By Daniel Harbeck, Get Distilled

About the Author
Daniel Harbeck is the operations manager for Get Distilled, a Durastill distributor specializing in steam-distilled water, machines and accessories in Mukilteo, Wash.

Developing Your Distillation Business

Education Is Everything When Promoting Your Business

Daniel Harbeck, the operations manager for Get Distilled, a Durastill distributor that sells steam-distilled water, machines and accessories in Mukilteo, Wash., shares his story on how he became involved in the water treatment industry and how he uses his time to educate consumers.

If water could talk, would we take the time to listen? Since it surrounds us daily, many of us take for granted the rain on our windshield or the glass full on our nightstand. We are blessed with a water evolution cycle that often is taken for granted by some and not understood by others. It is this evolution cycle that enables us in global terms to use the same water our forefathers did.

If water could talk, the speech would be full of topics from lessons in history. There would be missing facts to many of life's mysteries and the realization that water is the most important molecule on our Earth. Since staying alive, keeping life in balance and maintaining a healthy body into our "golden years" seems to be a worldwide focus, it seems only natural for one to migrate toward those items in life that will enhance his journey.

Most people still get their water from the household faucets. It comes to us from lakes, rivers, streams and wells. Most goes through the local water treatment plant, but many pollutants and waterborne diseases still are in the finished product and, therefore, in your food and beverages.

Inspiring Technology

I first really learned about distillation technology while vacationing in Arizona. John Bevel, the local Durastill representative, was demonstrating a small in-home unit. He explained the benefits of steam distillation and began sharing samples of the product. A byproduct of the process Bevel was demonstrating was drained from the boiling chamber of the distiller. A thick, mucky, white accumulation of nature's inorganic minerals filled the bucket. I was intrigued by this observation, and many questions came to my mind. I made a decision to educate myself on these matters. Passing that knowledge on to others became my goal.

Like many others, I had dabbled in various counter-top, in-line and manual fill filters over the years, trying to avoid the side effects of fluoride and chlorine found in my local municipal supply. My early perception to steam distilled water was limited for use in the clothes iron or car battery. If needed, it could be found on the lower shelf at the local drug store.

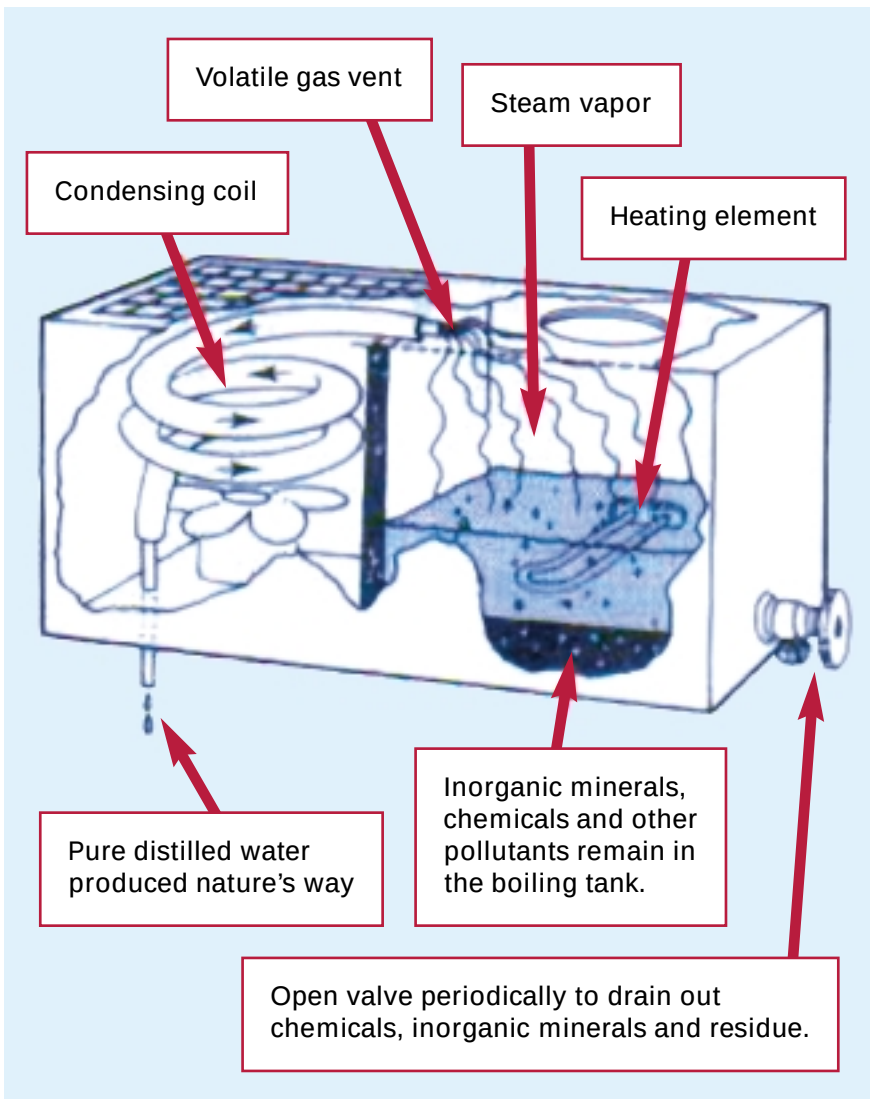
With a background in emergency medical services for 25 years, I began to put the pieces of this water mystery puzzle together. How many patients had I seen over the years with numerous medical problems that were related to a build-up of inorganic minerals within their bodies?

Some very important materials helped to educate me on the importance of high-quality water and distillation. (See "Recommended Reading.")

Satisfied that I had absorbed a significant amount of knowledge from these references, I discovered the importance of teaching people about high-quality water. In addition, the ability to share necessary information to the general public became surprisingly easy.

Quick Tutorial

For those not familiar with the distillation procedure, here is a brief explanation. Water from any source enters a partially closed tank. An electric heating element inside the tank boils the water, creating steam. The steam rises, leaving



Recommended Reading

Harbeck recommends these books for further education.

- In his book, *The Choice Is Clear*, Dr. Allen E. Banik discusses longevity from the Hunza people in the Himalayas and other issues revoloving around the inorganic minerals found in tap water.
- Drs. Paul and Patricia Bragg offer insights on the safest water to drink and why in their book, *Water—The Shocking Truth*.
- Joe Letorney, Jr., CWS-V, offers information on helping to clear up the misconceptions and current day controversies that shroud distilled water in his book, *Blowing the Lid Off Distilled Water Myths*.
- *Prescription for Nutritional Healing*, by Drs. Phyllis and James Balch, is an introduction to various types of water from a doctor's perspective.
- Dr. F. Batmanghelidj explains in detail how chronic dehydration is the main cause of many painful degeneraative diseases in *Your Body's Many Cries for Water*.
- *Fit for Life II: Living Health*, by Harvey and Marilyn Diamond, offers lessons and shared viewpoints regarding water in chapter seven, Water.

behind bacteria killed in the boiling process as well as chemicals, inorganic minerals and harmful pollutants from the water source. The steam moves into the condenser coil where it is cooled by a small fan. The now cooled stainless steel coil system converts the steam vapor back into pure water. The water passes through a carbon filter to catch any other chemicals that were not dissipated from a volatile gas vent located at the beginning of the coil. The water then is collected for use.

There are clear advantages to distillation. Distilled water easily and efficiently removes toxic chemicals, heavy metals, bacteria, viruses, parasites such as *Cryptosporidium* and other contaminants that are harmful to your health. It does not rely on filters that can fail, letting contaminates pass through into the treated water. Distillers do not require a complicated disinfecting process when used on water to get rid of bacteria. Use of distillation allows your customers to produce their own water to assure they have control over the finished product—unlike buying bottled water.

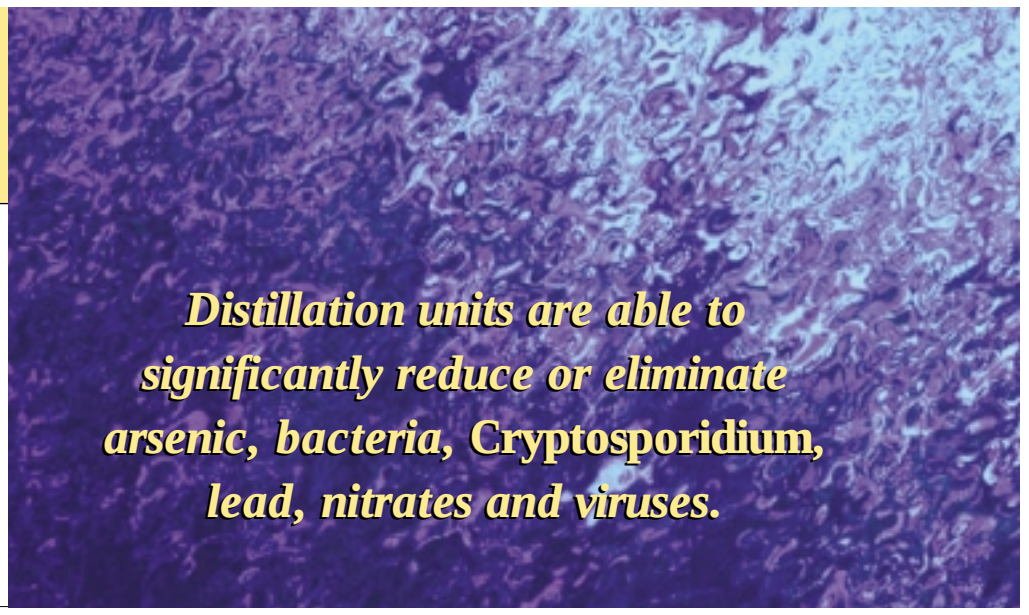
Business Beginnings

I purchased a Durastill unit and began my own experiments. Equipped with baby food jars filled with dried inorganic minerals of multiple colors and the liquid remains drained from the boiling chamber, I set out to share my wares.

This graphic spectacle was enough of a reality check to show folks what they really are drinking when it came to consuming tap water. Displays of distillers at local businesses, the state fair and advertising began to show encouraging results. Discussions for civic groups, classrooms and health centers soon began to fill my calendar. I began to see that families that had selected steam-distilled water were going to use it for life.

There certainly are occasions where I am bombarded by the stoic well water owner or artesian spring water consumer who doesn't believe the samples of gunk in the jars are for real. In those instances, a well-planned demonstration will be necessary. Utilize such techniques as suggesting they place their water on a mirror and letting it evaporate or showing them the spots left over after washing their cars. Each is an excellent way to show them your product is needed.

Over time, inorganic accumulations can develop in different parts of our bodies, creating future havoc to our well-being. Being aware and proactive on health issues at any age will pay dividends physically, financially, mentally and emotionally as life progresses.



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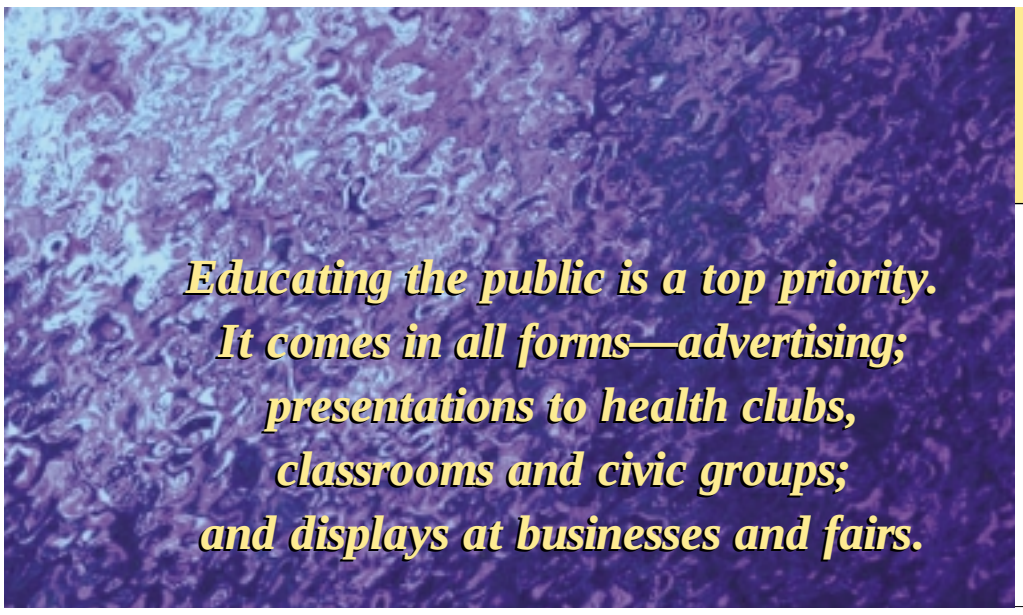

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Believing in your product will go a long way for your business as well. It is my opinion that utilizing steam-distilled water from any manufacturer's unit or in bottled form for cooking, drinking, etc., will be beneficial to any consumer. People obsess with what they look like on the outside. Shouldn't your clients be concerned with what they look like on the inside as well?

The result of ingesting inorganic minerals that a distillation unit can eliminate is an accumulation of debris in our bodies. The most common mineral in groundwater is calcium carbonate (lime)—a key ingredient in concrete and cement. Ever see a large stalagmite or stalactite in a limestone cavern? Then you can visualize how this hard rock forms, one drop at a time in a cave—or in the inside of your arteries, joints or in the form of a kidney stone.

Try this: Pour water from your customer's faucet into a pan. Put that pan of water in the sun and let it evaporate. If you are in a hurry, boil it. Either way, once the water has evaporated, he will find a solid coating of mineral deposits on the side and bottom of the pan. These are the same deposits left in your arteries and the rest of your body. Of course, then you can explain how your technology works and that distillation units are able to significantly reduce or eliminate such things as arsenic, bacteria, *Cryptosporidium*, lead, nitrates and viruses.

Proven Results

Take your proven results / success stories and share them with your customers. Hearing success stories has been both rewarding and a good selling tool. For example, a local radiator shop began purchasing water for use in car radiators. Its supplier would not stand behind the warranty if distilled water was not used because it required water that had no minerals left to clog the system. Other customers can include chemotherapy patients with compromised immune systems, people with allergies to fluoride or chlorine or households with plumbing tastes and odors.

I encourage business owners to do your own experimenting with distillation, gain success stories and then spread the word of your positive results. WQP

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Adrienne Miller
380 E. Northwest Hwy.
Suite 200
Des Plaines, IL 60016
847-391-1036
Fax: 847-390-0408
amiller@sgcmail.com