One Ringy-Dingy…Two Ringy-Dingy…Three Ringy-Dingy…

Answer the phone…PLEASE!!! When you are standing in front of a system, wondering about the results you are getting, with your customer looking over your shoulder, isn’t it frustrating to have the equipment support phone answered and you hear “Press one to place an order. Press two to pay your bill. Press three to hear the entire Beatles anthology…”?

Or so you thought.

What you hear next is “You have reached our tech service live hotline...we are not available right now, so please leave a message and we will get back to you within 24 to 48 hours”. Smoking. What a deal. And why do you continue to buy products from those people?

Our “Boss Man” won’t install a phone system that lets a call go to voicemail. He dislikes those systems when he calls a company and he believes you deserve support NOW, not later. We agree with him.

We know some suppliers are training you to NOT expect support when you are standing in front of their equipment. We are not one of those. Call us while you are onsite. We will provide the best customer support in the industry right then and there. Nuff said?

Tom Tinney will be attending the Ft Worth AWT training sessions in early March and Paul Peacock will be attending the April class in Cleveland…will you?

New to Water Treatment or a veteran, these classes have something for everyone. See you there!

<<<---Click on the image to be re-directed to the AWT page.

Recommended reading:

- Water Treatment: Industrial, Commercial & Municipal by D.C. “Chuck” Brandvold on Amazon here
- BACnet, LonMark and Modbus: How and Why They Work at www.facilities.net

AWT TRAINING!
2013 Sales, Technician, Technical and Wastewater Training Seminars:

March 6-10, 2013
Sheraton Fort Worth Hotel
Fort Worth, Texas

April 10-14, 2013
Cleveland Marriott
Downtown Hotel
Cleveland, Ohio
It does what? Nobody ever told me

There are numerous ways to get the word out about our products. We use this newsletter, site visits and training sessions. We also use Twitter, Facebook and our website. While I would like to call every customer and potential user of Lakewood Products directly with every piece of news, improvement and the latest product capability, that's not realistic. We have to use the tools in our tool chest and that means making some decisions.

Two years ago we decided that all new product roll outs would be announced in this newsletter format and that has been very successful for us. This will be a banner year for new and innovative products and updates for Lakewood Instruments, so if any others in your organization would benefit from this newsletter, you can recommend it to them. Just forward them this newsletter and have them click the scroll below:

ADD ME to the Lakewood Newsletter

I will now repeat some good news: Since December of 2012 EVERY model 1575e Conductivity controller that has left the factory has the Trace control chemistry firmware in it. Boiler or cooling tower, it does not matter. Just add the hardware and you are monitoring and controlling based on a Fluorometer active measurement (One example would be the Little Dipper probe).

Not using Trace? Well, that same input (a 4-20mA) can be set up to monitor pH, ORP or Conductivity for cycles of concentration control or just about any other user configurable format. We have included the modified control schemes to give you the flexibility you need. You still get the most reliable controller on the market as a base platform, but now you have added capability to satisfy your current and future needs at any given customer account. If a competitor comes knocking with “Trace” chemistry, there is no need to switch controllers...just add the sensor kit and you are there. We can even supply the trace chemicals to get you started. Now THAT’S innovation and customer care in a nutshell. Call Paul or me with any questions!