

EVERPURE
WATER YOU CAN TRUST®



Everpure Water Filtration

*Training Course for
Kitchen & Bath
Showrooms and
Designers*



We Are...

EVERPURE
WATER YOU CAN TRUST®

- **Experienced**

In the water treatment industry Since 1933.

- **The Foodservice Industry Leader**

Supply water filtration to the major coffee houses and fast food chains around the world

- **Global**

Improving water throughout Asia, Europe, North America and Latin America

- **Part of the Water Technologies Group of Pentair, Inc. (PNR)**

Water and Wastewater Pumps, Pools and Spas, Filtration and Purification

- **A Provider of a Complete Portfolio of Water Treatment Products**

NSF and other third party certifications



A Little About Water

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- What is water?
- Where does it come from?
- What's in it and how did it get there?
- What can we do about it?



The Hydrologic Cycle

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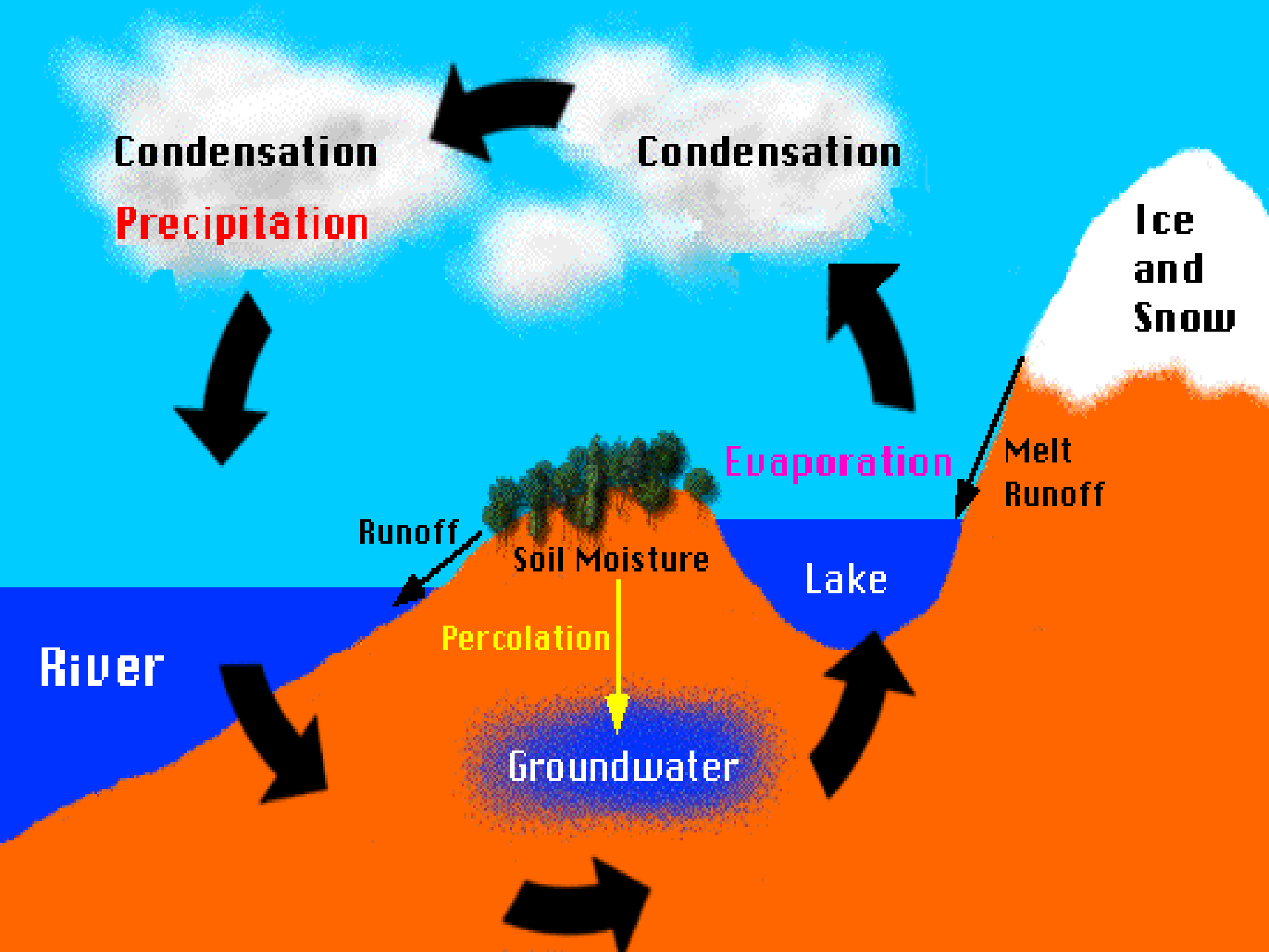


Water begins its never-ceasing cycle as vapor in the atmosphere. When millions of vapor particles unite, they form droplets of moisture. As these increase in size, they become heavy enough to fall to earth as precipitation. It is estimated that 16 million tons of precipitation falls earthward each second. Through the process of evaporation, it is drawn back into the atmosphere.

As water falls to earth in this never-ceasing moisture circulating system, it serves to cleanse both the air and the ground. The precipitation absorbs suspended solid matter (dust, dirt, soot), gases, odors and other impurities which pollute the air. This moisture dissolves and collects carbon dioxide to produce carbonic acid. Rain water also encounters sulfuric acid from the gases in burning coal. Normally, when such water reaches the earth, it is slightly acidic, corrosive and relatively soft. After water reaches the ground, it may pick up additional amounts of carbon dioxide from decaying vegetable matter. Equipped with this booster action, it acquires even greater potential for dissolving minerals and impurities.

The sun causes 70% of precipitation to evaporate back into the atmosphere. The remainder either seeps deep into the soil or finds its way into lakes and rivers and eventually into the oceans. As surface run-off, water acquires amounts of hardness minerals in addition to quantities of clay, silt, decayed animal and vegetable matter and much objectionable taste, odor and color. While surface waters are generally lower in mineral content, they possess far more contamination requiring treatment. On the other hand, as water seeps through the ground it adds to its hardness and iron content, much of its suspended matter, color and bacterial content are filtered out. As water collects in lakes or oceans and as it is brought up from deep wells and exposed, it evaporates into the atmosphere to continue the hydrologic cycle.





Condensation
Precipitation

Condensation

Ice and Snow

Evaporation

Melt
Runoff

Runoff

Soil Moisture

Lake

River

Percolation

Groundwater

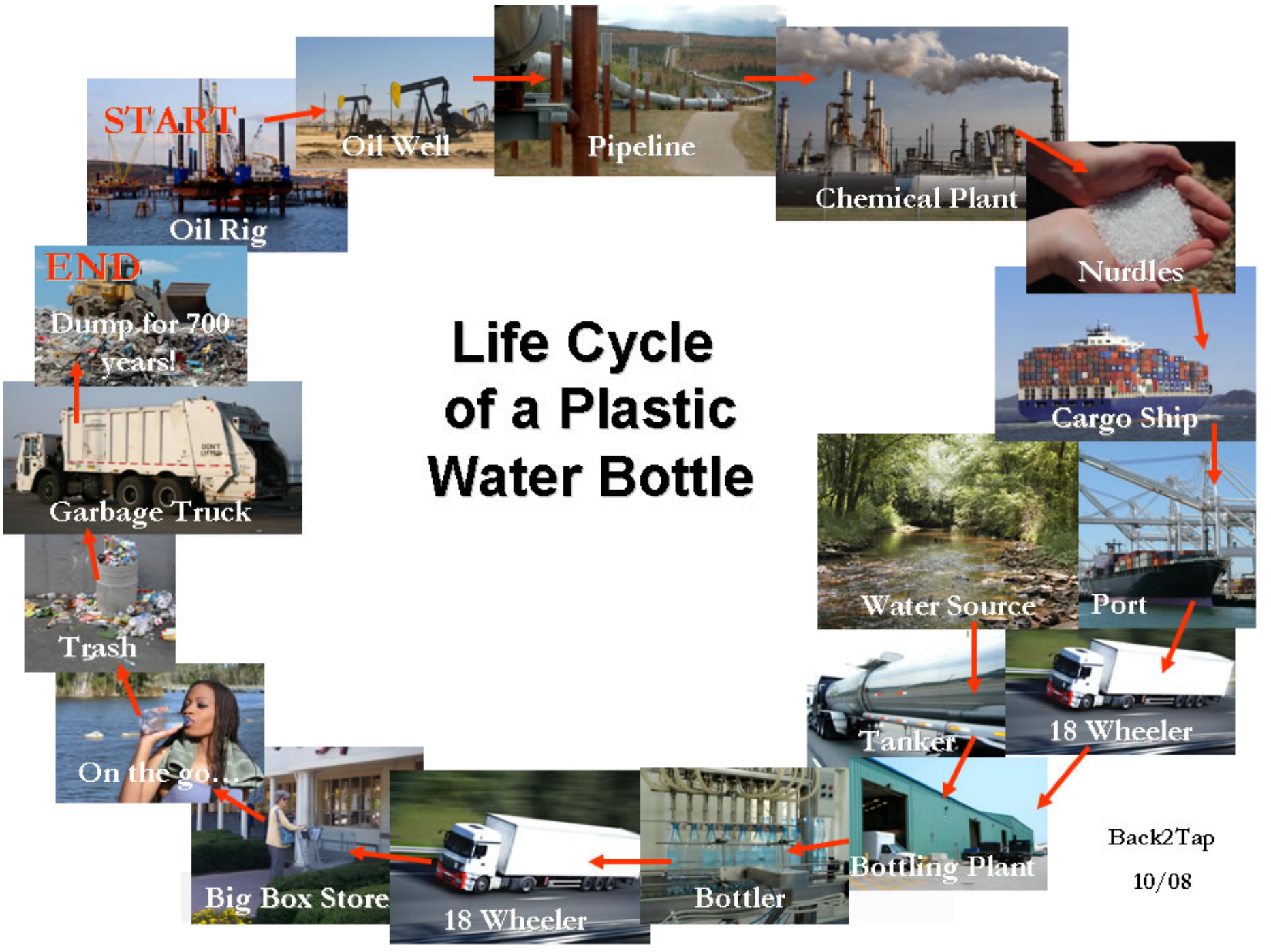
Water Filtration for the Home

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- Consumers are ready and need water filtration
 - 64% of Americans are concerned about the quality of their drinking water
 - 68% of them drink bottled water
- 72% of bottled water users state that taste & purity is superior to tap water
- Drivers are taste and purity (free from contaminants)
- *Consumers are now recognizing that bottled water is not environmentally convenient or economical and is not regulated*



Life Cycle of a Plastic Water Bottle



700 YEARS
plastic begins to decompose



Only 23% of plastic water bottles are recycled in the US. 38 billion bottles go into landfills each year.



Source: www.trendywaterbottles.com



*1,500 water bottles end up as garbage **every second**

eco impact

Everpure's H-300 cartridge delivers 300 gallons of filtered water a year for 45 cents per gallon. (Bottled water costs about \$7.60 per gallon.)

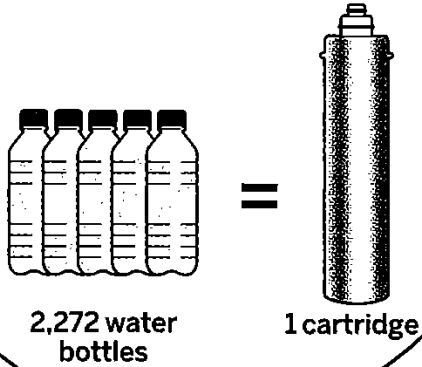


Photo taken in Los Angeles, CA

* Earth Policy Institute (EPI)

Why treat the water?

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- Ice = 100% water
- Coffee, espresso and tea = 99% water
- Soup & Sauces = up to 80% water
- Fruit juices can be up to = 80% water

The Motivators

- Healthy
- Economically makes sense
- Environmentally friendly



What does filtration do?

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- Provides the convenience of bottle quality water at your tap.
- Supports a healthy lifestyle
- Improves the quality of all the things you make with water
- Finely filters the water to remove chemicals, sediment, taste and odors, lead
- Tastes great!
- Environmentally friendly



How do I sell to my client?



- Talk bottled water
 - Usage and waste
 - Not regulated--- Everpure filtration is regulated & certified by NSF (National Sanitation Foundation)
- Everpure provides clean, consistent, regulated filtered water 24/7 for 1 YEAR!
- Design and spec it into every project
 - Leave client with information in your spec packet
 - 8 out of 10 clients choose to leave in the spec'd filtration package.
- Displays and marketing tools
- Active display
- Explain the Everpure story- Leader in Foodservice



Product Offering

EVERPURE
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- Luxury water for the entire home
 - Kitchen
 - Filters/RO
 - Faucets
 - Instant Hot
 - Chiller
 - Exubera & Helia customized water appliances
 - Bath
 - Prep & Bar
 - Whole House



Precoat Design

- Folded Septum Design
- Sub-Micron Standard-1/2 micron
- PreCoat offers Greater Surface Area vs. carbon block
 - Greater surface area = better dirt holding capacity and contaminant reduction capability



Core Product Offering

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- Under counter Drinking Water Filtration Systems



H-54

H-104

H-300

H-300 HSD

H-1200

V-500
VirusPure

BASIC OFFERING

PREMIUM

ULTRA-PREMIUM



Bathroom / Prep & Bar



- SPA-400:

New Bathroom Filter

- 2.2 gpm flow
- Lead reduction
- No special faucet required
- For Master bath, Kids Bath



- PBS-400:

New Bar/Prep Sink Filter

- 2.2 gpm flow
- Lead reduction
- Scale reduction
- No special faucet required
- Island sinks, pot fillers, main kitchen faucet



SPA-400



PBS-400

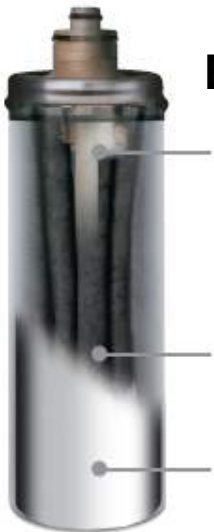


CTS-H54 Countertop System

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Features & Benefits:

- **Portable design no plumbing required**
- Sleek upscale design aligns with other Everpure products
- Smart electronics measures flow/volume and indicates time replace filter cartridge via LED light and sound
- Design accepts standard Everpure H-54 cartridge
- Quick disconnect design minimizes water spillage
- Exclusive PreCoat technology for optimal filter performance
- No external power requirements



Everpure Engineering

- ▶ Precoat technology, optimal surface area
- ▶ Contaminant reduction, allows passage of vital minerals
- ▶ Signature metal canister delivers durability and quality





A Safe, healthy & eco-friendly solution to meet the discriminating home owner's Drinking Water demands

Everpure ViruPure V-500 System



Why ViruPure V-500 Filtration?

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- Aging municipal distribution systems
 - Contamination due to water main breaks-700 per day*
 - Insufficient funds to maintain aging infrastructure
 - Contaminant leaching and corrosion
 - Biofilm (bacteria) development on pipes harbors pathogens



VirusPure V-500 Specifications

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Filters down to the Bacteria & Virus Level

- Provides a safe, healthy, eco-friendly solution to your drinking water concerns.
- The V-500 is the first NSF P231 certified commercial grade purifier system for the home.
- The V-500 is NSF 42, 53 and P231 certified for the reduction of:
 - Viruses 99.99%
 - Bacteria 99.9999%
 - Cysts 99.95%
 - Volatile Organic Chemicals
 - TTHM
 - MTBE
 - Lead (to below Federal Action Level)
 - Chloramine
 - Chlorine
 - Sediment
 - Limescale control
- 500 gallon (1893 L) capacity
- Flow Rate .5 gpm



700+ Boil Alerts Per Day- U.S. & Canada*



- October 4, 2010 – Trenton, NJ water plant shuts down- issues boil alert-water wasn't being filtered properly after heavy rains.
- May 1, 2010 – “Boil water” alert issued for nearly 2 million people in Boston Massachusetts*
- January 28, 2010 – Kissimmee, FL – “Boil water alert for thousands of residents
- March 24, 2009 – San Diego, CA area- Water pipeline ruptures affecting 14,000 residents
- 1993 Milwaukee, WI – Cryptosporidium outbreak 400,000 sick & over 100 deaths

*Americanchemistry.org



Everpure Faucet Line

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Designer Series:

- Chrome
- Brushed Nickel
- Satin Nickel
- Antique Brass
- Antique Wine
- Oil Rubbed Bronze
- Bright Black



- Classic Series
- Contemporary Series
- Victorian Series
- Many different finishes
- 30 plus sku's



Customize Beverage Appliances

Exubera Sparkling Water
Helia Instant Hot/Chilled



The Everpure *Exubera*™ Chilled Sparkling & Chilled Still Water

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- **Sparkling Water/Carbonator/Chiller Combi**
- **Positioning to meet consumer demand of “customized water”**
- **Compact dimensions for any location (16” h x 10” w x 15.25 d)**
- **Delivers 7.9 gallons per hour chilled to 40 degree’s**
- **1.85 gallons in one draw**
- **Requires Co2 tank (sold separately)**
- **Power consumption: 350 watt (WG)**
- **Uses ozone friendly R134a**
- **Part# EV983050**
- **UL Certified**



Exuberata Basics 101



Introduction

- A. Exuberata brings a set of very attractive features to your home's lifestyle
 - 1. Fresh filtered water, delightfully chilled the instant you turn on the tap
 - 2. Plus carbonated chilled filtered water, ready for a variety of satisfying uses
 - a. To enjoy just as it comes from the dedicated tap
 - b. To blend with flavored syrups for your own custom sodas
 - c. As a creative tool for a home mixologist to include in cocktails and other blended beverages.
 - 3. Or choose unchilled filtered water...the choice is up to you

- B. One of Exuberata's most attractive features is how easy it is to install

****The Exuberata's water tank inside MUST be filled before power is turned on!!.**
Connect the water supply hose to the "fill ice Bank" inlet. Watch the water fill the clear plastic tube on the front of the Exuberata appliance.



The Everpure *Helia*™ *Instant Hot & Chiller*

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- **Instant Hot/Chiller Combi**
- **A water appliance that delivers chilled water and near boiling instant hot water in one compact unit.**
- **Chills water to 40°F**
- **Heats water to 200°F**
- **Delivers 7.9 gals/hr. of chilled water**
- **Delivers 1.85 gallons in one draw**
- **Delivers 2.1 gals/hr. of instant hot water**
- **Ambient water port equipped. Allows to plumb to coffee and ice dispensers**
- **870 watts of electricity when compressor is cycling**
- **Uses ozone friendly R134a**
- **Dimensions: 16" H x 10" W x 15.25 D**
- **Part# EV983040**
- **UL Certified**



Helia Basics 101



Introduction

- A. Helia brings a set of very attractive features to your home's lifestyle
 1. Fresh filtered water, delightfully chilled the instant you turn on the tap
 2. Instantly heated, fully filtered water for hot beverages
 - a. To enjoy just as it comes from the dedicated tap
 - b. Perfect for Soups, Hot tea, Hot chocolate
 3. Or choose unchilled filtered water...the choice is up to you

- B. One of Helia's most attractive features is how easy it is to install

****The Helia's water tank inside MUST be filled before power is turned on!!.** Connect the water supply hose to the "fill ice Bank" inlet. Watch the water fill the clear plastic tube on the front of the Exubera appliance.



Solaria: Instant Hot Water Dispenser

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- Everpure Solaria
- Everpure branded Instant Hot Dispenser
- Truly Commercial Grade
 - Same unit as sold to Starbucks
- 100 cups per hour
- 190 degree's
- Vented Tank
- Must match with vented faucet



Polaria: Water Chiller

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- Everpure Polaria water chiller
- Truly Commercial Grade
 - Used in commercial water fountain applications
 - 1.3 gallons of icy cold water per hour
- Made in the USA



THE END

