

EVERPURE CONSERV® LT-S SALES TRAINING

Reverse Osmosis System for Steam Applications

January, 2018

SUMMARY

- Problem overview
- Solution
 - Conserv® LT-S High Efficiency Reverse Osmosis System
- Value propositions
- Marketing support

PROBLEM OVERVIEW

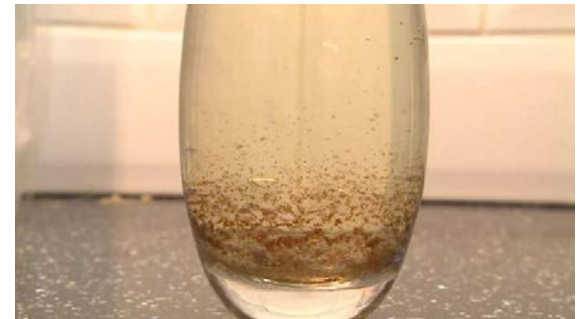
PROBLEM OVERVIEW

- Scale
 - Lime or “hard” scale is formed when there is a combination of scale minerals (Ca^{2+}), carbonates (CO_3^{2-}), high pH and energy
 - Increases energy usage, deliming costs
- Corrosion
 - Corrosion is a chemical process in which metals used in brewing and steam equipment are eaten away and ultimately fail
 - Corrosion from chlorine and chlorides attack metals causing erosion on surfaces and disintegration on parts



PROBLEM OVERVIEW

- Total Dissolved Solids (TDS)
 - Broad array of dissolved contaminants in water; mostly minerals such as chlorides, sulfate, iron, silica, calcium and magnesium
 - Contribute to hardness and scale
- Particulates
 - Dirt, sediment and rust
 - Contributes to scale formation
 - Off tastes and odors



PROBLEM STATEMENTS

CHANNEL PARTNER PROBLEM STATEMENTS

- Reverse Osmosis systems are a complicated and costly solution to water-related issues in steam equipment which makes them difficult to sell to end-users
- Traditional RO systems have too much output for low volume applications
- Traditional RO systems are large and take up too much space
- Not all RO systems include RO blending with mineral feed capabilities to make the water less corrosive



END-USER PROBLEM STATEMENTS

- Without the proper water quality, the manufacturer's warranty could potentially be voided
- Poor water quality can shorten the life of equipment causing higher energy consumption, operating costs and less productive equipment
- Not all RO systems include RO blending with mineral feed capabilities so without it, water could be corrosive and cause damage
- Conventional RO systems are too large and costly for low volume applications

SOLUTION

CONSERV® LT-S HIGH EFFICIENCY RO SYSTEM

The Everpure® Conserv LT-S High Efficiency Reverse Osmosis System is a cost-effective solution specifically designed for low-volume steam applications, such as combi ovens, small steamers, and proofers.



CONSERV® LT-S: FEATURES AND BENEFITS

SYSTEM FEATURES

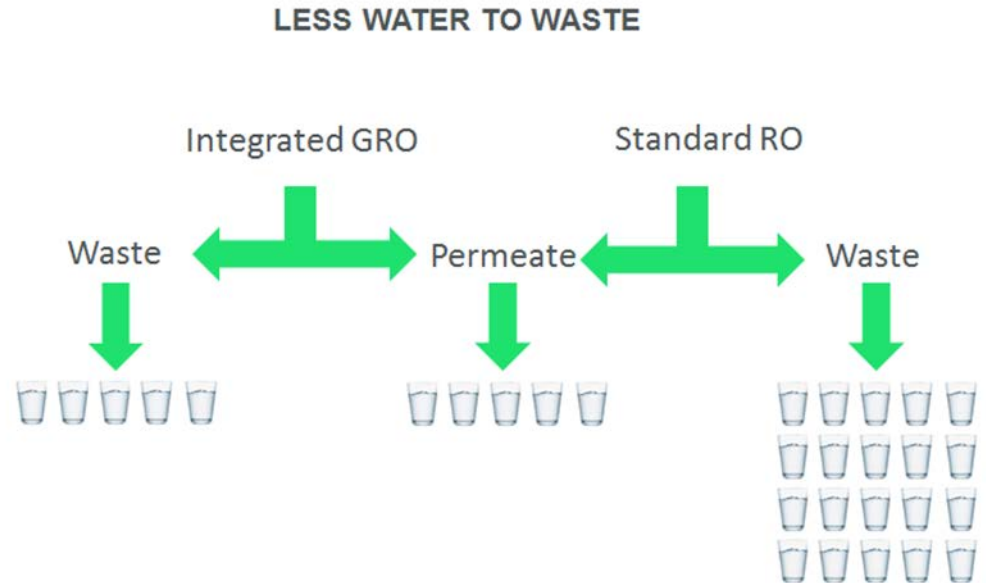
- The **Everpure® 4FC5 Cartridge** is a pretreatment cartridge that contains a 5 micron Fiberdyne™ II carbon block to remove small particles and chlorine
- The **Pentair GRO-75EN High Efficiency Membrane** provides scale and lead reduction
- Our post treatment cartridge, the **Everpure 4CC Mineral Cartridge**, provides corrosion reduction
- A **blending valve** to blend RO filtered water with filtered water from the 4FC5 to create balanced water
- 4 gallon storage tank
- Conserv steam replacement cartridge kit available

SYSTEM FEATURES

- 50% water savings over conventional RO systems
 - Improves equipment life and performance by removing 95%+ of all dissolved solids
 - Easy sanitary quick-change filter replacement
 - Certified to NSF Standard 58 for TDS reduction
 - UL Certification
-

PENTAIR GRO-75EN HIGH EFFICIENCY RO MEMBRANE

- Unique, proprietary RO membrane with an innovative design and flow pattern
- 50% recovery rate
- TLC thin layer composite membrane
- High rejection stability at high TDS levels



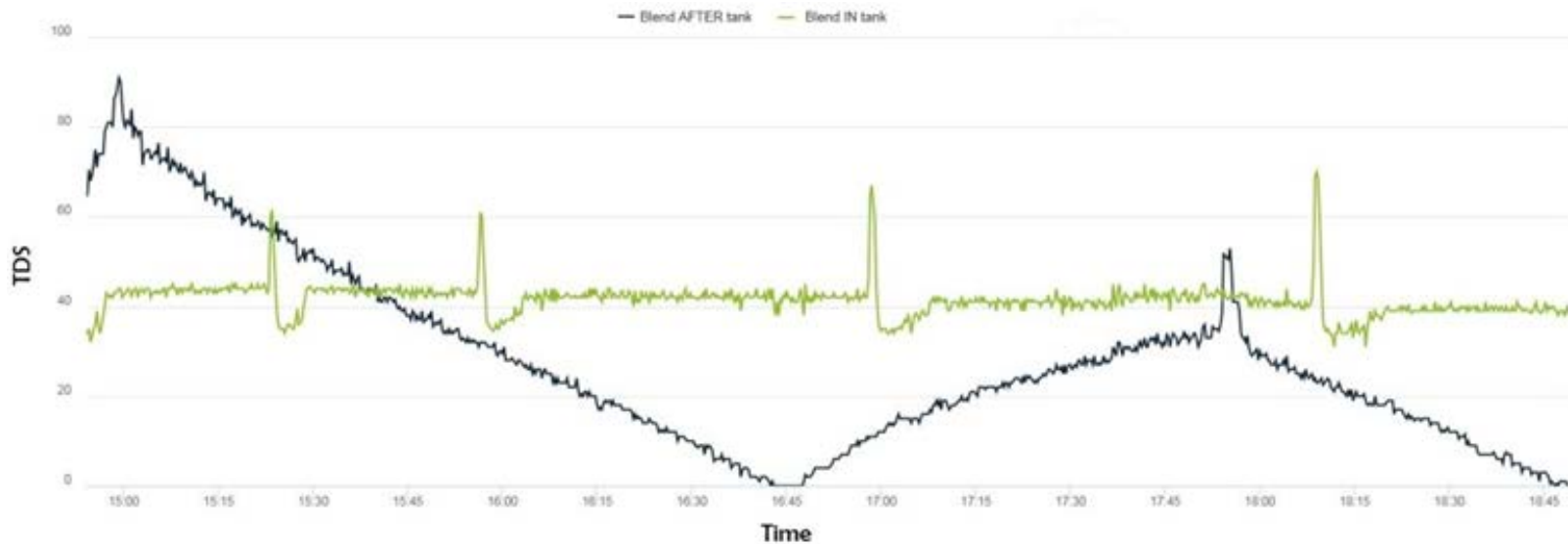
EVERPURE® 4FC5 CARTRIDGE

- High powered 5-micron carbon block
 - Built for poor water qualities
 - More versatile in its application (i.e. covers more water qualities)
- Generic RO systems use granular carbon or carbon block
- Greater dirt holding capacity/capturing
- May eliminate need for pre filter
 - High capacity prevents premature fouling issues
- FC formula has Fibredyne™ II media and Agion bacteriostatic pretreatment to prevent bacteria buildup



BLENDING CONSISTENCY

- Simplified plumbing improves blending consistency
- Larger tank needed to keep on demand capacity within range



SYSTEM COMPARISON: CONSERV® LT-S VS 75S

CONSERV LT-S SYSTEM

- 70 GPD
- NSF Std. 58 for TDS only
- Separate 4 gallon storage tank
- Wall mount installation only
- No isolated power switch
- No cover/casing



CONSERV 75S SYSTEM

- 50 GPD
- NSF Std. 58
- 2 gallon onboard storage tank
- Wall mount or countertop installation
- Isolated power switch
- Metal system cover/casing



CONSERV® LOW VOLUME RO COMPARISON

	Everpure LVRO-75HE High Efficiency Reverse Osmosis System	Everpure Conserv LT-S High Efficiency Reverse Osmosis System	Everpure Conserv 75S High Efficiency Reverse Osmosis System	Everpure Conserv 75E High Efficiency Reverse Osmosis System
Part Numbers	EV9975-10 (w/faucet) EV9975-00 (w/o faucet)	EV9975-20	EV9976-00	EV9977-00
Capacity	13.66 gpd	70 gpd	50.51 gpd	50.51 gpd
Overall Dimensions	15.50" H x 9.5" W x 4.92" D (storage tank is 10.5" D x 16" H)	7.84" H x 12.25" W x 21.25" D	18.69" H x 16.97" W x 10.37 D	18.69" H x 16.97" W x 10.37 D
Storage Tank	3 gallon	4 gallon	2 gallon	2 gallon
Certification	NSF Std. 58	UL, NSF Std. 58 (TDS only)	UL, NSF Std. 58, CE	UL, NSF Std. 58, CE
TDS Reduction	95%	95%	95%	95%
Prefilter	Everpure 2FC5-S Filter Cartridge	Everpure 4FC5 Filter Cartridge	Everpure 4FC5 Filter Cartridge	Everpure 4FC5-S Filter Cartridge
Prefilter Outlet	None	None	None	Yes
RO Membrane	Pentair GRO-75EN High Efficiency RO Membrane	Pentair GRO-75EN High Efficiency RO Membrane	Pentair GRO-75EN High Efficiency RO Membrane	Pentair GRO-75EN High Efficiency RO Membrane
Post-Filter Mineral Feed	None	Everpure 4CC Mineral Cartridge	Everpure 4CC Mineral Cartridge	Everpure 4CC Mineral Cartridge
Post-Filter Taste	Everpure 2CB5 Carbon Cartridge	None	None	Everpure 4CB5 Carbon Cartridge
Blending Valve	No	Yes	Yes	Yes
Accessory Tank Port	None	None	None	Yes
List price	\$ 855.00	\$ 1,450.00	\$ 1,853.00	\$ 2,059.00

SELLING: CONSERV® LT-S VS 75S

- When to sell the 75S
 - Only countertop installation available
 - Self-contained system and visually pleasing
 - Cyst/bacteria reduction required
- When to sell the LT-S
 - Price sensitive
 - Higher daily production rate

PRODUCT	PART NO	DIMENSIONS (H X W X D)		SHIP WT		LIST PRICE
		IN	CM	LBS	KGS	
Conserv LT-S	EV9975-20	21.25 x 12.25 x 7.25	53.98 x 31.12 x 18.42	30.0	13.61	\$1,450.00
Conserv RO Steam Replacement Cartridge Kit (GRO-75EN Membrane, 4CC Filter Cartridge and 4FC5 Filter Cartridge)	EV9976-25	—	—	6.6	3.0	411.00

CONSERV® LT-S COMPETITIVE ADVANTAGES

- GRO membrane
 - Proprietary technology certified by NSF
- Bacteriostatic pretreatment
 - Prevents bacteria from forming on filter
- Blending valve for user specific control
 - Allows users to “dial in” TDS levels depending on incoming water quality and user preference
 - Stability in TDS levels
- Replacement cartridge kit for easy ordering
 - One part number to order for all necessary replacement cartridges
- 70 gallon per day production rate
 - Right-sized platform to cover small to mid-size combi ovens
- Simplified plumbing improves blending consistency

APPLICATION OVERVIEW - STEAM

TYPES OF STEAM USING EQUIPMENT

- Pressure-less Steamers
- Pressure Steamers
- Flash Steamers
- Needle Injection Steamers
- Steam-Jacketed Kettles
- Combi-Ovens



APPLICATION OVERVIEW - STEAM

APPLICATION LOCATIONS

- Food/Coffee Kiosks
- Retail Foodservice
- Convenience Stores
- Quick-Service Restaurants
- Fast-Casual
- Bakery Shops
- Cafes



APPLICATION USAGE

- Steam applications requiring less than 3.5 gallons per hour
- Smaller-sized combi ovens, often counter top units used in areas with less designated cooking space
- Foodservice locations that consolidate the kitchen package to streamline production and production speed and reduce overall space required and the capital investment needed

WATER STANDARDS - STEAM

Pentair Everpure water specification recommendation for steam

APPLICATION	ATTRIBUTE	SPECIFICATION
Steam	Turbidity	Must not exceed 0.50 Nephelometric Turbidity Units
	Taste & Odor	Free from off-tastes and odors
	Total Chlorine	<0.05 ppm
	Iron	Not more than 0.25 ppm
	Total Alkalinity	Not more than 100 ppm
	Total Hardness	17 - 85 ppm
	Total Dissolved Solids	25 - 75 ppm
	pH	6.80 - 7.40
	Chlorides	30 ppm

VALUE PROPOSITIONS

VALUE PROPOSITION TO CHANNEL PARTNERS

- Simplicity of design eases learning curve
- Priced competitively
- “Right-sized” for low volume applications helping foodservice locations run more efficiently – cost and energy efficient solution in product portfolio
- **Unique selling proposition** – simplified plumbing improves blending consistency with little to no fluctuation



VALUE PROPOSITION TO END-USERS

- Priced competitively
- Produces water that falls within water quality specifications found in OEM operation manuals
- Keeps operating costs down and reduces the need for servicing equipment, resulting in a **cost savings**
- Blending valve balances the mineral content of product water making the system able to address a wide variety of incoming water qualities and create specific water recipes

MARKETING INITIATIVES

MARKETING LITERATURE AND SALES SUPPORT

- Launch Bulletin
- Training Presentations
 - External Distributor Sales Webex Training (1/22 and 1/26)
 - Technical Training
- Marketing Collateral
 - Specification Sheet
 - Conserv Family Comparison Brochure (Coming 2018)
 - 2018 Catalog
- Web-based tools
 - Pentairlibrary.com
 - Everpuresizing.com

QUESTIONS?

- Product will ship in early March 2018
- CONTACT INFORMATION:
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THANK YOU