

Selling the UV Solution

Ask your customer this: Would you be comfortable giving a baby – your child, grandchild, niece or nephew – a bottle filled with untreated tap water? Odds are, the answer will be a resounding “no.” So if they wouldn’t feed it to a baby, why is it okay for them to drink it?

The answer is simple: **It shouldn’t be.**

Water treatment can be an overwhelming subject for a lot of homeowners – the complexity, the cost, the logistics. That’s why so many homeowners opt for a makeshift solution to their water issues, rather than 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 whole-home water treatment can be, they just might change their minds.

One of the most terrifying water quality issues out there is microbiological contamination. *E. coli*, in particular, is one that causes great concern. Though it’s often associated with food contamination, water is just as susceptible. And what most homeowners don’t realize is that water softeners and filters won’t keep them safe from microorganisms like *E. coli*.

Ultraviolet (UV) disinfection can.

Installing a point-of-entry (POE) UV system can give the homeowner peace of mind, 24/7, that every tap in the house gives safe, clean water.

UV is Simple BUT Effective

Effective

- UV disinfection is the only chemical-free, environmentally-friendly way of effectively inactivating microorganisms found in drinking water.
- Disinfection through a UV system is immediate, with no chlorination by-products created.
- UV offers a worry-free, cost-effective solution to treat water in the whole home.

Simple

- The home owner only needs to replace the lamp once a year and ensure that the quartz sleeve is kept clean.
- Installation is simple with two water connections and one electrical connection.





What Does UV Disinfection Offer?

- A chemical-free, effective solution for inactivating microorganisms in drinking water.
- Many more traditional methods of disinfection, such as chlorine, are not effective against certain waterborne microorganisms, such as Giardia and Cryptosporidium.
- Contrary to popular belief, reverse osmosis is no longer recognized as a complete barrier to microbiological contamination. UV disinfection is the most effective way of ensuring that the drinking water is clean and safe from microorganisms such as Giardia and Cryptosporidium.
- A blanket of security for the consumer's drinking water: No matter what the water source is, a UV system will always ensure that the water is safe from microbiological contamination.
- UV is a simple and inexpensive solution for water safety in the home.
- Municipal water is disinfected at the water treatment plant but what happens if contamination occurs in the distribution before that disinfected water reaches the private home? Municipal infrastructure is aging, and water main breaks and leaks are becoming more common. If water can get out of those pipes, contaminants can get in.
- Boil Water Advisory worries can be a thing of the past when a UV system is installed, regardless of where the water comes from.

Part of a Complete Water Treatment Solution

One way to get the customer thinking about UV is to package it as part of a complete water treatment solution. Combined with filtration and a water softener, UV provides that extra layer of protection, to ensure water is safe from microbiological contaminants. By only offering pieces of a complete water treatment solution, you may not be offering the customer what they truly need – and you could be leaving money on the table.

About VIQUA

VIQUA is proud to be the world's largest supplier of residential and light commercial UV water disinfection systems, providing safe water without the use of chemicals. Whether you choose a point-of-entry or a point-of-use system, your VIQUA UV system will disinfect your drinking water, keeping you and your family safe from microbiological contaminants.

Our promise is clear: simply safe water.
For more information, visit www.viqua.com.

