



get genuine



## We're All Accountable

Homeowners trust us to provide them with a safe, effective water disinfection system. We're the experts, and it's up to us to educate them on the importance of using only genuine VIQUA replacement lamps with their VIQUA UV disinfection systems.

UV lamps need to be replaced annually to ensure proper disinfection. By letting your customers know how important it is to install genuine VIQUA lamps, you'll not only be helping to ensure proper system performance and efficiency, but you'll be positioning yourself for increased and repeated lamp sales.

### Build stronger customer relationships

Not only will selling genuine VIQUA lamps increase your revenue, it will also solidify your relationships with your customers. By explaining the importance of genuine parts and continually sharing product knowledge, you are proving that you are much more than just a product supplier – you're a subject matter expert they can count on to help keep them and their families safe.

We need to make sure customers are aware of the many problems associated with using non-genuine lamps. Each and every component of a VIQUA system has been engineered through extensive research and development to be part of an overall, fully-certified system that operates safely and efficiently over its entire lifetime.

### Not all lamps are created equal.

While a non-genuine lamp may fit in a VIQUA system, its performance or safety simply can't be guaranteed. In order for a VIQUA system to continue to provide its designated level of disinfection and to maintain its certification, a genuine VIQUA lamp must be used.

### So, what's the difference?

We've conducted tests on non-genuine lamps to see how they could affect VIQUA systems. Some of our findings follow.



#### If a non-genuine lamp is used:

- NSF 55 and UL/CE certification become void.
- System performance may be compromised and failures could occur.
- Water may not be disinfected properly.

Finding	Adverse effects
Improper pin alignment	A bad fit between the base and socket could cause lamp to break, overheat, or fail.
Soft glass lamp	Soft glass has poor long-term UV transmission characteristics. VIQUA lamps are made of high-purity, fused quartz.
Lamp wrong length	May not fit in the sleeve or achieve a proper seal. This could prevent the unit from closing, which is a safety risk. Could affect disinfection.
Incorrect wiring	Lamps will not light. Can cause damage to the electronic controller.
Inconsistent filament heights	This results in unpredictable UV output and disinfection performance.
Lamp structure not perpendicular to the base	The lamp and/or sleeve could break.

## // Replacement Lamp



### Making it an easy sell

The features and benefits of genuine VIQUA lamps, and avoiding the problems associated with non-genuine lamps, will help your customers see the true value in using only genuine lamps.

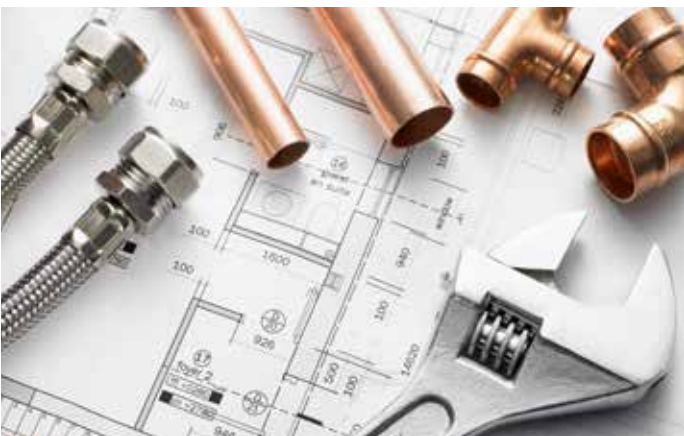
**Fully Certified:** VIQUA UV system certifications are only valid when VIQUA-supplied lamps form part of the system.

**Warranty:** VIQUA genuine lamps come with a comprehensive, one-year replacement warranty. Using a genuine VIQUA lamp ensures the warranties and certifications on all other system components stay intact, too.

**Third-party validation:** VIQUA genuine lamps have undergone thorough performance testing and meet the certification and validation standards of leading governing bodies.

**Long-life coating:** VIQUA lamps have a proprietary coating for stability, longer life, increased efficiency, and higher UV output over the life of the lamp.

**Environmentally-friendly:** VIQUA genuine lamps (with the exception of some special application lamps) contain nearly 70% less mercury than some non-VIQUA lamps.



### When only the best will do

With more than 35 years in the residential water treatment market, VIQUA has built a strong reputation for quality products. Our systems and lamps are designed on a solid foundation of research and development. Genuine VIQUA lamps have gone through rigorous performance testing and meet the certification and validation standards of the industry's leading governing bodies.

When you sell genuine lamps, you are doing your part to ensure your customers' safety. Using genuine VIQUA lamps will be ensuring the certification, disinfection, warranty, and performance of their systems.

### VIQUA support

We are committed to ensuring your experience with our products exceeds your expectations. Our UV disinfection systems are manufactured to the highest quality standards and are backed by a comprehensive warranty.

We offer an in-stock guarantee to help you keep up with demand for VIQUA replacement lamps. We'll give you the tools and knowledge to grow your business with lamp sales. In-store displays and brochures can help you explain to your customers the benefits of genuine lamps and the importance of annual change-outs, and how to register for our lamp replacement reminder program.

### Now's the time to Get Genuine

Contact us today for the tools to help you promote and sell genuine VIQUA lamps. Call 1.800.265.7246 or visit [viqua.com](http://viqua.com).



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