



850 - 47th Street East
Saskatoon SK Canada S7K 0X4



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Self Serve Bottled Water Vending System

Generate up to 1000 more potential customers in your store monthly

Earn up to \$5,000.00 per month with only 4 square feet of retail space

(5 gallons/18.9 liters of bottled water for only 99 cents)

Dear Corporate Customer:

Thank you for taking the time to review this exciting business opportunity on our **PUREAQUA** water vending systems. The Water Clinic has been custom designing and engineering commercial, residential and rural water purification systems in North America since 1983. Due to the recent water quality concerns, the bottled water industry is becoming one of the fastest growing industries throughout the world. Through our market research, we have realized enormous potential for water vending systems that produce and dispense reverse osmosis purified water into the 5 gallon/18.9 liter container. We have also realized that consumers are becoming very concerned with the quality and high cost of bottled water.

The majority of bottled water companies will usually sell 5 gallons/18.9 liters of water from \$5.00 - \$9.00. The approximate cost to produce 5 gallons/18.9 liters of reverse osmosis water is only 10 cents, which covers the cost of water, wastewater and electricity.

Presently, there are some retail centers that sell bottled water. Bottled water companies will usually supply them with the bottle racks, deliver the water and wholesale the water to them anywhere from \$2.00 - \$4.00 per 5 gallon/18.9 liter bottle. The problems with this concept are the high cost, the amount of valuable floor space that it takes up and the inconvenience of those full and empty bottles lying around.

Bottled water companies have already completed the marketing for bottled water throughout the world, which means lower start up costs in advertising. Our marketing concept, which we believe is a ground floor opportunity for you, requires very little advertising and suggests the stores initially sell **5 gallons/18.9 liters of water for only 99 cents** as an introductory offer only in order to quickly capture market share.

"Let's make one thing perfectly clear . . . WATER!"

We initiated this concept 10 years ago and presently sell approximately 6000 bottles per month, of which 80% are competitors. We recently increased our price for 5 gallons/18.9 liters of water to \$2.00 and have not noticed any decrease in sales and strongly believe in the concept “volume over margins”. I have even suggested to some retailers to provide the water free of charge for a certain period in order to quickly establish themselves into the marketplace.

I believe selling 5 gallons/18.9 liters of water for only 99 cents is one of the biggest traffic generators any retail store can experience today. Just imagine the possibility of thousands of potential customers in stores each month and the potential spin offs generated in by selling bottled water for this low price. I'm sure you will agree that in the very near future, our **PUREAQUA** vending systems and marketing concept will revolutionize the bottled water industry and the days of selling 5 gallons/18.9 liters of water for \$6.00, \$5.00, \$4.00 or even \$3.00 will finally be over.

Our **PUREAQUA** system is one of the highest performing, lowest maintenance, competitively priced and attractive water vending systems in North America. All of our systems come standard with a state of the art water purification system, all of which can be custom designed according to your water quality and quantity requirements. Other water vending manufacturers may supply you with a sub standard water purification system in order to make the initial cost less, however their profits are made on the parts and service which can cost as much as \$2,000.00 per year. Other manufacturers also may not provide you with territory protection. Installation, service and scheduled maintenance of the **PUREAQUA** system can easily be performed by yourself or your maintenance staff and if required.

Upon deciding on the purchase of the **PUREAQUA** vending system, you have to determine who your competition is in your local area. First of all, find out who in your area is selling 5 gallons (18.9 liters) of water for only 99 cents, secondly how is their location in regards to customer convenience and parking. Most of the businesses that are presently selling bottled water either have a very poor location, parking is an inconvenience or they are simply over priced.

Some of the retail locations where this type of concept works extremely well are in **grocery stores, convenience stores, wine and beer stores, dollar stores, health food stores, car washes, pharmacies, service stations, hardware stores and home retail centers**. We presently have customers that are exceeding \$5,000.00 monthly in sales from the **PUREAQUA** system and their business continues to grow at a rapid pace.

Thank you for taking the time to review this information. We are available to meet with you at your convenience to discuss further how we can help you benefit financially from the **PUREAQUA** system. Please feel free to contact us at your convenience and it would be our pleasure to assist you.

Sincerely yours,



Philip Stadnyk
President/CEO



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PUREAQUA Customer Reference List

B. Carriere Contracting

Brian Carriere
Dawson Creek, BC
250-784-8112

Beverage Breaks

Roy Hardy
Delta, BC
604-946-5767

La Brewhouse

Ron Miller
Chilliwack, BC
604-795-2321

The Brewing Experience

John Elliott
Surrey, BC
604-535-7200

Sears Catalogue & Appliance

Paul Tait
Winfield, BC
250-766-3717

Houston Food Market

Bob Wheaton
Houston, BC
250-845-2413

Sylvan Auto Spa

Sheree Duske
Sylvan Lake, AB
403-887-3341

Your Dollar Store With More

Val Chapin
Vegreville, AB
780-632-7370

Lucky Supermarket

Lihn Nguyen
Calgary, AB
403-569-0778

Canadian Dollar Store

Lihn Nguyen
Edmonton, AB
780-471-3660

Vulcan Truck Stop

Fulton Beck
Vulcan, AB
403-485-6905

Stampede Esso

Hamdy Abou
Ponoka, AB
403-783-8272

Carmen's Bigway

Carmen Cornelius
Crossfield, AB
403-946-5609

Lucky 97 Supermarket

Lihn Nguyen
Edmonton, AB
780-424-8011

The Big Toy Wash

Charles Porter
St. Albert, AB
780-460-5388

Husky 16-21

Dhiren Barmar
Maidstone, SK
306-893-4652

South Hill Fine Foods

Perry Chambers
Moose Jaw, SK
306-692-1516

Your Dollar Store With More

Rana Babar
Saskatoon, SK
306-955-3273

Home Hardware

Louis Perrin
Rosthern, SK
306-232-5505

Big Way Foods

Floyd Pieper
Strasbourg, SK
306-725-3496

Big Way Foods

Rick McHaffie
Hague, SK
306-255-2024

Moosomin Fas Gas

Ashan Abidi
Moosomin, SK
306-435-2335

Hepburn Co-op

Jeff German
Hepburn, SK
306-947-2188

Biggar Shop Easy

Greg Pidwerbesky
Biggar, SK
306-948-5144

Lumsden Esso

Jason Lang
Lumsden, SK
306-731-3493

Planet Water

Ryan Jacobsen
Brandon, MB
204-726-4001

Esso

Bruce Rudneski
Melita, MB
204-522-3961

Swan River Qwik Stop

Randy Gelsing
Swan River, MB
204-734-4140

The Water Clinic

Joe Stephens
London, ON
519-437-1908

Micro Water Canada

Chris Sullivan
Chatham, ON
519-351-3369

Wine Kitz

Tom Down
Sarnia, ON
519-337-0303

Eco Water

Jim Blakely
Belleville, ON
613-969-7952

Watermaker

Ed Kampen
Orangeville, ON
519-942-4514

Wine Kitz

Eric Tucker
Fredericton, NB
506-453-7778

The Water Clinic

George Palmer
Bridgewater, NS
902-543-6212

Water for Less

Larry Morash
Halifax, NS
902-471-3899

Names of just a few satisfied customers that you may contact.
More names available upon request.

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