



Kerri and Paul Kaplan

The Next Chapter of Water Treatment in Phoenix

Water Treatment Technologies
Paul and Kerri Kaplan, Co-Owners
 Phoenix, AZ
<http://WTTAZ.com/>

Just Better Water, One Satisfied Customer at a Time. That mission statement belongs to Water Treatment Technologies (WTT), a locally owned residential and commercial business in Phoenix, AZ. For the past 34 years, it's proven that adage true time and time again through its actions and efforts to build trust and quality water, one Arizonian at a time.

Hard water and taste are two major issues for the Phoenix area, so the company provides residents with solutions to these problems and more. It sells products from several

trusted brands and offers full service for all non-proprietary products on the market. Whole-house filtration, arsenic removal for homes with well water, point-of-use coolers, drinking fountain service, and salt deliveries are just a handful of its offerings to residents and local businesses.

WTT's leadership includes Paul and Kerri Kaplan, a couple who has been married for 24 years and has one child and two dogs that join them in the offices most days (Ben and Shep). The Kaplans have been at the helm of WTT operations since 2023.

Paul handles the service side of the business, leading the team's technicians and maintaining inventory, while Kerri leads the administrative portion of operations by handling logistics. While the Kaplans aren't the original founders, they have a long history with the business and look forward to its many opportunities ahead.

Humble Origins

In January 1992, Robin and Andi Pettyjohn officially started WTT as their own water treatment business. It was originally a Kinetico dealership, and they steadily grew it by expanding the business through acquiring several local businesses in addition to widening its range of offerings.

In 1998, the Pettyjohns hired Paul Kaplan to join their business as a service technician to meet the company's



growing demand for service. Paul was a friend of the couple's daughter, and Andi joked that the only requirement he had to adhere to was "cutting his hair." Once Paul joined the company, he was ready to start his career in water.

"It was like getting my feet wet, and then going all in," Paul recalled.

Paul noted that despite not having much experience in the industry back then, he was more than ready to dive into the water treatment industry and learn as much as he could. He quickly became the service manager for the company, overseeing all commercial and residential accounts for the business.

"I started out not knowing anything about it," Paul said. "But I learned on the job and enjoyed it, so I stayed with it. And that's why I'm still here today, now buying the company."

The Kaplans became minority partners in the business in 2023, and the couple plans to take full ownership of the business by June of 2026. Andi has supported them throughout the transition, answering calls or stopping into the office when needed.

Enhancing Education

As the industry has evolved over the years with new technologies and advancements, so has the need to continue the pursuit of education. Paul's pursuits in the industry have earned him Certified Water Specialist and Certified Installer accreditation with the Water Quality Association, of which it is a member company.

"Education is key," Paul stated.

Paul's educational journey into the profession is closely mirrored by Kerri's professional journey into education. Kerri holds a bachelor's degree in education from the University of Texas in Austin and completed her master of education at Northern Arizona University. She spent over three decades teaching elementary school, primarily fifth grade, and her pursuit of furthering education even made national news.

Kerri started a free little library box outside of the family's home in 2019, and it became an important resource for community members amidst the following year's pandemic.



Kerri and her neighborhood library box
Credit: Associated Press

As the lockdown brought struggles into the classroom (and beyond), Kerri's efforts of spreading knowledge in the community was

recognized by the *Associated Press*, alongside many other individuals who were making efforts to maintain community while stuck teaching behind computer screens.

"It's turned into a fantastic part of our neighborhood, and I very rarely have to stock it on my own," Kerri said. "The community keeps it going, and I just make sure it is organized."

As she has transitioned from teaching a classroom to running the office, the institutional knowledge of her husband and the rest of the team have been essential to help her understand the technical nature of the industry. Even answering office calls requires a fair amount of knowledge about water treatment systems, so the WTT team makes sure that all team members can speak with confidence and experience about their services.

A Trusted, Local Team

WTT has six employees total, including Paul and Kerri, and the Kaplans stated that the company's success stems from the team's excellence. Kerri works alongside WTT's office manager Diane, whose been with the company for over 15 years. Paul leads service technicians Jaime, Jorge, and Roberto on jobs, who routinely receive customer acclaim for their knowledge and professionalism. The technicians are often requested by name from customers for projects due to the personalized care they provide on each service call.



WTT's Service Team (from left to right: Paul, Jaime, Jorge, Roberto)



Office Manager Diane next to Office Dog Shep

"We are a small business in a big city," Kerri said, "But we still want to keep that personal connection. And that's important to us with our customers to focus on quality service, quality sales, and being fair."

INDUSTRY PROFILE

While WTT has been awarded several local accolades, like the 2025 Neighborhood Fave on Nextdoor and being a finalist in the 2026 Best of the Desert Community Choice Awards through AZCentral. Despite these and the high ratings WTT has on online ratings platforms, the reward that Paul and Kerri consider the most important for their business is the reputation they have built with their community and the trust that customers have each time they enter a resident's home.

"With our techs," Paul explained. "I've taught them the proper ways to service equipment, not to just go out there and replace parts thinking 'That's just what it is.' They understand how the equipment works and how to make sure that it's working properly."

WTT spreads important water education to the community with several partnerships they've fostered over the years. In addition to its new YouTube channel, WTT is a partner of Rosie on the House, a home contractor organization that hosts a weekly radio show and podcast. Paul was a recent guest on the podcast, offering insights into important topics across the range of water treatment services WTT provides. WTT routinely receives referrals through Rosie as well as neighborhood and local organizations.

WTT is also the preferred regional warranty service provider for several large drinking water companies. Paul explained that having the capabilities to fix a system without relying on a service manual over the phone and to make a service visit in a timely manner have been integral to their success on being chosen for expertise and reliability. It also routinely provides flexibility with its customers on payment plans, and it honors seniors and veterans by providing both with discounts for service.

The pursuit for knowledge and quality is a slow and steady pursuit, but it's a process that's been ongoing with WTT in Phoenix since 1992. And by approaching each job with its high standards of excellence and personalized care, Water Treatment

Technologies is ensuring that it's providing better water, one customer at a time. [WCP](#)

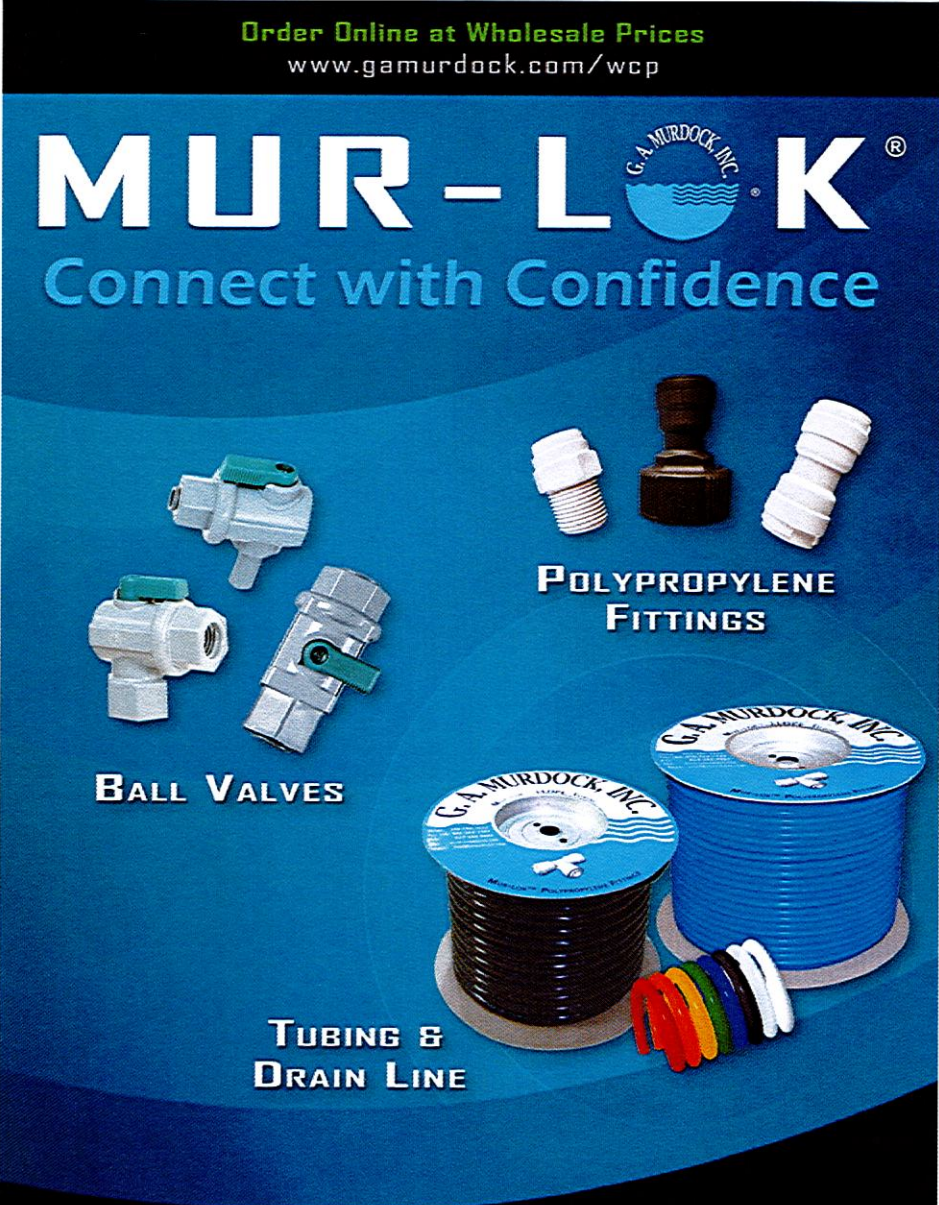
About the Author

♦ **Keller O'Leary** is managing editor at Water Conditioning & Purification International Magazine.

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