



Greetings from a Place where Water is All We Think About

... and welcome to learning more about
the Kinetico International Sales Division



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From the Management

Dear Valued Customer,

First, we would like to acknowledge the efforts made by all our collaborators and customers world-wide. We always strive to do our upper best internally at Kinetico - and it is a great honour to witness the efforts and progress all of you have done around the world. This development is evident when looking back at the first quarter of 2017.

At Kinetico, we know that all of you are essential in providing the best quality water to all markets - residential, HoReCa and industrial, just to name a few. Our aim is to give you unsurpassed support and product development - ensuring continues growth.

Our release of the Premier Compact is one step on this important path of rethinking and improving already successful solutions - guaranteeing the best water treatment for generations to come.

I hope you will enjoy this newsletter where you will find an interview with a long-term and valued customer, a new section called "Did you know?" - where you can learn some more about Kinetico, our earlier and future presence at trade shows and finally some exiting internal news ensuring we show "A passion to improve lives through better water".

Best regards,

Hadi Mattisen & the entire
Kinetico Team

A handwritten signature in black ink, appearing to read "Hadi Mattisen", written over a light blue background.

Customer Interview



We at Kinetico are proud of our customers and collaborators. Therefore, we always welcome their contributions and ideas. This time we will travel to Malaysia and have 5 quick answers from Solartech, a customer since the 1990's.

Solartech began in the solar water heating field, hence the name. This meant water quality became very important to them due to how it affected their customers' usage.

Solartech discovered Kinetico and met Bill Prior, Kinetico co-founder, at the Amsterdam Aquatech 1996 and two years later, in 1998, begun distributorship of Kinetico in the Malaysian region.

5 Quick Questions to Solartech

Where is your focus in water treatment?

In Malaysia, the general standard of water is considered soft. We encounter far more instances of high sediment/turbidity water here. Therefore, Solartech focuses on water filtration to improve the water quality to our customers.

Do you remember your first Kinetico Sale?

It was a MACH Macrolite backwash filter and a K5 drinking water system. Interestingly it was a heart surgeon, who purchased the systems for his own home - a good sign that if a doctor is concerned about water quality for himself, perhaps so should our other fellow Malaysians!

What do you weight high in your choice of Kinetico solutions?

Kinetico's filtration solutions are particularly different from many others in that they are non-electric, fully automated, targeted filtration solutions and engineered from years of development.

How does Kinetico products fit this?

For us at Solartech this means that we have the best solution available for our customers' needs. Kinetico's control modules truly provide peace of mind by guaranteeing quality of water, automatically.

If you could choose ONE Kinetico product to be developed?

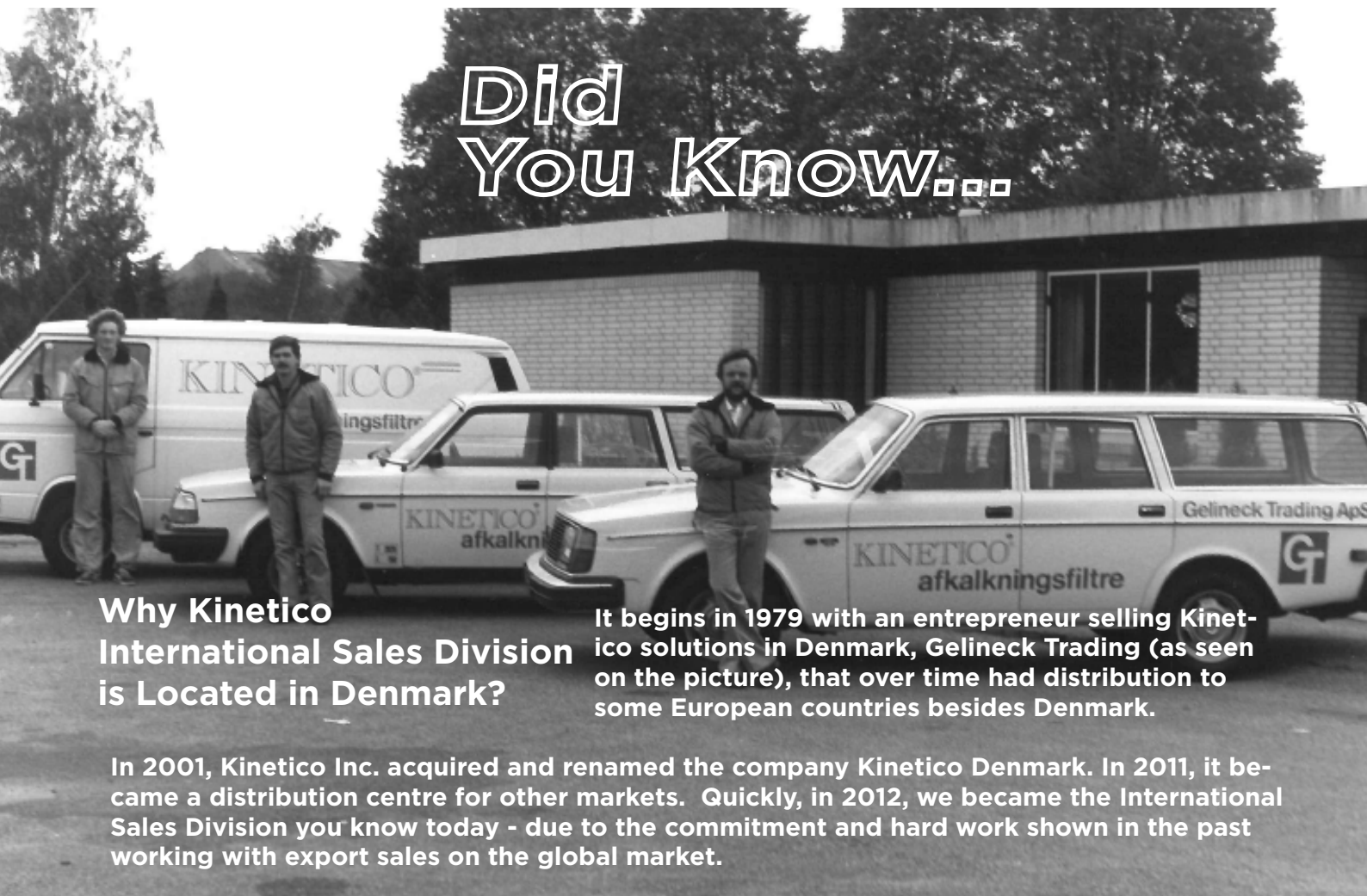
Aquafiltration is a field that we feel needs a Kinetico solution

Through our acquisition of Selecto, it will come soon!



Did You Know?

Did You Know...



Why Kinetico International Sales Division is Located in Denmark?

It begins in 1979 with an entrepreneur selling Kinetico solutions in Denmark, Gelineck Trading (as seen on the picture), that over time had distribution to some European countries besides Denmark.

In 2001, Kinetico Inc. acquired and renamed the company Kinetico Denmark. In 2011, it became a distribution centre for other markets. Quickly, in 2012, we became the International Sales Division you know today - due to the commitment and hard work shown in the past working with export sales on the global market.



Kinetico International
Product Catalogue



A passion for changing lives through better water solutions

The New Product Catalogue Is Out

Available in English & German

Contact us for PDF version
or possibilities for printed versions



The New
premier
COMPACT



part number:
16145

We Are Getting Ready for Aquatech Amsterdam 2017



For the third consecutive time, Kinetico will exhibit at Aquatech Amsterdam to showcase our best in class water solutions - and to give you the opportunity to meet our International Sales Team.

The preparations for Aquatech Amsterdam are well underway - creating the best setting to meet existing and potential new customers. Already, we can announce we have secured the same central location as in 2015, [stand 01.306](#).

We know the importance of meeting customers and other suppliers within the water industries at venues like Aquatech Amsterdam. Occasions like these are perfect for sharing knowledge, ideas and build relationships.

Besides displaying our current top water solutions within HoReCa, residential, commercial

and industrial, we will showcase a future addition to our Kinetico product line. The future expansion of our product portfolio is made possible by our recent acquisition of Selecto in the United States.

To learn more about our presence at Aquatech Amsterdam, the entire team at Kinetico International Sales Division welcomes any inquiries - and to contact us in advance, if you would like to have a meeting at the venue.

For more information, contact your sales responsible at Kinetico or office@kinetico.dk.



Kinetico International at WQA

Knowledge. Connections. Solutions.

The WQA Convention & Exposition is the most comprehensive and well-respected meeting for water treatment professionals in America.

Kinetico International Sales Division took this opportunity to meet up with our US colleagues to assist at the exhibition - but also to meet some of our global customers closer to their home markets.

Kinetico International Sales Division always strive to meet and develop our collaborators and ensure the best water technology is available world-wide.



A Solid Addition to the Customer Development Team



Our Customer Development Team welcomes Edina Adilovic as Sales Manager. Even though she is the new to the team, Kinetico water solutions are not foreign to her.

With Kinetico-experience at top level as Executive Administrator from the Newbury Headquarters in the United States, she knows her way around our water solutions on the global market.

Edina will be responsible for the support and development of existing global accounts, as well as the establishment of new accounts.

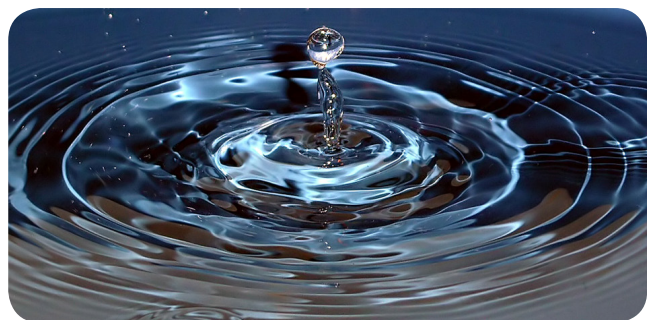
Her professional background as a cum laude graduate of John Carroll University with an independent study in Photojournalism and a Bachelor's degree in Communications have earned her many great experiences prior to coming to Kinetico. It includes jobs as a Staffing Consultant, with various of Fortune 500 companies, in addition to medium and small businesses as clients.

We welcome Edina to our team - ensuring further development of the global markets.

Ensuring Best Water World-Wide

With the expanding team, we show our commitment to ensure best quality water world-wide. Are there any opportunities in markets where Kinetico is not already present - then feel free to contact us!

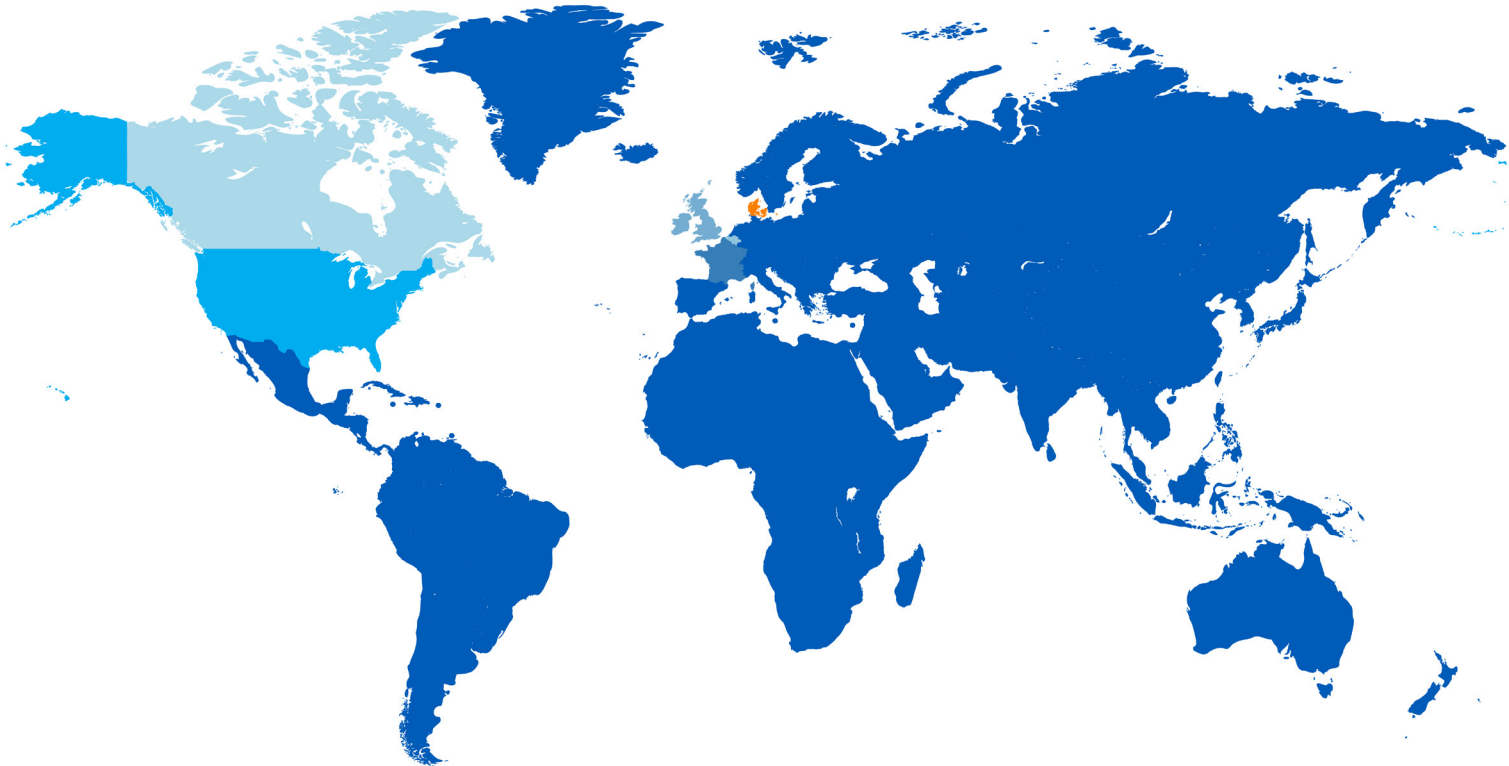
Kinetico water solutions are available in more than 100 countries around the world. We have close and trusted customers and collaborators in many of these countries - but some do not have a local distributor or any direct access at all.



It is our aim to ensure everyone can improve lives through better water. Do you see possibilities or know the right company to fulfil the dream of access to Kinetico in the entire world, feel free to contact us - no matter if it is Poland, Japan or possibilities in one or more African countries or alike - our competent International Sales Division Team always welcomes opportunities.



Kinetico Locations



- Kinetico Denmark & Germany.....Responsible for all areas marked in dark blue
- Kinetico Incorporated.....Responsible for the United States of America
- Kinetico Canada.....Responsible for Canada
- Kinetico France.....Responsible for France
- Kinetico Belgium.....Responsible for Belgium
- Kinetico UK.....Responsible for Great Britain and Ireland



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