

**Maker of AquaChek[®] Pool & Spa Test Strips
Says New “Try Me Station” Is Convenient Way to Demo
TruTest[™] Digital Test Strip Reader**

Elkhart, IN/May 19, 2010

Hach Company, the maker of AquaChek[®] Pool & Spa Test Strips is offering pool and spa owners a new, convenient way to learn about the AquaChek TruTest[™] Digital Test Strip Reader.

This season, AquaChek pool and spa retailers, will be featuring the “TruTest Try Me Station” in their stores. Pool and spa owners are encouraged to try out the TruTest Digital Test Strip reader with a self-demo, or ask store personnel to demonstrate the benefit of the digital reader and how easy it is to use.



“People prefer to try electronic products before buying,” explains Jose Salinas, Market Development Manager. “Once they try the TruTest, consumers quickly understand the value of owning the meter. Our retailers are already telling us how helpful this new tool is to customers who want to learn more about the TruTest Digital Test Strip reader,” Salinas adds.

The AquaChek TruTest Digital Test Strip Reader is the first meter of its kind for the pool and spa owner. The instrument reads free chlorine, pH and total alkalinity in less than 30 seconds, and results can be easily calculated for bromine.

The Try Me Station and its eye-catching graphics will be found on a store counter top. The TruTest meter comes attached to the display on a coiled cord, similar to a telephone cord. A bottle of TruTest Test Strips is placed in the display as well as a tool for periodic cleaning of the AquaChek TruTest meter (additional bottles of AquaChek TruTest test strips are provided to retailers so pool and spa owners can test them anytime). The display includes a Take One brochure holder attached to the back with a full supply of brochures

AquaChek is the world’s #1 brand of pool and spa test strips. Hach Company maintains international ISO 9001 certification by following strict productions standards. The company also manufactures test strips used worldwide in the medical industry. Please visit our website at www.aquachek.com. The complete line of AquaChek Pool & Spa test strips are available at your local pool and spa retail store or can be viewed by visiting our website at www.AquaChek.com and www.etsstrips.com, or calling 1-888-AquaChek, 1-888-278-2243.

###