

Welcome to Danamark WaterCare

Since 1975, more than one-third of Canadians every day experience products distributed by Danamark WaterCare. A true Canadian success story, Danamark has grown to become a leader in innovative WaterCare solutions, with sales and distribution throughout Canada.

One hundred percent Canadian owned and operated, Danamark was started by Robin Howlings, Sr., who began his career in the foodservice industry. In 1975, he founded Danamark Ltd. as a distributor of coffee brewing equipment. Amongst his astute observations, Howlings identified an industry need for the guarantee of pure, clean, fresh water long before it was recognized as an essential part of any foodservice operation.

In 1979, Danamark added water filtration products to our business and in 1989 streamlined our business to focus exclusively on WaterCare Solutions, for Foodservice, Commercial, Industrial and Residential markets.

Danamark WaterCare is the leading WaterCare provider to the top restaurant chains, petroleum companies, office coffee water providers and water treatment professionals across Canada. Amongst its' recent achievements, Danamark WaterCare won a contract and Top Supplier Award by McDonald's Restaurants for providing nearly 1000 outlets with reverse osmosis filtration systems. In 2006, Danamark was appointed as Master Distributor for Antunes Ultrafiltration and Harmsco Small Community Water Systems.

Danamark's influence has also extended to Afghanistan, by providing WaterCare solutions for Tim Horton's at the Canadian Armed Forces Base in Kandahar. Through a network of packaged water system suppliers, Danamark's presence is felt worldwide, wherever an emergency water supply or semi-permanent system is required for disaster relief efforts.

Corporate Social Responsibility

As part of our company mandate to make a difference, we have formed The Robin S. Howlings Foundation for Clean Water, in memory of our Founder who passed away on Sept. 15th, 2006 in his 75th year. On Sept. 15th of each year, we set aside 10% of our revenues and the proceeds are used to fund the donation of drinking water systems to worthwhile causes, such as homeless shelters and non-profit organizations.

Our Mission

To make clean, safe drinking water accessible to every Canadian by 2020.
To build a great company based on mutual respect and integrity.
To give back to the community through The Robin S. Howlings Foundation for Clean Water.

Our Vision

There are numerous types of technologies out there, but are they sustainable and responsible for our tiny planet?

As WaterCare professionals, we must provide our customers with practical solutions based on real needs and realistic performance and these solutions must be properly tested and certified by globally recognized authorities.

Our Responsibility to You

WaterCare is a serious issue and therefore we have a profound responsibility to you to only recommend those solutions which meet the highest standards of performance and design integrity, while still caring for our environment.

Our commitment to you is to continuously seek out those innovative technologies which are at the forefront in this arena. In addition, we run our business with the environment as our beacon; from online order entry to electronic shipment notification to electronic invoicing and PDF literature, we strive to be a paperless company.

Our Value Add Programmes for You

DanaPoints Rewards Programme - You earn DanaPoints on every dollar spent with us. Collect and redeem these valuable rewards points on future purchases.

Product Knowledge Training – quarterly customer training sessions on various aspects of WaterCare issues and solutions, part of our commitment to education.

Monthly E-Newsletter - bilingual monthly email communiqués addressing water quality, watercare solutions, new products, education and company initiatives.

Water Testing & Analysis – free In-house lab services.

Consulting – in-house engineering staff to assist you with your design and specifications.

DanaBuddy System – each client is assigned a “Buddy” who is your “go-to” for customer care requirements.

DanaCare Service Programme – a national web-based service programme providing hands on local service & support.

National Installation Network – from site surveys to complete installation, we can take care of you.

We aspire to be an organization that reflects the globally diverse audience that our products serve. We believe that in addition to hiring the best talent, the diversity of perspectives, ideas and cultures leads to the creation of better products and services. This diversity serves as the foundation for us to better serve our clients.

We have many different ideas and many different people throughout our organization. Yet we are one company, one team, with one care...Water.