



SAMUEL JACKSON, INCORPORATED

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Jennifer Byrd
West Texas Water – Kinetico

RE: My Kinetico Experience

Jennifer,

As a West Texas native, I have always valued the many benefits of soft water. Over the past 30 years, I have had the pleasure of being a customer of many different qualified water treatment companies that serve the Lubbock area for my home. This has come with the expected ups and downs of working with a variety of personalities and treatment technologies that one would expect to find during a three decade stretch of time. You and Greg have been a notable standout in my experience however, and a written thank you is definitely in order – hence this note of thanks.

My first brief exposure to Kinetico technology was about 15 years ago at a local cotton gin trade show. Unfortunately, I had just installed a different brand of softener and could not make myself seriously evaluate something else so soon after a purchase for our home. My expectations at that time were that water softeners were “inherently problematic”, but still worthwhile for a home if living in West Texas. I lived with that water softener for the next 14 years and it was certainly far better than our prior softening system that it replaced, which was better than nothing at all.

Due to the single-cylinder (recharge at night) design of our 14-year old softener, we were going through a lot of salt and on heavy use days it was not unusual for us to run out of soft water and then have to watch the soap scum and scale begin to build on our fixtures around the house until the next recharge could get the softener back in action. This was also very hard on our gas-fired water heaters. In 2012, my frustration with this led to a modest amount of web-based research on water softeners. I quickly learned that Kinetico units are a bit more pricey than what I was used to, so I needed to change my expectations both in regard to performance as well as price. I did something I never do and called West Texas Water and asked for “the full dog and pony sales show” in regard to my water. Following my technical research on the web, I wanted a salesman’s perspective as to what our family was missing. This visit was not the hard sell I had suspected might come and our constructive visit revealed not only the irregularities of our soft water supply (which came as no surprise), but much to my surprise was the level of chlorine that our municipal supply here in Lubbock contained. Although I was a skeptic at the time in regard to the benefits of a carbon filter to remove the chlorine, I bought one on faith and I am a firm believer now in both the softening as well as the chlorine filtration.

This experience at home led me to pose questions to you and Greg about Kinetico in regard to the company I manage, which manufactures large water evaporators for industry. Each day as I showered and thought about what this Kinetico was doing for my family, I could not get rid of the thought of how much this technology could do for our industrial customers who were daily fighting scale buildup in machines we supplied to them. Long story short, you and Greg educated our engineering team and sales force to put Kinetico technology to work in an even bigger way. With your professional water analysis assistance, we now ship Kinetico units from coast to coast not only in the US, but also overseas as well. These customers have a smile that only gets bigger following their Kinetico experience. There is no electrical wiring involved. The four water connections are all that is involved in the installation process in some of these very remote regions. This simplicity is icing on the cake from our team's service perspective.

In short Jennifer, thanks to you and Greg and Kinetico for what you do for me, my family, and our family of customers. Please keep up the great work with a great product.

Sincerely,

SAMUEL JACKSON, INCORPORATED

A handwritten signature in black ink, appearing to read "S. Chris Jackson". The signature is fluid and cursive, with a large initial "S" and a long, sweeping underline.

S. Chris Jackson
President