure.com), x310

[Eldon@PureandSecure.com](mailto:Eldon@PureandSecure.com), x 320 (comes in once a week, typically Tuesdays)

[Sam@PureandSecure.com](mailto:Sam@PureandSecure.com), x303

## Residual Income and the ULTIMA Classic

*By Al Meder*

Most Dealers and Distributors purchase products from Pure & Secure with a plan to resell to customers. This is a classic two step sales model. Buy a product, mark-it up to cover costs and a profit margin and sell it. It is a proven successful model.

However, to keep the business operating this model requires continual selling and for the business to grow, the sales volume must increase.

There is another model that's worth considering. It is the residual income model. Residual income is income you receive over a long period of time. A Pure Water distiller is the ideal rental unit. Many Pure Water units are still operating after, 20, 30 and even 40 years. This makes a distiller the ideal unit for rental.

Instead of selling a Mini Classic for \$599 maybe you could rent it for \$29.95 per month. In one year the unit will produce more than \$350 dollars. In less than 2 years it has paid itself off and you continue to receive rentals well into the future. What's more is that you still own the equipment.

The most common places for rental units are businesses of all sizes. Many times businesses prefer to rent as it helps them to expense the cost for tax purposes. Pure Water has successfully been rented to accounting and law offices, laboratories, manufacturing operations and a variety of types of businesses.

In many instances businesses prefer to rent a versatile unit that dispenses hot, room temperature or cold water thus making the new Pure Water ULTIMA Classic a great product.

Now more good news – you can finance the purchase of the ULTIMA Classic through Time-Payment. Once your customer is approved, they pay you the amount of a 3 year contract (less a fee) and then they collect the money from your customer over the next 3years without recourse. This company will enable you to expand your business faster than if you had to outlay the cash yourself from the outset. This business model is well proven and is more stable through recessionary times.

[www.MyPureWater.com](http://www.MyPureWater.com)  
[www.MyAquaNui.com](http://www.MyAquaNui.com)

If you have a rental program you must be prepared to provide service on a periodic basis. This can typically be done on a very efficient basis. Both the Mini Classic and the ULTIMA Classic have removable boiling tanks, so you can quickly change them out with a spare at the location while taking the dirty tanks back to be cleaned. This is an important factor for servicing rental distillers.

## Alkaline Water Response

*By Jim Blakley*

If you have tried to sell a water distiller to someone you have almost invariably come across someone saying that they are looking into an ionizer, Kangen water or alkaline water. If you ever feel lost trying to argue this fad, check out the website <http://www.chem1.com/CQ/ionbunk.html>

Here, a chemist has compiled the science behind alkaline water and why it is a big pseudoscience. The website looks a little old but it has a lot of great information and can be a major help when arguing why the only good water to be drinking is water free from contaminants. Check it out and I know you will find it to be a great help.



## Schools, Clinics and Hospitals are Potential Customers

*By Al Meder*

Schools, clinics and hospitals are all potential customers for distillers. All three need distilled water for drinking, and all three are likely to need distilled water in specialized parts of their operation.

Take schools for example. Schools typically have science laboratories which need distilled water for conducting experiments. Clinics and hospitals have this need also. Some equipment used in hospitals and clinics require distilled water to operate properly as well.

Pure & Secure has several copyrighted PowerPoint presentations which are available to Dealers and Distributors who have a need for such a presentation. On occasion staff from Pure & Secure is willing to accompany you in making a presentation.

So don't forget this resource you have at your fingertips. Call or email us at [info@mypurewater.com](mailto:info@mypurewater.com) for more information.