

CHOOSING THE RIGHT CHEMICAL BLENDER FOR YOUR WATER TREATMENT BUSINESS



When evaluating chemical blending services, you must have the proper manufacturing partner to succeed. QualiChem supports water treatment service companies only and offers a lot of value to the regional water treatment business owner with the wealth of services and support offered. Here is a comparison of the different types of blenders available.

TOLL BLENDERS	DIRECT/INDIRECT SALES FORMULATING MANUFACTURER	NON-DIRECT SALES FORMULATING MANUFACTURER
<p>BUSINESS MODEL</p> <p>Low-cost manufacturing with limited support staff and extremely low overhead.</p>	<p>BUSINESS MODEL</p> <p>Sells direct to end users. Also utilizes non-direct customers to increase purchasing leverage on raw materials. Limited product line is offered for private labeling.</p>	<p>BUSINESS MODEL</p> <p>Lower cost manufacturing with technical support and other resources. In-house product line represents the latest technology that is made available for all customers.</p>
<p>FORMULATING EXPERTISE</p> <p>Extremely limited formulating expertise.</p>	<p>FORMULATING EXPERTISE</p> <p>Limited sales and technical support due to focus on direct sales efforts.</p>	<p>FORMULATING EXPERTISE</p> <p>Large staff of in-house experts in water treatment formulating and applications. Often provides custom formulations designed for the applications.</p>
<p>NEW PRODUCT R&D</p> <p>Not performed by this type of company.</p>	<p>NEW PRODUCT R&D</p> <p>New and unique technology is delayed or not available for non-direct customers.</p>	<p>NEW PRODUCT R&D</p> <p>In-house product line that represents the latest technology. Constantly seeks new product opportunities for the market.</p>
<p>PERFORMANCE ACCOUNTABILITY</p> <p>No responsibility for the performance or quality of the product in the field is assumed by the blender.</p>	<p>PERFORMANCE ACCOUNTABILITY</p> <p>Limited performance accountability with non-direct customers with resources directed to direct sales business.</p>	<p>PERFORMANCE ACCOUNTABILITY</p> <p>Accountable for product performance and quality for all formulations.</p>
<p>SALES & TECHNICAL SUPPORT</p> <p>No technical support. Staff is usually not versed in water treatment industry and application knowledge.</p>	<p>SALES & TECHNICAL SUPPORT</p> <p>Focused on direct sales customers to avoid conflicts between direct and indirect business.</p>	<p>SALES & TECHNICAL SUPPORT</p> <p>High level of technical support with Certified Water Technologists on staff. Support is specifically targeted for water treatment service companies.</p>
<p>WHAT THIS MEANS FOR YOU</p> <p>A low-cost blended product without support.</p>	<p>WHAT THIS MEANS FOR YOU</p> <p>A blended product with limited support and the potential for competition with the direct sales arm of the contracted blender.</p>	<p>WHAT THIS MEANS FOR YOU</p> <p>A quality blended product with your branding and focused support to help you achieve your goals.</p>

At QualiChem, The Blender Matters.
For more information on chemical blending services available to you, please contact us today.

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