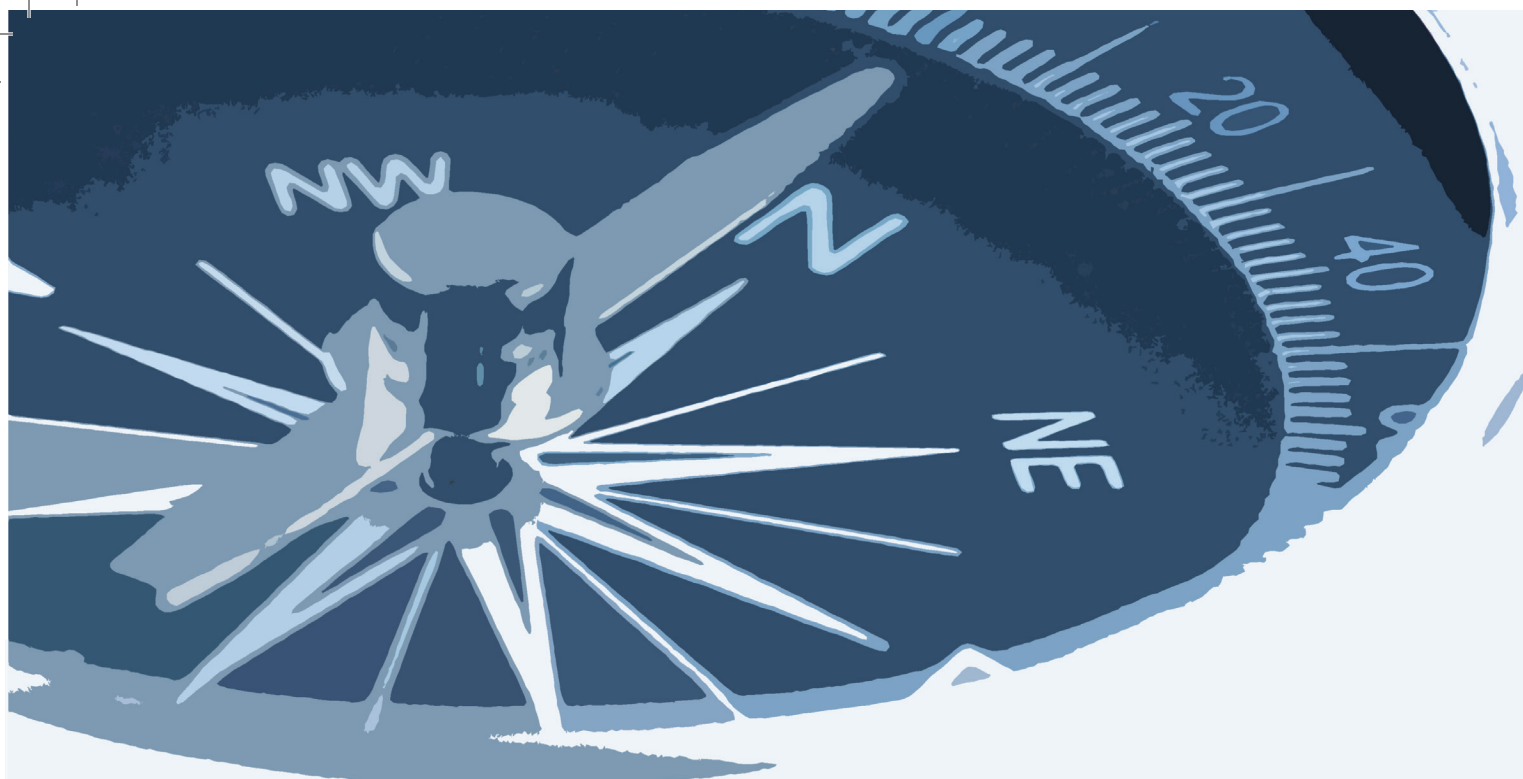




THE MORAL COMPASS THAT GUIDES US

Stating our commitment to upholding the high standards and ethical principles of the association.

OUR VALUES

The Water Quality Association is dedicated to promoting the highest principles of honesty, integrity, and professionalism in the water quality improvement industry. It is equally dedicated to preserving the consuming public's right to quality water.

A STANDARD CONSUMERS CAN TRUST

WQA member companies agree to abide by the Code of Ethics in all business practices and interactions with consumers. Benefits include:

- Fair and honest business practices
- Dependable service
- Follow-through on all commitments
- Good judgment in recommending a product or service
- Respect for the customer
- Recommending only what the customer needs

Included within the WQA Code of Ethics are marketing guidelines designed to avoid misleading consumers about the quality of publicly or privately supplied water, bottled water or water quality improvement products or systems.

MEMBER



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