

Better Water Turns to Terracon and Grows a Market

Back in 1990, Better Water's business was primarily serving residential water needs and delivering commercial and hemodialysis projects. A medical customer approached Better Water with a challenge: they needed a piece of equipment built and installed in their facility within 36 hours. Better Water accepted the challenge and the result was their foray into a new sector of the hemodialysis market. Since that time, over 20 years ago, Better Water has become a leader in water treatment systems including hemodialysis and water treatment used in labs and pharmaceutical facilities. Terracon has been and remains their go-to partner for tanks and any other related fluid management needs that include 'poly' or plastic.

"We knew of Terracon's strong reputation in the industry for quality tanks and custom solutions. They helped us diversify in the medical industry and we have turned to them ever since for a wide variety of water systems needs," explains Larry Arnold, CFO at Better Water, LLC. "When our customers come to us with a need and it involves anything related to tanks, our first call is to Terracon."

The Challenges from 1990 to Today:

- In 1990, the residential segment was shrinking as Home Depot, Lowe's and other big box stores started offering cost effective water treatment solutions for the consumer market.
- The medical treatment solution described above opened new doors within the hemodialysis market for Better Water, but they needed a plastics expert, a tank partner, to work with.
- Initial customer requirements were for bicarbonate systems to be built on-site; this requirement limited the ability to scale systems and rapidly grow.
- Consolidation of the US dialysis market in 2005 shook up the market and cut in half the potential customers that Better Water could serve; expense reductions were expected across the board including for bi-carb systems.

Solution

Terracon has been the go-to plastic tank partner for Better Water's bicarbonate systems and components of various other water treatment systems since 1990. This 20-plus year relationship has grown based on a mutual commitment to anticipate expense reduction demands, to have the foresight to revise and improve designs to meet customers' ever-changing needs and to consistently focus on quality products that are efficient and cost effective. (continued on back)



Call or e-mail Terracon today for additional information.

"Rob Jewett (President of Terracon) is of huge value to us. He is resourceful, always thinking ahead and proactively presents ideas and revisits designs to best serve our customers."

"He sets the tone for the Terracon team and that is why Terracon remains invaluable to us today."

Mike Cline
CEO AND PRESIDENT
Better Water, LLC.



"Terracon's recent move was important to us. They have always delivered quality products on-time and their move demonstrated their commitment to getting us what we need when we needed it."

Larry Arnold
CFO
Better Water, LLC.

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Solution (continued from front)

Highlights of how Better Water and Terracon have evolved to design and deliver cost effective solutions for Better Water's customer base include:

- **Local to world-wide:** Initially, the bi-carb systems were built on-site at the customer location. This process has evolved over the years to create efficiencies and today, Terracon designs and produces its components, ships to Better Water and the entire system is completed and shipped around the world.
- **Mutual growth:** In 2005, Better Water expanded into a 40,000 sq ft facility to enable growth. Their growth placed demands on their key partners, including Terracon. In 2012, Terracon expanded and relocated into a new larger facility to support its customers' needs including Better Water.
- **Efficiency and foresight:** Terracon brings insight into how to improve upon existing systems with a consistent eye towards improving Better Water's solution for their customers. An example is the next evolution of a bi-carb system that will be more compact and simpler to produce. This means a more cost effective system that Better Water can bring to market in an era where reducing costs is a paramount goal.

The Impact

- **Diversification** - working together, Better Water has been able to expand in existing markets and enter into new markets, growing most every year since.
- **Growth** - Better Water has grown from a small family business to an industry leader shipping and installing water treatment solutions world-wide.
- **Proven, Quality Water Treatment Solutions**
- **On-going improvements** to better meet ever-changing customer demands
- **Efficient solutions**
- **Reliability and trust** - Better Water views Terracon as the go-to partner for any water system need that requires plastic or 'poly'.

Here at Terracon we are problem solvers.

When it comes to challenges related to transferring, mixing or storing fluids we are your one-stop shop for custom integrated fluid management solutions.

If your requirements include repeatable cleanability, sanitary processing and/or high purity solutions, our team at Terracon can help. The more complex your need, the more we can help design and manufacture a solution that is cost effective and works.

"Over the years, our work with Better Water has taught us that we can bring the greatest value to our customers when we have the opportunity to help them very early in their design stages.

Working with a customer in this manner allows us to bring their expertise from their market together with our expertise with plastic containment and mixing systems and create a product that provides dramatic benefits, not only to our two companies, but more importantly, to the end-user customers who receive the final product of the collaboration."

Rob Jewett
PRESIDENT
Terracon Corporation



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