

Team Focus: Racing & Water Treatment


Water Treatment by Design's Success Story

Mark Coldren, Owner

"ETI is celebrating its 30th anniversary this year! With a 30-year track record of exceptional customer service, we're proud of the relationships we have built and maintained over the years. We've earned the reputation of being a true partner because we offer unique solutions and provide a competitive advantage. To underscore the fact that our success is tied to the success of our customers and partners, we're excited about featuring videos of their personal stories on our website all year long.


We believe celebrating our customer's success stories is the perfect way for us to say thank you, and we hope you enjoy these unique stories describing each customer's personal journey to grow and succeed."

- Gary Reggiani, President/CEO

A video player interface showing a man and a woman in conversation. The man is wearing a purple polo shirt and the woman is wearing a grey top. The video player has a play button in the center and a progress bar at the bottom. The video is set against a green background.

"You have a team and everyone is important. We try to under promise and over deliver to our customers."

- Mark 'Crash' Coldren



Water Treatment By Design
Industrial Water Treatment