

Aquafacts No. 1

Getting to know Aqua-Nouveau

Aqua-Nouveau has always believed in offering more to its customers. Going the extra mile costs us nothing but it's a way of doing business that we believe is very important to our customers. It has helped create our reputation. Right from the start care and attention is a top priority for us and this is reflected in the operational techniques of our family run firm. Several of our customers have said we have a special 'x' factor. If this is true then we hope this introduction, to our company, gives the right credibility to the products and services that you are looking for.

Aqua-Nouveau Limited was formed in late 1987 through a management buy out in the water softening industry. The company became established in a 418.5 sq m (4500 sq ft) factory and showroom, in Basingstoke, in March 1988. During the 90's Aqua-Nouveau became one of the largest independent specialist of residential water treatment in the Thames Valley offering a wide range of water softeners, filters, purifiers and treatments for private water supplies. We service most makes of equipment and provide a full installation package. We are assisted by our sister company, Aquafactors Direct Limited, which supplies the necessary components and fittings. The combined operation enables pricing to be very competitive. By using our own personnel, wherever possible, the quality of workmanship, in the home, as elsewhere, is maintained at a constantly high level.

Aqua-Nouveau provides a number of 'pre' and 'post-care' services. A home visit is of paramount importance when buying a product such as a water softener and the company prides itself in the quality of its advisory staff and soft sell policy. Products are fully supported including a nationwide drinking water filter cartridge replacement service. We also deliver water softener salt (granular, tablet & block) through



The Aqua-Nouveau's trailer will exhibit at a number of shows, retail parks and supermarket car parks during the year (telephone for details of promotional venues or refer to our web site for an up to date list).



KINETICO exhibits every year at The Daily Mail, Ideal Home Show, Earls Court, London.

our Salt To Your Door operation. Over 25 tonne of salt is delivered to homes and businesses throughout the area every month.

Aqua-Nouveau has a strong marketing profile. We can be seen at various shows and promotions with our mobile exhibition trailer, as well as in town centre malls and precincts. We can be found in all four local *Yellow Pages*. Much business results from personal recommendation. On the literature front Aqua-Nouveau has published supportive 'Aquafacts' sheets. These cover virtually every aspect of in-home water quality and have received much critical acclaim. This information, with our sales leaflets, can now be found on our web site. This again has proven a very good reference point for prospective customers seeking unbiased information and product guidance.

Aqua-Nouveau has a long association with the best known name in residential water treatment - **KINETICO**. The UK operation changed ownership in May 2001 and Aqua-Nouveau's position was elevated to become the main dealership for the Thames Valley.

The **KINETICO** concept of non-electric water quality systems has turned the 30-year-old family business, based in Ohio, USA, into a worldwide organisation operating in 100 countries. They have a reputation second to none. They too have the 'x' factor in abundance.

The association with KINETICO has given Aqua-Nouveau access to unique technological advances in the industry and a wider range of products than ever before. KINETICO's latest domestic water softener, the 2020c, is a remarkable appliance and has made a big impact in the market place. In 2005, the unique 2020c design was incorporated into renal dialysis machines of two of the world's largest manufacturers of renal dialysis equipment.

In the field of drinking water KINETICO have patents on systems not yet available from any other company.

In 2004 KINETICO introduced a new bio pure drinking water

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The KINETICO K5 reverse osmosis drinking water system



Kinetico
home water systems

system designed for immune compromised patients requiring specific dietary needs in hospitals, clinics and in the home. No other company is marketing this kind of product.

Training, technical innovation, new products and a continuing advertising and PR campaign are at the forefront of KINETICO's ongoing dealership program. In 2009 KINETICO introduced KUDOS (KINETICO University - Delivering on Success), an in-house university training program to keep dealers up to date in all aspects of the technical and marketing implications of their businesses. Aqua-Nouveau is using this experiences as an important tool in developing the way the company operates and works with its customers in the future. As part of this Aqua-Nouveau has a showroom, in Basingstoke, which promotes the full KINETICO product range installed in typical kitchen surroundings.



KINETICO UNIVERSITY



Aqua-Nouveau's showroom in Basingstoke

If you like the sound of all this then hopefully the 'added value' concept will be important to you. We thank you for your interest in our products and look forward to you becoming one of our customers. Please contact us for further information or refer to our web site at:

www.aqua-nouveau.co.uk



Aqua-Nouveau supply a wide range of equipment from softeners to providing equipment for private water supplies. We install with our own engineers.

Some of our customers

Alresford Salads, *Alresford*
 Arkle Lodge Nursing Home, *Overton*
 Aspects of Fitness Centre, *Basingstoke*
 Basingstoke & Deane District Council
 Basingstoke Rugby Club
 Basingstoke Technical College
 Basing, Tadley & Whitchurch Police Stations
 Basingstoke Gazette Newspaper Group
 Beehive Manor - B&B, *Maidenhead*
 Bells Potter - Solicitors, *Farnham*
 Bracknell & Wokingham College, *Bracknell*
 Bracknell Town Council
 Burghfield Sailing Club, *Reading*
 Cabi Bioscience, *Ascot*
 Clipso - The Barber Shop, *Maidenhead*
 Dummer Golf Club, *Dummer*
 Elkay Laboratories, *Basingstoke*
 First Commercial Bank, *London*
 Knight Frank, *Sunninghill*
 General Motors (GMAC RFC), *Bracknell*
 Halifax Property Services, *Basingstoke*
 Hambro Countryside Security, *Basingstoke*
 Hamptons International, *Maidenhead*
 Hartley Wintney Cricket Club
 Holmes & Marchant International, *Marlow*
 Integralis Limited, *Reading*
 ITW, *Reading*
 Phoenix Dry Cleaners, *Camberley*
 Pilkington Glass, *Basingstoke*
 Prudential Portfolio, *Basingstoke*
 Qinetiq, *Farnborough*
 The Queens Inn, *Dummer*
 The Red Lion Hotel, *Basingstoke*
 The Royal Oak, *Wrecclesham*
 Rosemary Simmons Memorial Housing Association -
 Blythe House, *Bracknell*
 Royal Ascot Golf Club
 Scarlet Couriers, *Bracknell & Slough*
 J Stoppe & Son - Bakery, *Egham*
 Snamprogetti Limited, *Basingstoke*
 St Michael's Hospice, *Basingstoke*
 Tea Planters & Importers Limited, *Alresford*
 Tudor Dry Cleaners, *Farnborough*
 Thistle Hotels plc, *Basingstoke*
 University of Reading
 Winchester Photographic
 Winterthur Life, *Basingstoke*
 White Hart Inn, *Sherfield on Loddon*
 'Woodhurst South' residences, *Boulton Lock*
 Woodlands Park Royal British Legion Club, *Maidenhead*