

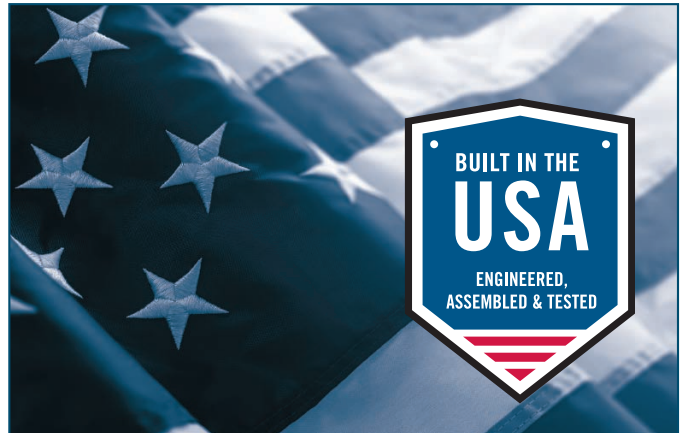
HOW ONE MANUFACTURER IS DEFENDING CONTRACTORS FROM ONLINE THREATS

10 PROMISES FROM GOULDS WATER TECHNOLOGY

Over 50 years ago, we published the “Declaration of Independents,” our pledge to support the professional contractor. Although many things have changed since then, we still stand firm in the conviction that our products must be sold and installed by professionals.

We’re aware that unauthorized advertisements for our products are appearing on online sellers’ websites. These sellers are violating our Minimum Advertised Price (MAP) policy, and this is neither approved nor allowed by Goulds Water Technology or Xylem.

Our business model is built around supporting you, our independent dealers and distributors, and never undercutting you. We value your business and your loyalty. Therefore, as we take a harder stance on MAP policy violations, we want to highlight our ongoing promises to you.



01 We promise not to warranty products that are sold online.

We do not provide a manufacturer’s warranty on any product purchased online. See goulds.com/mappolicy for our policy.

02 We promise we will not sell our products to big box stores.

We ONLY sell our products to professional contractors through our extensive network of loyal independent distributors.

03 We promise to vigorously monitor and enforce internet violations.

We’ve revised our MAP policy, and we’ve hired a third party to help us monitor violations. We also encourage you to report violators to us.

04 We promise to maintain the Goulds Professional Dealers Association (GPDA).

For over 50 years, we’ve operated an industry-leading loyalty program called GPDA. It offers multiple benefits to professional contractors, from extended warranties to marketing tools and rewards.

05 We promise to drive customer leads to our dealers.

We provide customer referrals to our GPDA dealers through our powerful dealer locator, and through our professional customer service department.

06 We promise to deliver quality, built-in-the-USA products.

From concept to consumer, many of Goulds Water Technology’s products are engineered, assembled and tested in America.

07 We promise to help bring clean water and education to local communities.

Through our Watermark program, we work with our employees, distributors and dealers to provide social value.

08 We promise to provide industry-leading training.

We offer a variety of educational opportunities for water professionals, from hands-on, in-the-field training to online learning options.

09 We promise to join and remain active in all industry associations.

Goulds Water Technology employees are engaged in the industry in a variety of roles, from providing training at state associations to lobbying in Washington D.C. for water rights.

10 We promise to use the industry-leading expertise of our parent company, Xylem.

Goulds Water Technology leverages the innovation, expertise and resources from other Xylem divisions to develop new products and programs.



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