

Keeping Your Company Afloat



Once again I have the opportunity to take a good look at companies in the industry and receive a clear picture of all of the changes and consolidation that have taken place throughout the past year. Once I receive information direct from companies—for the first time this year via WaterInfoCenter.com—I am able to compile this golden list of consolidation, start-ups and contact information changes to offer you, our readers, a buoy in the sea of water treatment companies.

During the past year, our industry has seen plenty of brand names that were purchased and consolidations that occurred. Stretching as far back as last year's Buyer's Guide (August 2000), The Marmon Group announced its purchase of Alamo Water Refiners, Inc., in San Antonio, Texas, which created an even more complete water treatment giant. Since then, there have been several consolidations such as Crane Environmental's acquisition of Florida-based Force Filtration Systems and Sparkling Spring Water Holdings, Ltd.'s acquisition of Pure Water Corp. and Polaris Water Co., Inc., all of which have followed suit. In addition, Underwriters Laboratories, Inc. acquired Environmental Health Laboratories back in April as a new division to provide a wide range of services and strengthen collective water quality efforts. More recently was the announcement of Sunroc Corp.'s purchase of CORDLEY/Temprite bottled water cooler division, which strengthened Sunroc's product range.

Consolidation is certainly not new to the water treatment industry. In fact, each of these companies has strategically bought companies that will add to their "total solution." These businesses are finding unique partnership opportunities as well as acquisitions that fit their needs.

Amidst all of these company changes were the regulation/standards changes that provided such a challenge to keep up with the pace of the industry. Arsenic, of course, this year has been at the forefront of many discussions and debates. While the U.S. Environmental Protection Agency took much criticism from both sides, it continues to push forward to bring the industry a revised rule in 2002.

This year, we are providing a brief overview of regulations that have taken effect in the past year as well as providing a preview of what to watch for in the year to come. On page 7, *WQP* provides a look into government actions that have affected or will affect the water treatment market.

The following pages also bring you association, product and supplier listings for the water treatment industry. All of this information in one source gives you the power to stay afloat in the sometimes volatile market.

Welcome to the water treatment industry.

Wendi

Wendi Hope King
wqpeditor@sgcmail.com

If your company is not listed, please visit WaterInfoCenter.com to add/update your listing.

WATER QUALITY PRODUCTS

Scranton Gillette Communications, Inc.
380 E. Northwest Highway, Suite 200, Des Plaines, IL 60016-2282
Telephone 847/298-6622 FAX 847/390-0408

EDITORIAL STAFF

wqpeditor@sgcmail.com

Wendi Hope King Editor
wking@sgcmail.com

Dan Soltis Associate Editor
dsoltis@sgcmail.com

Natalie W. Ferguson Copy Editor

Sean Ferguson Editorial Assistant

MANAGEMENT

Ken Hughes Group Publisher
khughes@sgcmail.com

Adrienne Miller Sales/Marketing Associate
amiller@sgcmail.com

ADVERTISING SALES

National Sales Office

Scranton Gillette Communications, Inc.
380 E. Northwest Hwy, #200, Des Plaines, IL 60016-2282
Telephone 847/298-6622 FAX 847/390-0408

Don Heidkamp National Sales Manager
dheidkamp@sgcmail.com 847-391-1047

Pat Barrett Regional Sales Manager
pbarrett@sgcmail.com 847-391-1051

Donna Aly Classified Ad Sales Manager
sgclass@aol.com 480-941-0510, ext. 13

ADVERTISING ORDERS

ads@sgcmail.com

Erica Rivera Traffic Coordinator
erivera@sgcmail.com

MAGAZINE PRODUCTION

sgcproduction@sgcmail.com

Scott Figi Production Manager
sfigi@sgcmail.com

INTERACTIVE MEDIA GROUP — INTERNET

Hal Gillette Group Publisher
hgillette@sgcmail.com

Eva Bakken Internet Sales Manager
ebakken@sgcmail.com

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