Ulster private-well treatment

Private Well PFAS Testing and Mitigation Rebate Pilot | Ulster County, NY

Prepared for Mike Mormino | ENPRESS Group / Checked 11 November 2026

Owner: NYS Department of Health with Ulster County / Ulster County, New York

Sell PIONEER through an Ulster installer

Ulster's pilot offers eligible households up to $5,000 toward whole-house PFAS treatment, helping pay for the installation and equipment they need. ENPRESS's sales route is through the local installer choosing that equipment. Contact Desiree Lawlor, co-owner of Hart Water, listed for Ulster, to put a PIONEER proposal in front of a potential channel buyer. [1, 2, 3, 4, 6]

YOUR SALES SCOPE

PIONEER whole-house treatment equipment and application support for local installers. [3]

PROJECT POSITION

Ulster is accepting private-well pilot applications. [1]

YOUR NEXT MOVE

Bring a model-specific PIONEER proposal to an Ulster installer and check it against program requirements. [1, 2, 3]

Why it fits

01 PIONEER's whole-house PFOA/PFOS treatment range aligns with the pilot's household treatment focus. Lead with the specific configuration and evidence an installer needs. [1, 3]

02 The state publishes an Ulster-serving contractor directory. That gives your sales team a practical starting point for installer conversations. [2]

03 The program requires post-treatment laboratory results. Your application data and installer support can help build a clear, documented treatment package. [1, 3]

Your first move

Desiree Lawlor | Co-owner, Hart Water

Ulster-serving installer. Phone: Hart Water business line. [2, 4, 6]

Desiree@harth2o.com | 845-336-4353

Ask: Desiree, which treatment configurations are you quoting for Ulster pilot households, and would a PIONEER product/application review be useful for your upcoming work?

From insight to action

Where your offer fits

PROJECT NEED	YOUR CONTRIBUTION	NEXT STEP
Household PFAS treatment [1]	Present the relevant PIONEER configuration. [3]	Match model and media documentation to rebate requirements.
Ulster installer channel [2]	Equip local contractors with a focused product proposal.	Discuss household flow, water chemistry and service support.
Documented installation [1]	Supply specifications and application support.	Build the post-treatment sampling and invoice requirements into the proposal.

The pilot supports eligible household treatment with rebates. Build the installer proposal around program requirements and the homeowner's eligibility letter. [1]

People to know

PROGRAM REQUIREMENTS

Ulster: doh-environmental@ulstercountyny.gov / 845-340-3010 for rebate rules. [5]

SECOND NAMED ROUTE

Tom Lawlor, Hart Water co-owner: use 845-336-4353 and ask for Tom. [4]

What happens next

- **NOW — INTAKE OPEN**

  Ulster is included in current state application intake. [1]

- **HOUSEHOLD PROJECT SEQUENCE**

  Eligibility letter, treatment installation and documented rebate submission within the program's six-month window. [1]

Evidence behind the opportunity

[1] NYS DOH | Pilot | rev Oct 2026

[2] NYS DOH | Contractor directory | Mar 2026

[3] ENPRESS | PIONEER | checked 11 Nov

[4] Hart Water | Named co-owners | 11 Nov

[5] NYS DOH | Program contacts | 11 Nov

[6] Hart Water | Desiree email | 11 Nov

Open current program or procurement records

Public sources checked 11 November 2026. The report identifies a local-installer sales route and the program steps for a treatment proposal.

Your next update	Discuss upcoming Ulster treatment proposals with Desiree, then match the PIONEER model and support package to the installer's requirements.