

Campanelli CONSTRUCTION

728 Union, Suite B
Santa Barbara, CA 93103
Phone 805.965.2883
Fax 805.965.2570

Email info@campanelliconstruction.com

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To Whom It May Concern:

I have been a builder and leader in the Green Building industry for the last 30yrs in Santa Barbara. I thought I knew a fair amount about water until I had the pleasure of working with Dana Harrison of Aquel Water.

This last year I completed a prototype all green residential project which was documented and featured in the Santa Barbara International Film Festival. The film "Green from the Ground Up" is also being used as a core curriculum in green building at Santa Barbara City College. A key component of the film and one whole class is dedicated to water treatment systems, purification and healthy drinking water. Aquel Water was my consultant, supplier and subcontractor for the systems we used in our project. What impressed me about Dana was her level of research and commitment to updating the equipment, approach and process of treating water in a way that preserves a precious natural resource and delivers it with quality and attention to health benefits for the consumer. Dana's testimonials in the film were dynamic and educational for both professionals and the layperson.

We used both the Aquel conditioning system and the Aquel Matisse Drinking Water Bar in our project. I especially liked the water bar's exclusive feature of offering both filtered mineral water and reverse osmosis water with a device that allows the user to mix quantities at varying levels of preference. I have since then had Dana remove my RO system from my personal home and replace it with the Matisse system which my family is very pleased with.

The demands and overdrafts on our water resources combined with draughts and contamination issues I believe will make water management, treatment and health eclipse the energy crisis we face in not only California but the nation and elsewhere. The water game and water products have been around for along time in our industry and it is refreshing to see a company like Aquel come along, that does more than treat water like a business, but rather like an opportunity to re-invent the industry and treat water like the vital resource it is - making it deliverable in a healthy and environmentally responsible way. This company will succeed because it does more than sell water systems and because of its founders commitment to quality.

Sincerely,



Joe Campanelli
President Campanelli & Associates General Contractors
Director Santa Barbara Education Foundation "Built Green Program"