



July 2009

better water. pure and simple.™

Facts about our water:

Today, 1.1 billion people-one in six-do not have access to a safe and adequate water supply. This number could increase to 2.3 billion by 2025. Of all the water on earth, 97.5% is salt water. Freshwater accounts for only 2.5% of the earth's water, and only a small fraction is available for human use. Some 70% is frozen in the polar icecaps and the other 30% is mostly present as soil moisture or lies in underground aquifers. In the end, less than 1% of the world's fresh water (or about 0.007% of all water on earth) is readily assessable in lakes, rivers, reservoirs, and in underground sources shallow enough to be tapped at affordable cost. In other words, if all the earth's water fit in a gallon jug, available fresh water would equal just over a tablespoon. (World Health Organization)

Did you know that in the United States, the average person uses 100-176 gallons of water at home each day? In comparison, the average family in Africa uses only about 5 gallons of water each day. We must start now conserving our most precious resource: water, so that our future generation will have water to sustain a normal healthy life style. (Water is the true nectar of life.)

In our water there is a potpourri of minerals: iron, calcium, magnesium & barium. And chemicals: arsenic, lead & nitrates. In light of all the things that are found in water and the need to be removed, and still conserve our valuable water supply, the average consumer must thoroughly investigate the right piece of equipment for their specific problem. We at Culligan believe in water conservation and protecting our most precious resource, water! That is why Culligan offers some of the most state of the art, water conserving equipment on the planet. We at Culligan offer a no obligation in home water test. These tests are normally performed for nuisance contaminates such as hardness, ph, iron, manganese, sulfur, and total dissolved solids. A common question: Does this water quality require whole house or only single-tap treatment? Most nuisance problems such as iron, manganese, hardness, ph, and odor, suggest whole house or point-of-entry solutions. Some contaminants that effect health, such as nitrate and lead, are a concern only in water used for drinking or cooking, so point-of-use equipment at a separate tap that treats a few gallons daily is adequate. Other contaminants such as bacteria and some organic contaminants will require point-of-entry equipment to prevent exposure during bathing or other water uses. Call your local Vetter's Culligan office today for your in home test to see if you are consuming the best quality water available and at the same time not wasting water on equipment that is not a true (water conserving) piece of equipment! If your water equipment is over 12 years old, you could be throwing hundreds of gallons of water down the drain each month. Call your local Culligan office today for an evaluation of your equipment at no charge. Remember: Every gallon of water we save today, will mean a gallon of water for our future generations.

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Culligan Equipment Specials for July will be as follows:

Buy a Gold plus Solution whole house system and save \$250.00. (A true salt and water saver)

Buy a Gold Smart plus Solution whole house system and save \$350.00 (A true green system)

Take \$100 off the price of a single purchase of our water saving equipment.

Drinking your daily amount of water is only as good as the water you are consuming. If you are making an effort to be healthy, make sure your water is too.

Bottle Water Special for July*:

3 free 5 gallon bottles

3 free cases of 10_{oz} bottle water

1 year contract, 3 bottle minimum delivery*

New Purelocktm Bagged Water Special*:

1 free converter kit

1 free wire rack to store bags

2 free cases of 10_{oz} bottle water

5 free 3 gallon purelock™ bags of water

1 year contract, 5 bag minimum delivery*

Please contact your local Vetter's Culligan Dealer for details and information on any of our July Specials:

Culligan of Maquoketa 1-800-245-5107

Culligan of the Quad Cities 1-800-383-6088

Culligan of Washington 1-800-642-6344

Culligan of Burlington 1-800-798-5741

Culligan of Clinton 1-800-321-7638

Culligan of Coralville 1-888-466-9335

The newsletter, specials, and coupons can now be downloaded at www.vettersculliganwater.com

Any Ideas for future articles or questions? Please contact:

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*New Customers Only