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Water Coolers 101

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In conjunction with Plumbers Supply




The Market

- Schools, parks, office buildings, recreation centers, industrial facilities, medical facilities all buy water coolers daily.
- Demand is increasing daily because of the growing wellness demands + sustainable properties of water.
- Elkay is the #1 water cooler manufacturer in the world and makes virtually any water cooler, drinking fountain, or chiller that your customer would require



Elkay Water Coolers

- Easy to sell, priced right, ships quickly
- No in-depth technical training necessary to sell water coolers, as customer is usually replacing existing models that have quit working
- Made in USA  excellent quality no callbacks
- Easy for customers to understand and install
- Ship in 24-48 hours
- Growing market due to the increased demand for water driven wellness + sustainable products



Basic Water Cooler Information

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- A water cooler has an electric water chiller and a small storage tank to supply chilled water to the bubbler (usually 50 degrees).
- Drinking fountains supply ambient water and do not come with a chiller unless ordered.
- Drinking fountains are available for both indoor & outdoor applications
- Chillers are available to use remotely with a fountain and range from 1 gallon/hour to 32 gallons/hour.
- 1 chiller can service up to 3 fountains, usually located no more than 15' away from the fountains.
- Chillers are typically mounted indoors – in janitors' closets or mechanical rooms
- Most coolers have a chiller capacity of 8 gallons/hour, but are available in 4 gallon models up to 20 gallons/hour
- We carry all approvals: UL, NSF/ANSI UPC, and NSF61 Annex G, AB1963
- Our water plant in ISO 9001 and our coolers are made in the USA



Types of Water Coolers

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- Floor mounted
 - usually replacing existing installations
 - Available with foot pedals or as Hot + Cold unit (dispenser for hot; bubbler for cold)
- Wall mounted
 - 80+% of wall models are ADA, and many codes require ADA (picture EZS8)
 - Available as hot + cold unit
- Bi-Level Coolers
 - Have 2 stations, but only 1 chiller
 - Available with optional cane apron for the visually impaired
- Specialty Coolers
 - Bottle water fillers (EZH20), outdoor rated coolers, vandal resistant coolers, ADA coolers, corrosion resistant coolers
- Outdoor Water Coolers
 - Should be winterized in colder climates (this is also true for coolers installed in non-heated locations)
- Accessories
 - Glass fillers
 - Elkay filters remove poor taste, any odor and water born bacteria. They can be added in the field, but we recommend that they be ordered from the factory
- Finishes
 - Available in stainless steel or vinyl coated steel



EWA8



EZS8



EZSTL8



EXH20



LK1110

Water Fountains for Indoor Use

Use water fountains indoors when....

- Electric is not available
- Loss of power is common
- Energy savings and dollar savings are paramount
- Noise concerns (from a cooler kicking on) are a problem
- Architectural design requires a cleaner look

Use a fountain with remote chiller behind the wall usually no more than 15' from the fountain.



Water Fountains for Outdoor Use

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Outdoor water fountains can be found at schools, parks, etc .

- Vandal resistant
- Usually have frost proof kits (additional charge, so always ask)
- Stainless steel or powder coated steel: 16 colors available.
- Stone fountains - aggregate dark brown color
- Available in ADA styles
- Available with hose bibs for clean up
- Available with pet bowls



Selling Water Coolers

What are the questions to ask?

- Is it a new or replacement water cooler?
- Is it a wall or floor mounted water cooler?
- If it is a wall, do they want ADA? (wheelchair coolers are very common 80+ percent of all coolers sold)
- Do they want a glass filler, filter, foot pedal or stainless steel finish with the water cooler?
- If it is a new installation, do they have a water supply, a drain in the wall and electric?
- Where should we ship? What PO# do they want to use?



Ordering a Water Cooler

- If your customer needs help ordering a cooler, first ask the selling questions.
- If it is a replacement cooler, get the manufacturer's name, the model number, and the serial number off of the identification plate.



Installing a Water Cooler

Requirements for Installation:

- You need a cold water supply pipe
- You need a drain pipe adjacent to the supply
- You need an electric source. Low amp draw approximately 4 amps 120 volt
- 240 volt, as well as international requirements are available

Your customer can pick what model they need from the catalog. Any maintenance man, plumber or Graybar sales associate can install one.

Specifications and installation instructions can be found online at www.elkayusa.com. The customer can also call M/R at 800. 800.397.6622 or Elkay Customer Service at 800.260.6640.

The Weight of Water....



We are seeing an increased awareness of both the consumption of and the sustainability of water.

But how can we manage both?

Water = Wellness

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Corporate wellness programs, education wellness programs, doctors and health insurance carriers are asking us to drink **MORE WATER!**

8 - 10 8 oz. glasses per day



EZH₂ 

Water = Wellness

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WHY DRINK MORE WATER?

Water makes up between 60-70% of your body and performs many necessary functions:

- Transports nutrients and oxygen into cells
- Moisturizes the air in lungs
- Helps with metabolism
- Protects our vital organs
- Helps our organs to absorb nutrients better
- Regulates body temperature
- Detoxifies
- Protects and moisturizes our joints



Water = Wellness

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What Can Water Do For Us?

- Weight Loss
- Natural Headache – Backache Remedy
- Healthier Looking Skin
- Increased Productivity at Work
- Better Exercise
- Helps in Digestion
- Less Cramps and Sprains



Water = Wellness

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The Corporate Wellness Advisor gives the following tips to encourage more water consumption:

- Get a filter; some people don't like the taste of tap water
- Use a bottle that holds the amount of water you are aiming for.
- Keep it cold.
- Exercise – you will boost your thirst for water.
- Spike it – squeeze in a lemon or lime.



Water Should Be GREEN

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One of the hottest trends today is GREEN, and one of the biggest wastes today is disposable plastic bottles...

Material waste...

- “Americans went through about 50 billion plastic water bottles in 2006. The recycling rate for PET is only 23%, which means 38 billion water bottles go into landfills each year--more than \$1 billion worth of plastic.”
- July 2007, *Fast Company Magazine*, “Message in a Bottle”

Energy waste...

- “According to Food & Water Watch, more than 17 million barrels of oil -- enough to fuel one million cars for a year-- are needed to produce the plastic water bottles sold in the United States annually.”
- August 2009, *Washington Post*, “Bottled Water Boom Appears Tapped Out”

Dollar waste...

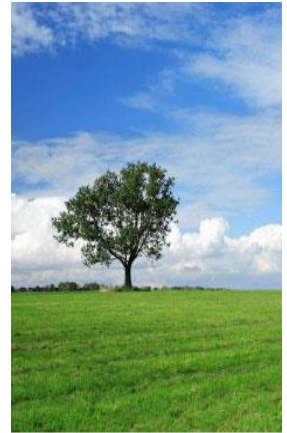
- “The recommended eight glasses of water a day, at U.S. tap rates equals about \$.49 per year; that same amount of bottled water is about \$1,400.”
- June 2009, *Banthebottle.com*, “9 Ways To Reduce Plastic Bottle Waste At Your Workplace”



So what is the SOLUTION?



How can we promote our
WELLNESS, without
affecting the **WELLNESS**
of our environment?



Elkay's new EZH2O Bottle Filler provides a **rapid** fill, of **filtered** water, to **quench thirst** and help **minimize disposable plastic bottle waste** in the environment.

EZH₂O



The Product

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EZH2O can retro-fit to Elkay “EZ style” push bar activated water coolers or be sold together as a kit.

EZH2O is also available as an in-wall design. It can stand alone or be paired with Soft Sides[®] and SwirlFlo[®] drinking fountains to create the ultimate high end water station.



Retro-fit model



In-wall design

EZH₂O

Features + Benefits

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•Visual Filter Monitor

- Green, yellow, red LEDs are located in the front to visually indicate when filter needs maintenance
- Filter is a NEW 3000 gallon WaterSentry Plus filter – rated for taste, odor and lead reduction

•Water Dispenser

- Fill rate for the unit is 1.1gpm for refrigerated units and 1.5 gpm for non-refrigerated units
- Laminar flow provides a clean fill with minimal splash and easy maintenance
- Plastic surrounding dispensing area is integrated with **Silver Ion Anti-microbial** to inhibit growth of mold and mildew

•Green Ticker

- Informs user of number of 12oz. or 16 oz. bottles saved from landfills

•Sensor Activated

- No need to hold bottle, just place in front of sensor and fill
- Sensor is equipped with an automatic 30-second shut-off timer
- User interface design makes touchless operation intuitive

•Silver Ion Anti-Microbial Product Protection

- Selected plastic components are integrated with Silver Ion Anti-Microbial.
- This inhibits the growth of common bacteria, molds, and fungi that cause stains, odors and product deterioration for the useful life of the product



Key Value Propositions

QUICK. CLEAN + GREEN

- The EZH2o fill rate is 1.1-1.5 gpm; 3 times faster than a standard drinking fountain

- One-handed operation allows for quick fill between activities

- No wasted time searching for floor-standing point of use coolers



- NEW WaterSentry Plus filter is included with all models
 - 3000 gallon capacity
 - Quick, ¼ turn install
 - Provides clean, great tasting water and removes lead

- Electronic sensor provides touchless, sanitary operation

- Integrated Silver Ion Anti-Microbial protects against mold and mildew growth



EZH2o saves:

- Consumer **spending** on plastic water bottles vs. tap water

- The **environment** from plastic bottle pollution

- Energy** to produce plastic disposable bottles

