

Safe Water: An Industry Mission

Finding ways to protect the public

WQA members are equipment manufacturers, suppliers, dealers and distributors of water quality improvement products and services.

The water we use in our daily lives is likely treated in municipal plants or comes up from a private well. Water Quality Association members are the people and businesses who work to make sure that water—when we finally use it ourselves—is safe and clean.

Here are some of our commitments:

Contaminants. When arsenic or lead or other contaminants are found in a water supply, our members offer certified devices and trained professionals to address the problem in the home—and even in school buildings and places of business.

Emergencies. We eagerly look to collaborate with local, state, or federal officials when there is a breakdown in treatment or distribution of drinking water resulting in an advisory such as a boil water alert. Our industry offers an array of products that offer solutions in these situations in a reactive manner, and importantly as a barrier to potential future events in a proactive manner.

Private wells. We work to ensure that well water is safe for human use.

Savings and the environment. Softened water keeps major appliances and household pipes running longer and better and offers proven energy savings.

WQA represents a more than \$24.5 billion industry
(MarketsandMarkets, 2015)

National Infrastructure Crisis

In a recent report, the American Water Works Association found that “Massive investment needed for buried drinking water infrastructure in the United States totals more than **\$1 trillion** between now and 2035.” We are at a point of crisis.

Some municipal treatment will always be necessary. But it is clear that Americans look increasingly to treatment at the end of the pipe, where water comes into our homes, schools and businesses. Another way to think about what our members do: We provide *the Final Barrier*. Often, we are the tall walls of the castle—the last line of defense.

Our industry works with policymakers to find solutions that provide the flexibility and confidence—through laws, code and regulations—to keep our nation’s water as safe as ever.

Some Common Water Problems

Nitrates. Damage the body’s ability to carry oxygen. Policymakers are increasingly concerned about this contaminant across the US.

Arsenic. Across the US, more than 700 community water treatment facilities are not compliant with the USEPA regulations for arsenic reduction.

Lead. Can cause lead poisoning with lifelong health and developmental risks, especially in more susceptible populations, such as children.

“Emerging” contaminants. With advances in testing and research, new potential concerns are being discovered, such as pharmaceuticals, microcystins, endocrine disrupters, Chromium-6, and more.

Water hardness. More than 85% of the US has too much calcium and magnesium in its water, harming pipes, appliances and clothes.

Well water. Approximately 15% of the US population relies on individually owned sources of drinking water, mainly in rural areas—meaning no municipal water treatment.



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Your source for reliable data

Through the industry's research arm, the [Water Quality Research Foundation](#), hundreds of thousands of dollars have been dedicated to independent research studies that demonstrate the benefits of treated water. In addition to health advantages, many treatment products provide energy savings and environmental benefits -- all of it documented.

Take customary water softeners, for example. They have been shown to keep appliances and pipes running clean and to save energy. The benefits of softener use are immediate, including:

- Cleaner clothes that last longer.
- Less energy needed for hot water, cutting gas and electric bills.
- Detergent use in washing machines and dishwashers can be cut in half and in many cases colder water can be used—to get the same or better stain removal.

You'll find detailed results and methodology of these studies at wqa.org.

Product Certification: Helping consumers decide

WQA offers a scientific method to assure the safety and efficacy of the devices consumers are purchasing. It is the WQA Gold Seal program & the WQA Sustainability Program:

- Like the mark you sometimes see on electrical appliances, WQA provides an independent seal of approval on a variety of drinking water treatment products.
- Awarded only after rigorous laboratory tests, literature review and materials assessment. Guidelines are developed by ANSI and NSF International, the most respected standards-development agencies in the nation. And each technology is tested according to specialized standards.



Professionally certified staffs

Dedicated to upholding high standards of performance to give consumers confidence in the people offering treatment solutions, WQA's professional certification program is a model of its kind. Thousands of certified professionals work in homes and businesses throughout the US.

- To be certified, professionals go through series of classes and specialized training and pledge to abide by a strict code of ethics.
- Those certified show a required level of knowledge of water chemistry and treatment technologies and commit to continuing education.
- Certification is modeled on standards developed by the National Commission for Certifying Agencies (NCCA), the nation's certifier of professional certification programs.



An independent trade association. The Water Quality Association is a respected not-for-profit trade association. For decades, WQA has been a credible source of information for policymakers. We have thousands of members nationwide, including major corporations, as well as family-owned businesses.