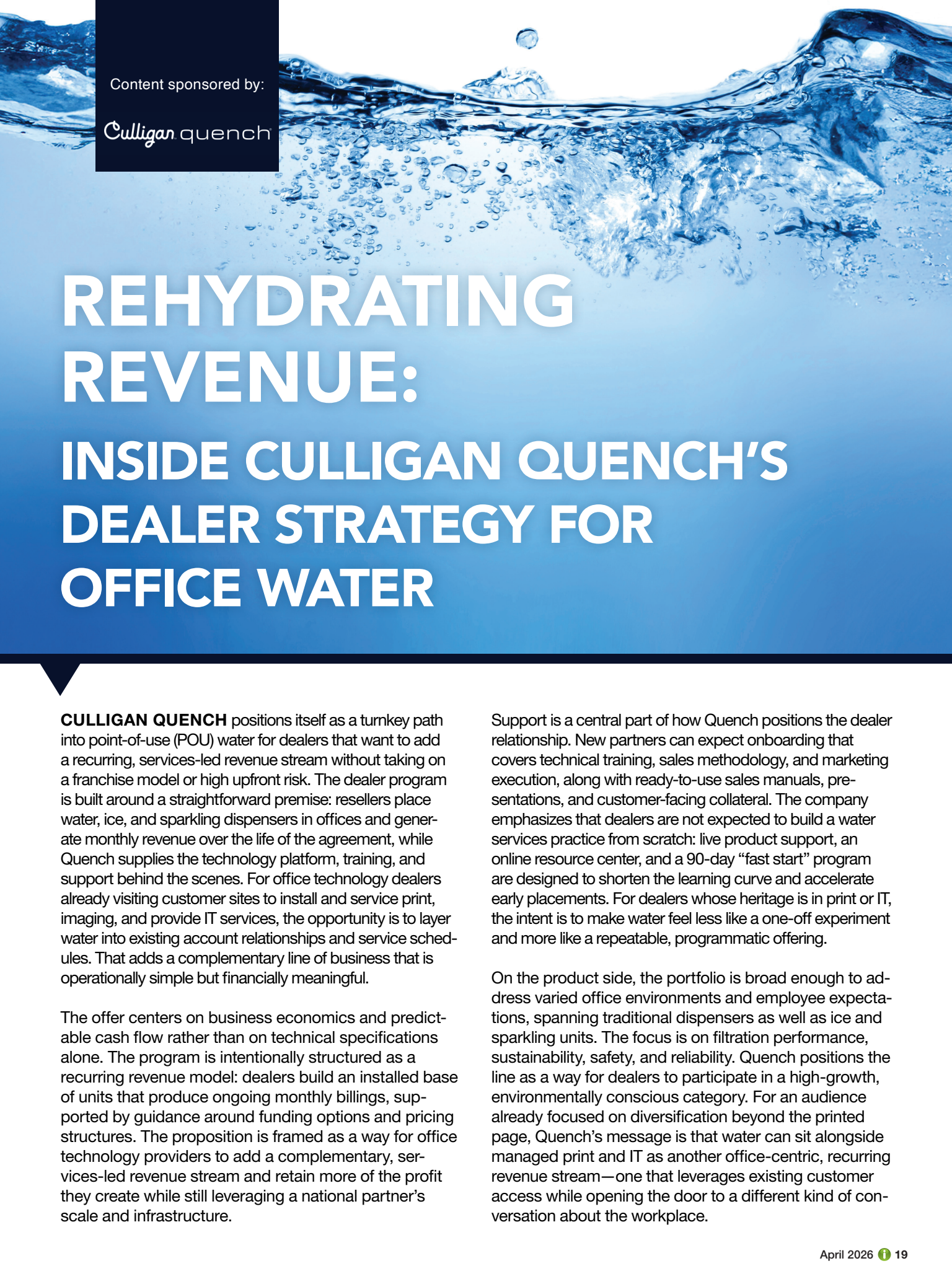




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Culligan quench

REHYDRATING REVENUE: INSIDE CULLIGAN QUENCH'S DEALER STRATEGY FOR OFFICE WATER

CULLIGAN QUENCH positions itself as a turnkey path into point-of-use (POU) water for dealers that want to add a recurring, services-led revenue stream without taking on a franchise model or high upfront risk. The dealer program is built around a straightforward premise: resellers place water, ice, and sparkling dispensers in offices and generate monthly revenue over the life of the agreement, while Quench supplies the technology platform, training, and support behind the scenes. For office technology dealers already visiting customer sites to install and service print, imaging, and provide IT services, the opportunity is to layer water into existing account relationships and service schedules. That adds a complementary line of business that is operationally simple but financially meaningful.

The offer centers on business economics and predictable cash flow rather than on technical specifications alone. The program is intentionally structured as a recurring revenue model: dealers build an installed base of units that produce ongoing monthly billings, supported by guidance around funding options and pricing structures. The proposition is framed as a way for office technology providers to add a complementary, services-led revenue stream and retain more of the profit they create while still leveraging a national partner's scale and infrastructure.

Support is a central part of how Quench positions the dealer relationship. New partners can expect onboarding that covers technical training, sales methodology, and marketing execution, along with ready-to-use sales manuals, presentations, and customer-facing collateral. The company emphasizes that dealers are not expected to build a water services practice from scratch: live product support, an online resource center, and a 90-day "fast start" program are designed to shorten the learning curve and accelerate early placements. For dealers whose heritage is in print or IT, the intent is to make water feel less like a one-off experiment and more like a repeatable, programmatic offering.

On the product side, the portfolio is broad enough to address varied office environments and employee expectations, spanning traditional dispensers as well as ice and sparkling units. The focus is on filtration performance, sustainability, safety, and reliability. Quench positions the line as a way for dealers to participate in a high-growth, environmentally conscious category. For an audience already focused on diversification beyond the printed page, Quench's message is that water can sit alongside managed print and IT as another office-centric, recurring revenue stream—one that leverages existing customer access while opening the door to a different kind of conversation about the workplace.

“If you’re a copier dealer looking for a new growth engine, water is one of the easiest and most profitable adjacencies you can add. You don’t need to reinvent your business — you just layer a proven recurring-revenue model onto the customer base you already have.”

Marvin Salganov,
VP of Business Development,
Culligan Quench

QUENCH DEALER SUMMIT 2026:

FORT LAUDERDALE

You could feel the optimism in Fort Lauderdale as dealers from across the country gathered for the Quench Dealer Summit 2026, a summit marked by candid discussion and practical insight — especially valuable for office technology dealers new to water.

From a state-of-the-industry address that challenged dealers to think bigger to an afternoon dealer panel that turned into something closer to a masterclass, the day made a compelling case for what the point-of-use water industry has become and where it is headed.



*Todd Peterson,
Culligan Quench's President*

THE STATE OF THE INDUSTRY: PROFITABLE GROWTH IN FOCUS

Todd Peterson, President of Culligan Quench, opened the morning with a presentation he titled “Profitable Growth,” and he wasted no time setting a high bar. Peterson has spent more than 16 years in the POU business, and his remarks carried the weight of hard-won perspective. He walked the room through what he called unit economics, the cumulative cash flow generated by a single rental unit over the life of a customer relationship, and the message was direct: the returns are extraordinary, and dealers who are not actively investing in growth are leaving real money on the table. A well-managed rental unit generates a six-times return on investment over its lifetime. For dealers accustomed to declining print volumes, this kind of longtail recurring revenue stands out. Turning to the audience he asked, “where else can you get these kinds of returns?”

Peterson was particularly pointed on the cost of sales rep attrition. His data shows that a rep who survives



the first year is 70% less likely to leave in any subsequent year, and that losing a rep effectively destroys hundreds of thousands of dollars in five-year exit value. "If your washout rate on new reps is 25 or 50 percent, the value destruction is immense." Almost no one, in his estimation, is spending enough time screening candidates or investing in the early development needed to get a new rep through that critical first year.

He closed with a measured but optimistic take on artificial intelligence. Because POU service is inherently physical, the most likely near-term role of AI is in tools that make employees more productive rather than replacing them. "I don't see AI as a threat. I see it as an enabler," Peterson said, noting that meaningful bottom-line impact is still a couple of years out, but the direction is clear. The addressable market, he argued, is not the \$3.8 - \$5.5 billion figure the industry currently sites.

When you factor in ice, sparkling water, enhanced beverages, and functional drinks that POU is beginning to displace, the real number is closer to \$9 billion and growing rapidly.

NEW PRODUCT INVESTMENTS: FIVE YEARS OF BUILDING THE PLATFORM

Troy Nuttall and Jeff Price followed with a session reviewing five years of product investment, and the numbers were striking. The company has committed over \$5 million to molds alone, scaled manufacturing capacity to more than 280,000 units per year, and built filter production capability of roughly 3 million units annually. Across that same period, the dealer network has collectively placed more than 187,000 systems in the field. For dealers evaluating long-term partnerships, these investments signal stability and the ability to support large deployments.

Jeff Price outlined an ambitious product vision centered on enhanced water, IoT technology, and expanded ice solutions. He noted that flavored and functional beverages are "built into my daily behavior" for many consumers, representing a potential billion-dollar market. On IoT, Price promised features like predictive maintenance where technicians fix

units “before it ever breaks.” He urged dealers to diversify now, warning that competitors “are not waiting” and customers want a single provider for all their water needs.

DEALER PANEL: PEOPLE, TOOLS, AND THE REALITY OF SCALING

The afternoon’s dealer panel was, by most accounts, the highlight of the day. Moderated by Brad Liermann, the session brought together four dealer owners who have built genuinely different businesses and were willing to say exactly how. Chris Sims of Aqua Systems Alabama, Alesha Mills of Pacific Pure Water Systems, Sean Hoffman of Arizona Ice and Water, and Ralph Marucci of Hydr8 fielded questions on technology stacks, service compensation, sales structure, and the KPIs that actually matter when you are trying to run a POU business at scale. On technology and automation, Mills described a HubSpot-driven operation where service tickets are

automatically generated based on install dates and marketing campaigns run against internet-scraped prospect lists. A lead service tech even functions as a de facto field operations manager. For dealers still running on spreadsheets or basic ticketing systems, the contrast was instructive. For office technology dealers already running structured service operations, these approaches translate naturally into their existing workflows.

The panel also sparked a lively exchange on Google reviews as both a business development and quality control tool. Sims walked through his company’s system of incentivizing technicians with a small cash bonus for each review earned at the point of service, with a QR code on every business card making the ask nearly frictionless. Marucci’s approach was similarly systematic, with his team replying to any complimentary texts from satisfied customers by asking them to copy and paste the message directly into a review link. “If you don’t make it easy, the person won’t do it,” he said. It was the kind of practical, replicable insight that the day’s format was designed to surface, and the room took note.



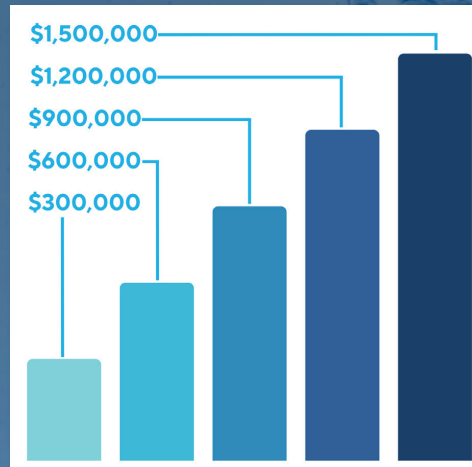
Brad Liermann moderating the dealer panel with (L-R): Chris Sims, Alesha Mills, Sean Hoffman, Ralph Marucci

“We wanted to add water and ice to our business because we saw them as similar to copiers and printers: they are machines used in an office environment, require installers and techs, and offer recurring revenue. They fill a need in the office environment. It is going very well — thirty-five percent of our equipment sales in 2025 came from our water business.”

Earl Philpot,
President,
Precision Duplicating Solutions



Annual Recurring Revenue Stream



Five Year Time Frame

Based on placing 30 units per month with an average price of \$69 each

Sample Dealer Funding for i14

System:
Water and ice unit

Cost:
\$1,409

Term:
60 months

Monthly Rent:
\$150

Funding Amount:
\$6,818

Gross Profit:
\$5,409

GP Percentage:

79%





Ashley's Business Systems



AN EVENING ABOARD THE SOUTH BEACH LADY

The formal program wrapped with closing remarks from Bob Mitchell, general manager of Quench Dealer Business, before the group boarded buses for a Sunset Dinner Cruise and Awards Ceremony, an evening that gave the dealer community a chance to celebrate relationships, recognize top performers, and have the kind of casual conversations that tend to generate many good ideas and opportunities.

As the ship returned to port, the sentiment that seemed to linger was one Todd Peterson had put into words that morning. It is a great time to be in this business. After a full day of data, discussion, and dealer-to-dealer learning, that case was hard to argue with.

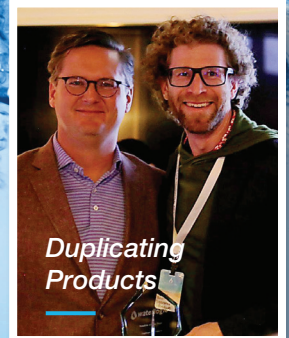
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