



For Immediate Release

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PureOFlow Secures Top Industry Sales Professionals for Executive Positions

Strategic hires with a combined 200 years' industry experience join revolutionary water purification systems manufacturer

Chicago – Today PureOFlow, a company specializing in commercial and residential water purification systems announces the hiring of a cadre of new sales executives.

Top hires include Tony Kuehler who joins the PureOFlow executive team as vice president of food and beverage sales and Charles Solomon who is hired as vice president of hospitality sales. Bob Curry also joins PureOFlow as vice president of convenience store sales.

Additionally, Curt Huckaba is hired as vice president of dealer development, East and South Central Regions. Dave Kratzer joins the company as vice president of dealer development, Western Region, and Mike Perkinson is hired as vice president of dealer development, South and Midwest Regions.

These top industry sales executives all have established a reputation of success and customer service with leading competitors. They are now excited to deliver the benefits of PureOFlow's patented, revolutionary water purification system to a wide-range of commercial users, allowing millions to enjoy the health benefits and taste of cleaner, greener pure water.

"It is to our benefit that Tony, Charles and the others have previously worked and sold products from traditional industry leaders," said Mike Paice, president of PureOFlow. "They are all committed to making our revolutionary product as successful as the competition's, as well as helping us launch a leading-edge solution into the mainstream of the water products industry."

"This isn't business as usual," added Paice. "The experience and insight these sales executives bring to the table is invaluable, and they will undoubtedly contribute to the growing success we're experiencing in delivering our game-changing technology. "

A small sampling of the expertise now at PureOFlow

To date, Tony Kuehler's career has focused on the effective and efficient use of water in fields ranging from agriculture to food service. He has based his sales strategy on providing quality equipment solutions for clients with a special commitment to supporting their needs even after the initial sales process has been completed. To his credit and success as a sales executive, Kuehler has made customer service and relationships his key asset as a professional.

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“After seeing the same products and technologies reproduced for years, it’s extremely exciting to see such an innovative and effective system emerging from PureOFlow,” said Kuehler. “Providing the ultimate in water purification, it’s also empowering to be part of a team that is on one hand shaking-up status quo and on the other hand raising the bar in product benefits for water customers. I’ve always enjoyed delivering the best value to my customers and feel blessed to be part of an organization delivering such an economical, high-value solution.”

Charles Solomon has been in the water treatment industry since 1974 when he began studying marine engineering and water quality. He continued to work with ozone in water as an oxidizing agent, further designing systems to treat water de-oxygenation. With his previous water-softening employer, Solomon worked in both the international commercial division and industrial water treatment division and achieved top sales honors within the company.

“With PureOFlow delivering both water purity and softness in one package it seems that traditional salt systems are going to be a thing of the past, and I look forward to assisting PureOFlow in bringing about this passing,” said Solomon. “Patented new technology with green attributes is what sets the PureOFlow system ahead of the competition, and I welcome the task of providing a wide-range of hospitality and professional applications with the most economical, pure water for their specific needs.”

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About PureOFlow

PureOFlow is the nation’s leading innovator in water purification products. Since 2007, PureOFlow has offered the most economical and environmentally friendly POE (point-of-entry) water purification systems for the residential and commercial markets. In today’s economy, cost of ownership and environmental impact are arguably the most important issues to consumers and business owners alike. The PureOFlow line of products represents the best solution to address today’s economic and environmental concerns related to greener, cleaner water solutions, as well as offering a valuable solution to water softener bans across the nation. PureOFlow systems satisfy all of these concerns by generating ROI and contributing positively to the environment. It is truly the perfect time for this product. Over 1,000 businesses have trusted PureOFlow technology to provide purified water efficiently and cost-effectively to their customers. For more information visit www.pureoflow.com, or call (763) 497-8500.

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