

BUSINESS PROFILE

Company's unit helps save water

Business: AquaLabz (HiTek Aqua Systems, LLC).

What this business offers: "AquaLabz offers a service called EcoKlear that takes the place of draining and refilling of the swimming pool. This technology is based on traditional reverse osmosis, however it is modified to conserve more water than units available for drinking water.

"AquaLabz brings an EcoKlear unit to a customer's pool, sets it up, turns it on and then walks away. ... This process leaves the water purified and clean. After the process, an AquaLabz professional technician rebalances the pool with start-up chemicals and picks up the machine.

"The pool water will feel much softer, be crystal clear and utilize the chemicals more efficiently after the service."

Owner: Max Biberger, president; Mike Manasco, vice president; Shad Sanders, general manager.

Contact info: 480-894-8164, ext. 100; www.aqualabz.com.

Hours: 7:30 a.m.-4:30 p.m. Monday-Friday.

Founded: 2004 by Biberger and Manasco.

Number of employees: 6.

What has worked better than you anticipated? "Referrals from local pool supply stores."

Biggest daily challenge: Scheduling.

What makes the business unique: "We are the only company that utilizes reverse osmosis to conserve swimming pool water."

Why should customers choose you?

"Our service is priced similarly to draining and refilling; pool owners will have the satisfaction of conserving the water instead of wasting it; draining and refilling poses the risk of damaging or cracking the plaster; pool owners don't have to worry about getting permits and pumps to drain."

Business' goals: "Our current goal is to service at least 10 million gallons of water this year."