

How Does Water Quality Affect Your Work?

HARD WATER



SCALE =

- Decreased Efficiency of Water Heater
- Reduced Life of Water Using Appliances
- Pressure Loss in Pipes & Fixtures

CHLORINE/CHLORAMINES

- Destroys Rubber Seals
- Leaks in Plumbing



Stop Money Leaking Down The Drain ...



Novo Product Solutions

- * High-Efficiency Water Softeners *
- * Whole-House Carbon Filters for both Chlorine or Chloramines Reduction *
- * Combination Systems *
- * Reverse Osmosis Drinking Water Systems *
- * Whole-House Problem Water Filtration (Iron, Manganese, Sediment, Tannins, Hydrogen Sulfide) *
- * Ultraviolet Disinfection *
- * Point-of-Use Filters *
- * Residential & Commercial Products *



www.cwg-elearn.com/Novo/

A Division of **Canature WaterGroup**

Add Significant Profit to Your Business. Register Today!
 Visit www.novowater.com
 or call us at 1-855-317-6364

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Water Conditioning Is A Big Opportunity To Improve Your Bottom Line!



Turn Opportunity Into Profit With A Program That Offers REAL Value!

Don't Let Your Customers Spend Good Money For Bad Results ...

...Fix The Water That Broke It!



As a Professional Plumber you are in people's homes everyday installing new water heaters, pipes, fixtures and appliances. The quality of their water can seriously affect the life and performance of pretty much everything you do.

Water conditioning products are such natural add-ons to your existing business because you truly are providing your customers with a great service by protecting their investment!

The Novo ProAdvantage™ Program

- Affordable Solutions
- Increased Revenue Per Call
- Stronger Profits
- Sales and Marketing Tools
- Dealer Training and Support



Turn Opportunity into Profit With a Program That Offers **REAL Value!**

LEVEL ONE BASIC TRAINING

➤ Online Video Training

Complete our simple **on-line video-based basic training program** today & we'll give you all the tools you need to get started making the most out of the growing water conditioning market!

- Water Testing Kits for hardness, chlorine & chloramines
- Laminated System Sizing Guide
- Color Sales Tools



LEVEL TWO CERTIFIED INSTALLER

➤ Comprehensive Hands-on Training

- Work with one of Novo's Regional Sales Managers to complete the Level Two Comprehensive Training Program and get your Certified Installer Marketing Tool Kit for FREE!



Level Two Certified Installer FREE Marketing Tools:

- Uniform Patch
- Vehicle Decal
- Window Decal (Static Cling)
- Sales Brochures / Pipe Hangers
- Showroom Poster
- Water Test Bottles
- Vinyl Homeshow Banner
- Counter Literature Display
- 1-800 Unit Stickers
- Certified Installer Wall Certificate



Free framed certificates and uniform patches upon completion.

Become Part of Our Dealer Network



NovoPro E-News Stay informed with our regular E-Newsletter:

- New Products
- Sales & Service Tips
- Promotions
- Industry Trends
- Member Profiles
- Advisory Council News

1-800 Customer Support

No more unnecessary service calls! Our expert technicians will walk your customers through a basic troubleshooting checklist. If a service call is necessary, we will call you to arrange a service appointment.



Dedicated Program Website

- Consumer Information
- Dealer Locator
- Product Manuals
- Secured Dealer Log-in Resource Area



www.novowater.com/pro-certification



Water sample kit

Custom display stand



Vehicle decal



REGISTER TODAY!
@
www.novowater.com