

Innovative Products, Marketing Plans Round Out Year



I would like to wrap up 2002 with the ultimate name of the game: products. The industry is constantly searching for that next innovative product that will bring in business and solve consumers' specific concerns. Manufacturers want to display and explain their products, and distributors and dealers want to know as much as possible about which ones are available.

Since *Water Quality Products'* inception, it has proven itself to be the number-one spot to go to for products, both new and updated. We work hard to get our hands on the most innovative and in-demand products available to the marketplace—whether they be from the small entrepreneurs or the large manufacturers. Products ranging from bottled water to POU/POE systems to high-purity industrial products can be found every month all throughout the magazine.

This month, in addition to our regular cover, New Product Showcase, highlights and product sections, page 20 holds the 2003 New Product Showcase Review, which features the top 20 products that were exhibited in the New Product Showcase throughout the year. These are the products that were most requested by our readers. There is a wide variety of products to help you do your job. Distributors and dealers should check out this section to see if they missed any of these essential products.

As we head into the new year, we all are making projections for marketing and budgets. Now is the time to put your efforts where they really will make a difference—in product promotion to the marketplace. With any new product emerging into the industry, a marketing campaign is critical to reaching your target market. "Launching a New Product" on page 27 proposes tips on how to strategically plan and administer your product launch.

Every month I am inundated with product releases, which challenges me with getting as much product information out to our readers as possible. But don't let that make you shy away. I extend an open invitation to the industry to send me your new and updated products throughout the year. With the spirit of the holidays in the air, I would like to take this chance to thank everyone who made a contribution to this year's issues. I truly look forward to seeing more high-quality products in 2003. Remember, if you don't send it in, it won't be seen.

Happy Holidays,

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