



The Voice of the Water Treatment Industry

## Selecting the Right Water Treatment Services *Why It's About More Than Prices*

### Items to Consider in RFP's, Invitations to Bid, Tenders, etc.

In the past, the responsibility for making decisions about water treatment services belonged almost exclusively to the director of engineering. Today, purchasing departments are heavily involved in making these decisions. To help these professionals select the right water treater, the Association of Water Technologies (AWT) offers the following suggestions:

- **When making decisions on water treatment services, remember to consider more than just price.** Most water treatment companies use similar products. The difference between companies is the quality of the services they provide--resulting in saving water and energy. Water treatment can be a minor line item compared to the savings (or loss) that can be realized through equipment working at maximum efficiency. There are a lot of components that are being offered by the top water treatment companies that go beyond just the chemicals and equipment themselves. Experience, quality, service, responsiveness, training, certification, technology and integrity are just a few parts of the overall value proposition that an AWT member company can offer their clients.
- **Include technical professionals in your decision-making process.** To help evaluate the non-price elements of a water treatment bid, purchasing departments should include a technical member of their staff in the process. Your technical staff can provide valuable insight into the results each water treatment company is offering and the energy savings they can deliver.
- **Consider hiring a company with a Certified Water Technologist (CWT) on staff.** CWTs have passed a rigorous exam that covers all aspects of water treatment technology--providing you with proof of their knowledge and skills. Additionally they have to recertify every five years to maintain their certification--proving their commitment to the industry and continued education.

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### **About the Association of Water Technologies (AWT)**

The Association of Water Technologies (AWT) is an international trade association representing over 550 companies and vendors that specialize in industrial and commercial water treatment for heating and cooling systems (e.g., boilers, cooling towers). These companies may also specialize in wastewater treatment, potable water treatment, and other industry segments.

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