

 HOW TO
PROFIT
FROM THE
WATER
BUSINESS



Crystal Clear
WATER CENTRES

K-W & Cambridge: 519 886-3339 Guelph: 519 821-4889

crystalclearwater.ca

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.

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 on a 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.



Here's How We'll Help You Build Profit

Customer Base Gallons/Day	Daily Fills 5-Gal Bottles	Monthly Revenue @ \$3.95 / 5 Gallon	Monthly Profit @ 80% Margin*	Annual Profit x 12 Months	5 Year 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

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

Plus See Additional Profits from Coolers, Bottles & Accessories!



3.78L Bottle



7.56L Bottle



11.36L Bottle



18.9L Bottle

A Marketing Plan that Sells **Water**



Training Program

Our Blast-Off Program is a complete promotion package designed to promote rapid growth and development of your customer base. In conjunction with step by step training, a pre-paid water program is also included.



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.



Brand Name Recognition

Over 800 locations provide national coverage and consumer recognition.



Toll-Free Customer Service

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



Website

Our website provides easy access to equipment and product information.

Look what our customers are saying...

“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

“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

“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

“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 lasts a lifetime

Easy to clean

Projects image of quality and purity

Ozone Bottle Rinse

No costly chemicals, no solutions to mix

Leaves no residual taste or odour

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

Display header and Purely Natural Sign

Bottle Cap Holder

Cleaning and Maintenance Kit

TDS Water Testing Meter

A Marketing Plan that Sells Water

Point-of-Sale Signage

Blast-Off Training Plan

Brand Recognition

Toll-free Customer Service

Website



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

Double Station Self-Serve Water Centre

Double Water Dispenser

3-button operation for ease of use

Automatic 5 gallon fill

Dual ultraviolet 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 lasts a lifetime

Easy to clean

Projects image of quality and purity

Double dispenser allows customers to fill 2 bottles at a time

Reduces lineups and provides faster customer service

Double Ozone Bottle Rinse

No costly chemicals, no solutions to mix

Leaves no residual taste or odour

Faster and more effective than chlorine

Includes air dryer to extend ozonator life and reduce maintenance costs

Bottle Racking and Display

13" Bottle Rack and 34" Bottle Rack

Marketing Panel

Display header and Purely Natural Sign

Bottle Cap Holder

Cleaning and Maintenance Kit

TDS Water Testing Meter



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

A Marketing Plan that Sells Water

Point-of-Sale Signage

Blast-Off Training Plan

Brand Recognition

Toll-free Customer Service

Website

Back Room Purification Systems

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

Features

20,000 grain water softener minimizes
membrane fouling and reduces maintenance

Reliable, high efficiency commercial
reverse osmosis system includes:

- 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

Repressurizing Pump(s) - 3.3 GPM

Feed, soft and pure water test valves

Clean-In-Place assembly for water line sanitizing

Water meter for diagnostics and
maintenance scheduling

Stainless Steel Frame

Complete purification system is fully
assembled, plumbed and installed on
frame 26"W x 24.25"D x 56"H

Storage Tank

Automatic float system, bulkhead, shut-off
valve, overflow and air filtration system

Sizes available:

70 US Gal (310L) - 24"D x 51"H

150 US Gal (680L) - 31"D x 61"H

225 US Gal (1000L) - 31"D x 90"H

200
GALLONS
PER DAY



500
GALLONS
PER DAY



Window Vend Water Dispenser

Easily Installed

The Purely Natural Window Vending Unit is easily installed into a window, wall or kiosk.

Easy-to-Use

The self-service system is coin operated, easy to use and offers 24/7 access.

Secure

The cash box, located in the cabinet, can only be accessed through a lockable rear cabinet door located inside your premises.

Features

- 4 Selections with Pause
- UV Water Sterilizer
- Carbon Block Post-Filter
- Solid State Control Board
- Accurate Metered Vending
- Stainless Steel Filling Cabinet
- Small Bottle Drop Shelf
- Coin Acceptor
- Secure Cash Box
- Cashless Card Reader Available



Shown with optional card reader

Ozone Bottle Rinse

- No costly chemicals, no solutions to mix
- Leaves no residual taste or odour
- Faster and more effective than chlorine
- Includes air dryer to extend ozonator life and reduce maintenance costs

Specifications

Dimensions	Technical	Plumbing
Height: 32"	Electrical: 110 VAC	Input: 3/4" MIP
Depth: 20"	Capacity: 5 GPM	Drain: 1-1/2" Male sink tail piece
Width: 30"		
Weight: 125 lbs		



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