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# THE AERATOR

quaMaster's Quarterly Newsletter

## AQUAMASTER® OFFERS NEW DIRECT MAIL PROGRAM!

With the economic challenges the world is facing today, it is extremely important to stay in front of your customer. Marketing is a key tool available to assist in that process. AquaMaster is continually looking for ways to help our distributors be successful. We offer catalogs and brochures, we loan tradeshow displays, our website is designed to be a useful resource and now, we are even offering a new direct mail program.



DESIGN AND  
FLEXIBILITY AT  
ITS BEST.  
DEMANDED BY  
YOU.  
MASTERED BY  
US.



The new program is available immediately and is open to all of our distributors and dealers. Created to help you promote your company, this mail piece is completely editable. You can upload your logo, address and even create your own message. After all the corrections are complete, you simply upload your recipient mailing list and proceed to the checkout. The cost is .41 cents per piece domestically and that includes the stamp. **\*\*Visa or MasterCard are required.** The program is designed for domestic mailings but can be customized for international if needed on a case by case basis.

To use this program visit <http://aquamaster.safeordering.com>, register and you are on your way. You can also link onto this site by visiting [aquamasterfountains.com](http://aquamasterfountains.com) and the link will be available on the resources page.

For more information contact June Cleveringa in the marketing department at 800-693-3144 or 920-693-2468. Thank you for making AquaMaster® your supplier of Fountains, Aerators and MasterClear Natural Microbial Products. We appreciate your business!

## EMPLOYEE SPOTLIGHT



AquaMaster® is a firm believer in giving credit where credit is due. We know our employees are what makes us so successful. Recently three employees were presented with gifts for their continued dedication and service of employment.

Pictured are Mike Grunwald, Engineering 15 years, John Ott, Manufacturing 10 years and Tracey Wasmer, Electrical 10 years. We salute these employees for their years of commitment and assistance in making AquaMaster the industry leader.

In the end, all business operations can be reduced to three words; people, product and profits. Unless you've got a good team, you can't do much with the other two.  
- Lee Iacocca

### AquaMaster® In Print




We think it is important for our products to be known all over the world. For that reason, we diversify our advertising in several issues of magazines throughout the year.


View our 2009 advertising placements in the following publications.

- BuilderNews
- Developer
- Golf Course Industry
- GreenMaster
- Green Source
- Irrigation and Green Industry
- NAHB Land Development
- Landscape Architect and Specifier News
- Landscape Architects – Canada
- Landscape Architecture
- Landscape Contractor
- Lawn and Landscape
- Storm Water
- Sustainable Land Development Today
- Turf and Recreation Canada
- Arab Construction World
- Arab Water World
- Golf Business Asia
- Irrigazette
- Gulf Agriculture
- The Trades
- Lawn and Landscape Online
- NRPA Online
- And many, many more!!!


STYLE. DESIGN. RELIABILITY.  
**Demanded by You. Mastered by Us.**

AquaMaster® the Industry Leader for quality and dependable Fountains, Aerators and MasterClear Natural Microbial Products.




MASTER THE POWER AND BEAUTY OF WATER



1.800.693.3144

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## WHAT MAKES AQUAMASTER® STAND OUT?

Distributors always ask, what makes AquaMaster different. How can I tell my customers that AquaMaster is the premier fountain and aerator company? We have compiled a list of reasons below. Of course, we know there are so many more that can be used. Feel free to share your AquaMaster Advantage stories with us.

- AquaMaster has been in business since 1952 – *Wow, now that's a statement!*
- Industry Leader with equipment in over 44 different countries – *And still counting!*
- Extensive product line to fit your water quality needs – *Really, just look at the catalog.*
- Quality warranties – *See list below.*
- Competitively price – *Just check, you'll see.*
- Complete component cUL and UL Listing – *Not many can say that.*
- Stainless steel for extended corrosion resistance – *Made to last!*
- Oil cooled motors for increased longevity – *Think about the type of water we are preventing from getting into the internal system.*
- Assembly made easy – *We are looking out for you!*
- Accessories – *If you need it, we probably have it. Just ask.*
- Research and Development – *We never stop. New, Existing, Custom, the product line just keeps on growing.*
- Full service support and representation – *Our team is ready to help you!*
- On-site field support available – *Just in case...*
- Exceptional Lead Times – *Turnaround is approx. 3 – 5 days. Wow!*

### Quality Warranties

- Masters Series® - 1 to 5 HP; 5 years, ½, 7.5 and 10 HP; 3 years
- Classic Series – 1 to 5 HP; 3 years, ½ HP; 2 years
- Celestial Fountains® - 10 to 25 HP; 3 years
- Fixed Base Fountains - 1 to 5 HP; 5 years, ½ HP 3 years
- Volcano II and Hydromax – 1.5 to 5.5 HP; 5 years, ½ HP 3 years
- AquaAir™ - Compressor & Cooling Fan; 2 years
- AquaAir™ - Diffuser, Tubing, Cabinet; 5 years
- Oxymax® & Ultimax® - 1 to 5 HP; 3 years, ½ HP; 2 years
- Night Glow Lighting – 3 years (lamps have no warranty)
- Control Panel – 1 year

## WISCONSIN ICE SCULPTURE

Winter has created a beautiful sculpture at one of Aquatic Biologist's install sites. "Customers of the dental office where this is located have been submitting names for the sculpture" says Regional Sales Manager Jeff Suttner. "We were notified in an email of the winter wonder. "



"I thought that you might like to see what a 3.5 HP Masters Series® Biscayne fountain looks like after running 24/7 for two months in one of the coldest, snowiest winters in History", Brian Schaefer said. "When the lights are on at night, the whole thing lights up like a UFO".

### We want your email address

We want to keep you informed of any updates at AquaMaster. Please send us your email contact information by emailing us at [info@aquamasterfountains.com](mailto:info@aquamasterfountains.com)

## TESTIMONIALS...

Chuck Swaggert of Dulcet Fountains emailed Jerry Goldberg, our Vice President of Corporate Sales, to express his excitement with his new Masters Series® fountain. Chuck stated that he had been working on a site with very low water and had recently been able to install the 5 HP Crystal Geyser. He was amazed the following day to see the volume of water that was flowing. "I'm sold. This is the best looking 5 HP I have ever seen," said Swaggert, "and the 5 year warranty makes it all the better. "

If you have a story you would like us to share with our readers please email [theareator@aquamasterfountains.com](mailto:theareator@aquamasterfountains.com).