

# New Markets! New Products! New Profit Opportunities!

There's a world  
of opportunity  
with Goulds!

Join the Goulds Professional Dealers Association! And learn more about the potential gold mine in new Goulds products for the water treatment, water handling, and water return markets. Plus the quality Goulds jets and subs that have been market leaders for years.

Just check with your Goulds supplier and attend his GPDA meeting. And then make this your best year ever...with Goulds and GPDA!

#### Join GPDA:

- New products and increased selling support.
- Twentieth Anniversary GPDA Jacket.

- Personalized GPDA Plaque.
- World of Opportunity Poster.
- Yellow Pages Listing offer.
- Exclusive SubSurance® 5-Year Protection Plan.
- Plus Advertising and Technical support to help you take advantage of the new Goulds opportunities in the water business!



Goulds Professional  
Dealers Association

**GOULDS PUMPS, INC.**  
WATER TECHNOLOGIES GROUP  
Seneca Falls, N.Y. 13148





*The typical family home needs over 300 gallons of water a day per person, just for drinking, cooking, and cleaning.*



*Water treatment may offer the biggest opportunity for Goulds Dealers since they got their first Goulds submersible pump. The home water treatment market is more than \$600 million a year.*



*People are increasingly concerned about the quality of water. That's why over two billion gallons of bottled water were consumed in America and Canada last year.*



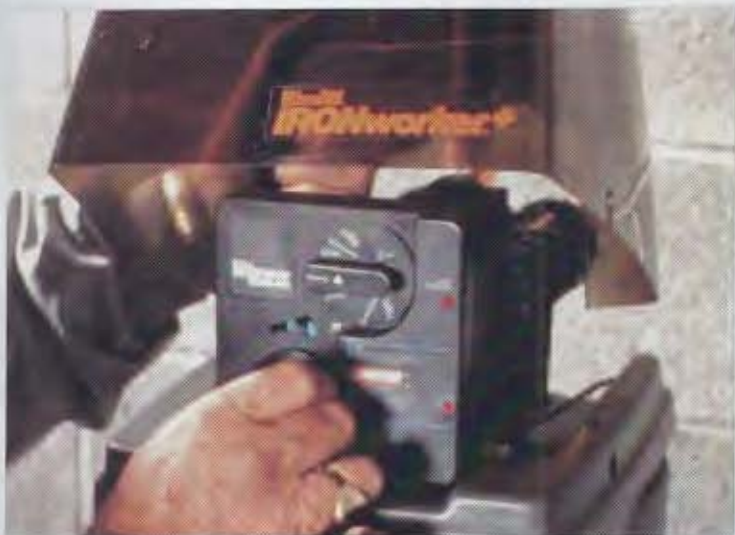
*That's why Goulds has moved into the water treatment business. Goulds dealers can now satisfy the need for quality water... from the bottom of the well to the bottom of the glass.*



*Dealers can sell and install AquuGuard Filters with various type cartridges to serve specific purposes, such as carbon to solve taste and odor problems, and sediment filters. Models include faucet mounted, in-line, and whole house or under sink systems.*



*Instead of buying bottled water, many customers will buy an AquaGuard Reverse Osmosis System that assures a constant supply of quality water for drinking and cooking.*



*The Bruner/Goolds line of advanced design water softeners and iron filtration systems offers dealers a further opportunity sell and install water treatment systems.*



*A wholly different area of opportunity exists in the market for sump, sewage, effluent, and dewatering pumps. It is a \$500 million market, that's growing 6 percent a year.*



*The products range from small pumps for home cellar draining, to the larger sump, sewage, effluent, and dewatering pumps. And Goolds has a full line that dealers can sell and install wherever sewage or drainage is being pumped away.*



*As a dealer moves into these markets he eliminates a lot of do-it-yourself competition. And a lot of price pressure.*

When  
times get  
tough...

# THE PRO TAKES COMMAND!



Five ways  
to Beat  
Tough Times