



DANAMARK
watercare



Premium Carafe Water

EVERPURE
EXUBERA
pro

ExuberaPRO Premium Carafe Water

The ExuberaPRO System is a turnkey Premium Water alternative that allows you to create your own bottled-quality water on-site.

Reduce Food Costs & Help the Environment

ExuberaPRO sparkling, still & ambient water...

- Brings your FOOD COSTS for bottled water down to nearly ZERO
- Reduces packaging waste
- Saves valuable storage space
- Will be appreciated by your eco-conscious guests

You & Your Restaurant

A new source of revenue:

Adding premium carafe water to your menu adds a new revenue source and expands your offering. Tap water patrons may now trade up to this new mid-range priced menu item.

A cost savings to you:

With little recurring costs other than filter changes, this system can greatly reduce inventory, ordering and waste costs associated with other premium waters.

The environment:

By serving still or sparkling water in reusable carafes, you reduce waste and therefore help reduce the impact on our environment.

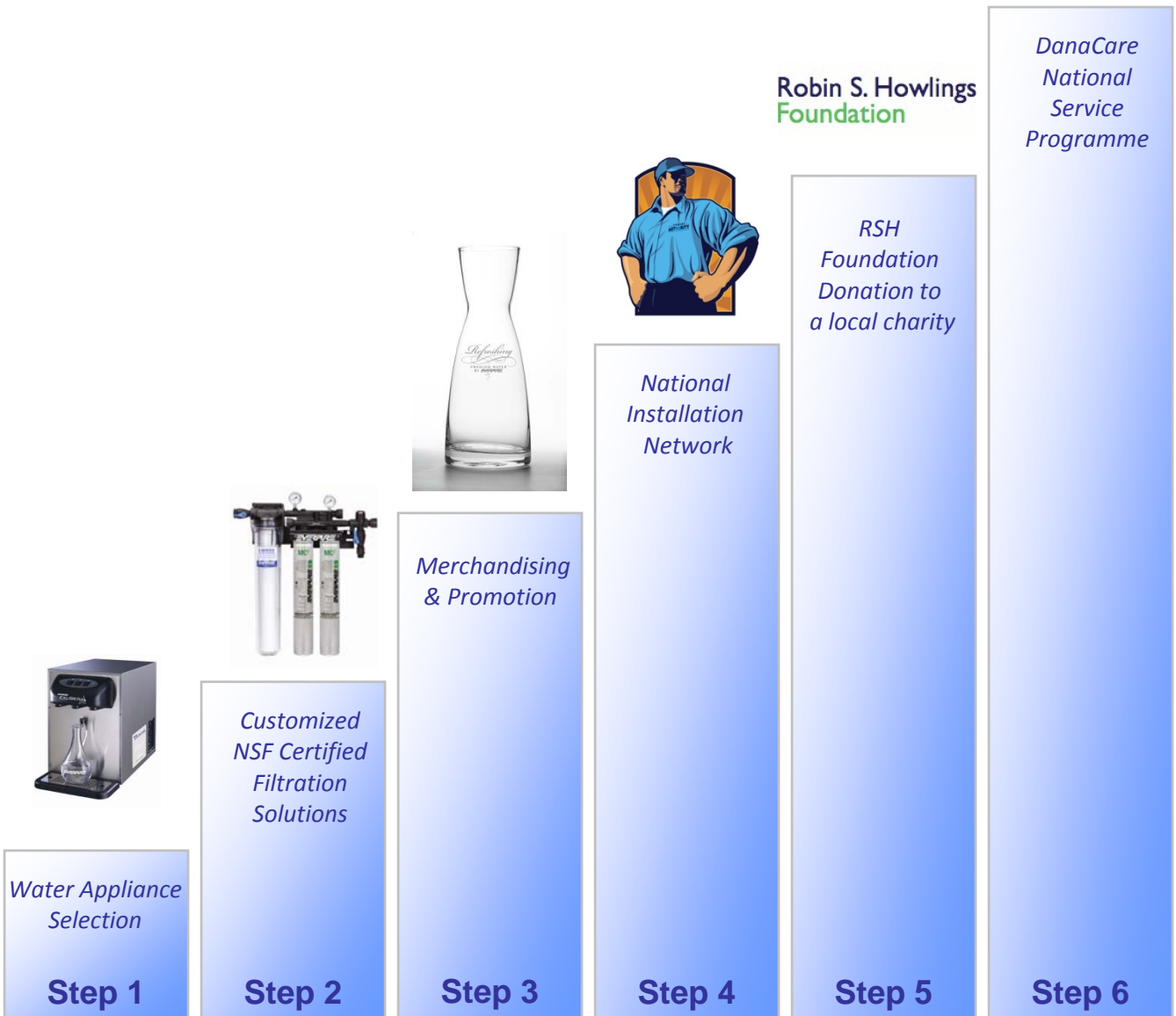


The Six Step Process

We have a simple six step process to ensure you are 100% satisfied.

Working closely with you, we will design a programme to suit your marketing needs and water conditions.

We want to make it easy for your operation to provide customers truly premium water.



Step One – Water Appliance Selection

We have two variations of Exuberapro chiller/carbonation systems for your consideration:

The Counter Top model is ideally suited for the 'back of the house' areas, such as catering.

The Under Counter model, with 3-way tap, is perfect for the 'front of the house', such as a high profile bar area where patrons can see you pouring the water.



Counter Top Model

<i>Counter Top Option</i>	
Exuberapro CT	Model EV9333-41
<i>Under Counter Option</i>	
Exuberapro UC	Model EV9333-51



Both units feature:

- › Efficient Ice Bank Technology
- › Maximum Water Production of 31.7 gallons/hour
- › Continuous Water Production of 18.5 gallons/hour
- › Durable Steel Construction
- › Ambient, Chilled and Chilled Sparkling water delivery



Under Counter Model with 3-way Tap

NOTE: Both systems will require CO₂ delivery.

Step Two – Customized NSF Certified Filtration Systems

Options & Choices

Depending on your specific water quality or the desired type of water you would like to serve to your guest, we will develop a customized filtration solution to bring your water to the best quality possible.

As an example, if your desire is to provide 'mineral free' water, we can provide you with reverse osmosis. If you would like to add additional disinfection, such as ultraviolet sterilization, it's a simple add-on.

Our expansive product line allows us the flexibility to meet your desired quality and improve many problem water conditions, should they exist in your location.

Fine Filtration

Our Coldrink Twin & Triple Filtration Systems are ideally suited for installation with the ExuberaPRO systems & are recommended for municipally chlorinated water sources, common in most major cities.

These are the same systems which we have been providing to major foodservice chains for the past 30 years and are NSF certified to the highest standards.

NSF Certification

A widely accepted & recognized global third-party certification provider, NSF provides assurance that Everpure products perform to their contaminant reduction claims, and meet or exceed integrity standards



Step Three - Merchandising

The Experience

Every restaurant wants to provide their guests an experience. Quality water should be part of that experience. Our system will be seamlessly integrated into your current operation. Making your guests aware of your choice will be instrumental in maintaining your high quality service.

People are used to and expect to pay for quality drinking water. In addition, studies show that almost 1 in 2 people are willing to pay up to a 10% premium for products they consider “green”. The Exubera System enables you to offer guests a savings over what they are used to paying for prepackaged bottled water and your green efforts will be appreciated. This win-win situation for guests (be green and save), and will create goodwill toward your operation.

Branding

Branding is critical to a positive perception as to the quality and value of the beverage being served. We can offer assistance with branding your water. We have our own Everpure brand to offer or we can help you create your own brand.

Promotion

Installing an Exubera Pro System is a positive move for your operation, for reducing operating cost due to inventory management and waste management. It would also be a value-added benefit for your guests that provides you a point of differentiation from the competition. You have an opportunity to demonstrate your leadership on many dimensions and we would like to assist.



Step Five – The Robin S. Howlings Foundation

Robin S. Howlings Foundation

Every drop counts. Here at Danamark WaterCare we're making a difference drop by drop.

Quality water is our specialty and we want to give back to the community with environmentally friendly solutions that benefit those in need. We are committed to donating premium quality drinking water filtration systems to various community charities across Canada, including the cost of installation and the ongoing annual filter replacement costs.

In June of 2007, we introduced ***The Robin S. Howlings Foundation for Clean Water***. On September 15th of each year, 10% of every sale will be set aside to fund our corporate CSR initiatives. September 15 is a bittersweet date here at Danamark. Our founder, Robin Smith Howlings, passed away on this date in his 75th year due to a rare form of cancer. But his giving spirit lives on – his enduring legacy of social commitment, integrity and principles continue to run strong at Danamark.

Our foundation is clearly and purely in sync with our passion to be proactive in providing environmentally responsible solutions for WaterCare needs because all Canadians deserve access to good water regardless of their social structure or income.

As part of our on-going commitment to provide Canadians with clean, safe drinking water, we are making a donation to a new initiative called "Green on Tap", from the proceeds of every ExuberaPRO system sold.

"Green on Tap" was created to make a significant difference in reducing our collective carbon footprint by encouraging restaurants, hotels and other food industry businesses to offer their patrons filtered water as an alternative to bottled water. Each participant in the program will also donate \$1 from each bottle sold to the "Green on Tap" fund, which will benefit local environmental projects such as the Evergreen Brick Works. For more information on the program or to find out how you can take part please visit www.greenontap.ca

Let's raise a glass – of water – to good health and making a difference.

DANACARE

Let us take care of you.

Whether you purchase your WaterCare solutions from Danamark or another brand, we can take care of the ongoing maintenance. One toll free number to call, one vendor to pay, total accountability.

Our national, web-based programme provides peace of mind that your investment in WaterCare will be looked after and your operations standards are adhered to by your managers and franchise partners. You gain password protected access to all data and can view 24/7 what is happening in each of your locations.

In addition, we provide a Lifetime warranty on all systems purchased thru Danamark. Each restaurant profile contains a permanent history of all service work performed, a photograph of each filter installation, a hyper-link to any and all correspondence & emails related to the site, an initial site inspection report and any other relevant data pertaining to service history.

DanaCare service work is based on site-specific schedules for each location, based on their individual requirements. During each service call, all water filter cartridges will be changed, flushed and dated. Each filter system will be inspected to ensure it is working properly. All work will be signed for; using a specific Client work order. Each work order will be scanned and kept on permanent record in our DanaCare database.

The cost of DanaCare service is included in the cost of cartridges, for scheduled service calls. No additional labour charges, freight or travel time apply. Billing for DanaCare service can be electronically invoiced directly to your locations or consolidated into one monthly invoice, by province.

Lifetime Warranty Promise

By joining our DanaCare Service programme, your WaterCare equipment is automatically covered by our unique Lifetime Warranty.

One number to call ---Toll free 1-888-326-0901

danacare@danamark.com

www.danamark.com

WaterCare Solutions for Your Entire Operation

We have a full portfolio of watercare solutions that can be extended beyond the table and into other areas of your location.

- Bar guns
- Coffee brewers
- Espresso machines
- Warewashing
- Iced Tea dispensers
- Fountain dispensers
- Ice machines
- Steamers/Combi Ovens
- Hot water dispensers for tea
- Laundry



Insurice System for Ice Makers



*Combination High Flow
Whole Restaurant System*



To help foodservice operators understand their water, we have created an easy and sophisticated programme called “SMARTWORKS”.

The first component of SMARTWORKS is a free water test kit that can be ordered thru www.everpure.com. This simple-to-use kit allows you to easily test your water for total dissolved solids (TDS), hardness, pH, Alkalinity, chlorine, chlorides and iron.

Once the test is completed, you input the results online into SMARTWORKS. The programme will then provide a free download water analysis, by application, that compares your locations water to recommended water specifications.

By inputting your specific water usage habits, we can provide you with immediate recommendations for filters for each of your applications, properly sized to your site specific needs.

Our Value Add Programmes for You

- 100% Customer Satisfaction Guarantee or Your Money Back
- Canadian Lifetime Warranty Programme
- National Certified Installation Network
- National “Web based” Preventative Maintenance Programme (DanaCare)
- National Reactive Service Programme (First Response)
- Smartworks Water Testing & Analysis
- DanaPoints Rewards Programme
- After Installation Inspections and Staff Training
- Danamark Institute of Learning – Online WaterCare & Sales Training
- Direct North American toll free numbers for each team member
- DanaBuddy CustomerCare Programme
- Online Ordering & Tracking
- Electronic Order Confirmation & Shipment Notification
- Lease if you please! – 12 month financing plan



DANAMARK
watercare

DANAMARK WATERCARE

90 WALKER DRIVE | BRAMPTON, ONTARIO | L6T 4H6

I-888-DANAMARK | TEL: 905-792-2353 | FAX: 905-792-2986

www.danamark.com