

How to
Increase Store Traffic
& Make
Huge Profits...

In the Self-Serve
Water Business



Helping Retailers Profit Since 1980



Find Us In:

- Hardware Stores
- Grocery Stores
- Convenience Stores
- Pharmacies
- Health & Wellness Stores

Backing You With:

- Factory Trained Technicians
- National Service Network
- Complete Maintenance Program

The Bottled Water Market is HUGE!



Latest polls say 90% of Canadians are concerned about the quality of their drinking water.

4 out of 10 Canadians buy their drinking water.

Annual bottled water sales have increased from \$173 Million to over \$500 Million in 10 years.

We own & operate top performing water stores with volumes over 250,000 litres/month.

Self-Serve Advantages: Retailers Love It!



It's Profitable

80% Gross Margin with a realistic \$2,000/sq. ft. profit.

Saves Space & Labour

No stacking and moving heavy bottles onto shelves. Customers fill their own bottles.

Repeat Business

Customers return week after week for refills. Consistent, non-seasonal profits.

Incremental Sales

Water customers on average purchase 2 or more additional items per visit.

Customers Love It!

Saves Money

Refilling saves up to 50% of bottled water costs. Plus, no bottle deposits.

It's Fresh

Purified daily, unlike bottled water which spends from 30 to 90 days in a warehouse or store shelf.

It's the Highest Quality

Maintained by qualified technicians to a stringent water quality protocol.

It Tastes Great

State-of-the-art purification system removes chlorine and other chemicals that cause water to taste or smell bad.



It Helps the Environment

By refilling bottles, we don't add to the 600 million plastic bottles that end up in North American landfill sites every year.

The Customer Equation = Pure Profits

Customer Base Gallons/Day	Daily Fills 5-Gal Bottles	Monthly Revenue @ \$3.95 / 5 Gallon	Monthly Profit @ 80% Margin*	Annual Profit x 12 Months	Annual Profit x 60 Months
Small - 20	4	\$ 474	\$379	\$4,548	\$ 22,740
Medium - 75	15	\$1,775	\$1,420	\$17,040	\$ 85,200
Large - 150	30	\$3,550	\$2,840	\$34,080	\$170,400

Plus Additional Profits from Coolers, Bottles & Accessories!

*Monthly Gross Profit is based on Monthly Revenue less all Maintenance & Product costs. Typical customer fills: 2 - 5 gal bottles per visit

Increase Your Sales & Profits!



Coolers



Pet Dishes



Water Pumps

Bottles are the Link Between Customers and Your System.



18L Bottle



11L Bottle



8L Bottle



4L Bottle



Personal Bottles

The Marketing Plan

We have established a comprehensive marketing plan that sells water.

Training Program

On-site training and "Guide to Success" operations manual give step by step training on how to run your new water business.

Blast-Off Program

Complete promotion package designed to promote rapid growth and development of your customer base. Also includes pre-paid water program.

Brand Name Recognition

Over 800 locations provide national coverage and consumer recognition.

Brochures

Our Guide to Better Water brochure helps educate your customers and answer many of their questions about water.

Toll-Free Customer Service

Toll-free phone and fax access to our order desk and service department from anywhere in North America.

Website

Our website provides easy access to equipment and product information.



Point of Sale Signage

Professionally designed point of sale signs, A-frame signs, window signs, and bottle labels to promote brand name and consumer confidence.

What Others Have To Say...

"This is my 3rd Water System and I would rate it best in quality of equipment, ease of maintenance and overall service"

Dave Liesemer

Brantford Home Hardware

"Annual Sales of \$240,000, Net Annual Profit of \$130,000, Purified Water is the highest grossing item I sell and I love it!"

Phillip Fynbo

Essex Home Hardware

"By Pre-selling Water Coolers and Water Packages I was able to pay for my Water System before it was installed!"

Mike Victoria

Fennel & Gage Home Hardware

"Over 40% of Water Customers buy other goods while they are in the store"

Dan MacDonald

MacDonald's Home Hardware

Single Station Self-Serve Water Centre

Single Water Dispenser

- 3-button operation for ease of use
- Automatic 5 gallon fill
- Ultraviolet water sterilizer with failure alarm to ensure 100% safe water
- Carbon block post-filter for improved taste
- Drop down bottle shelf for easy filling
- Lockable storage in dispenser base
- Waste water discharge system (optional)
- Stainless steel construction to last a lifetime
- Easy to clean
- Projects image of quality and purity

Built-In Bottle Sanitizer

- Uses no costly chemicals, no solutions to mix
- Leaves no residual taste or odour
- 3,125 times faster and more effective than chlorine
- Includes air dryer to extend ozonator life and reduce maintenance costs

Bottle Racking and Display

- Two 13" bottle racks
- Marketing Panel with Brochure Holder
- Display header and Purely Natural Sign

Merchandising Materials

- *Guide to Better Water* brochures
- Window sign
- Promotion package
- *Guide to Success* operations manual
- Cleaning and maintenance kit
- TDS water testing meter



Water Centre Dimensions: 44"W x 24"D x 90"H

Single Station Back Room Purification System

200 GPD Water Purification System

- 20,000 grain water softener to minimize membrane fouling and reduce maintenance costs
- Reliable, high efficiency 200 Gal/Day commercial reverse osmosis system including:
 - sediment pre-filter
 - carbon pre-filter
 - high pressure pump
 - energy saving high flow TFC membrane
 - reject water re-circulating loop
 - inlet low pressure protection switch
 - product water safety relief valve
 - all system pressure gauges
- Pump control box allows for non-pressurized water lines when not in use, minimizing maintenance costs and providing a smoother flow of water into the bottle.
- Feed, soft and pure water test valves
- Clean-In-Place assembly for water line sanitizing
- Dual check valve back flow preventer
- Water meter for diagnostics and maintenance scheduling
- Flood stopper leak detection and shut-down system (optional)

Storage Tank and Re-pressurization System:

- 70 Gal (310 Litre) sealed storage tank with float control and air filtration system
- Re-pressurization pump with electronic control box

Back Room Purification System Advantages

- Easy to maintain and service with upfront filters and water testing ports
- Takes no valuable retail space
- Customizable to handle any problem water application
- Expandable to handle future growth



Dimensions: Water System - 25.5"W x 24.75"D x 60"H
Storage Tank - 24"Diameter x 51"H

Dual Station Self-Serve Water Centre

Dual Water Dispenser

- 3-button operation for ease of use
- Automatic 5 gallon fill
- Ultraviolet water sterilizers with failure alarm to ensure 100% safe water
- Carbon block post-filters for improved taste
- Drop down bottle shelves for easy filling
- Lockable storage in dispenser base
- Waste water discharge system (optional)
- Stainless steel construction to last a lifetime
- Easy to clean
- Projects image of quality and purity.
- Dual dispense allows customers to fill 2 bottles at a time
- Reduces lineups and provides faster customer service



Water Centre Dimensions: 83"W x 24"D x 90"H

Built-In Bottle Sanitizer

- Uses no costly chemicals, no solutions to mix
- Leaves no residual taste or odour
- 3,125 times faster and more effective than chlorine
- Includes air dryer to extend ozonator life and reduce maintenance costs

Bottle Racking and Display

- 13" bottle rack
- 34" bottle rack
- Marketing Panel with Brochure Holder
- Display header and Purely Natural Sign

Merchandising Materials

- *Guide to Better Water* brochures
- Window sign
- Promotion package
- *Guide to Success* operations manual
- Cleaning and maintenance kit
- TDS water testing meter

Dual Station Back Room Purification System

500 GPD Water Purification System

- 20,000 grain water softener to minimize membrane fouling and reduce maintenance costs
- Reliable, high efficiency 500 Gal/Day commercial reverse osmosis system including:
 - sediment pre-filter
 - carbon pre-filter
 - high pressure pump
 - energy saving high flow TFC membrane
 - automatic membrane flush system
 - reject water re-circulating loop
 - inlet low pressure protection switch
 - product water safety relief valve
 - all system pressure gauges
- Pump control box allows for non-pressurized water lines when not in use, minimizing maintenance costs and providing a smoother flow of water into the bottle.
- Feed, soft and pure water test valves
- Clean-In-Place assembly for water line sanitizing
- Dual check valve back flow preventer
- Water meter for diagnostics and maintenance scheduling
- Flood stopper leak detection and shut-down system (optional)

Storage Tank and Re-pressurization System:

- 150 Gal (680 Litre) sealed storage tank with float control and air filtration system.
- Re-pressurization pumps with electronic control box

Back Room Purification System Advantages

- Easy to maintain and service with upfront filters and water testing ports
- Takes no valuable retail space
- Customizable to handle any problem water application
- Expandable to handle future growth



Dimensions: Water System - 25.5"W x 24.75"D x 60"H
Storage Tank - 31"Diameter x 61"H