

It's Buyer's Guide Time



Although I think the Internet is a great source of information and I depend on it daily, when it comes to industry supplier and product directories, I always turn to *Water Quality Products' Annual Buyer's Guide*.

With more than 713,000 Google results just for the term "water softening," it's no surprise I rely on the printed version of our Buyer's Guide to swiftly locate suppliers' contact information and product categories.

As you look through the pages of the new edition of *WQP 2007-2008 Buyer's Guide*, you will probably wonder: "What's new this year?"

And for the editorial staff of *WQP*, the answer is simple: Within the next 100-plus pages, you will find comprehensive listings of some of the industry's best product and service suppliers, an array of new product information, website listings and water industry association listings.

Over the last few months, our staff has ensured that the printed edition of the 2007-2008 Buyer's Guide features the most current product and supplier information today's water treatment professionals need at their fingertips.

But that's not all. To spice things up a bit, this year's Buyer's Guide also includes a special editorial section. The section starts on page 6 and features various topics. You will find articles that offer dealers' tips on how to implement new sales techniques, as well as a current regulatory overview, and a glance at the benefits of certification that can help both manufacturers and dealers establish confidence in the safety and quality of their products.

For those of you who would prefer locating supplier and product directories on the Web, the electronic version of this guide is just a click of the mouse away. You can find it online at www.wqpmag.com. Keep in mind that our online Buyer's Guide is updated throughout the year and includes additional contact information of new technologies and suppliers emerging on the water treatment market that may not be included in the printed version.

We hope this year's Buyer's Guide will offer you the essential service, product and equipment information you need, as well as overall industry information to help you achieve another successful business year.

Neda Simeonova, editor
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coming up next month

The September issue of *Water Quality Products* will feature IBWA show section, water conditioning, contaminant removal, and bottled water. Make sure to visit our website at www.wqpmag.com for daily industry news updates.

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