

# FC-L PRODUCT FAMILY: GREAT TASTING WATER WITH THE ADDED BENEFITS OF LEAD REDUCTION.

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# AGENDA

1. Health affects of lead on consumers
2. Customer problem statement
3. Solution
4. Value proposition
5. Features and benefits
6. Fibredyne carbon block
7. Pricing and annuity
8. Competitive products
9. Benefits to channel partners

# WHERE LEAD COMES FROM

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- Lead in drinking water is primarily from corrosion of plumbing and fixtures that contains lead, for example, lead solder, brass and bronze.
- Buildings prior to 1986 are more likely to have lead in pipes.
- Soft acidic water is more corrosive to lead than hard water.
- Lead is lower in water that flows, higher in stationary water.
- Federal Safe Water Drinking Act (SDWA) action level for lead is 15 ppb.
- EPA estimates that more than 40 million U.S. residents use water "that can contain lead in excess of 15 ppb". Source: EPA (2011). "Lead in Drinking Water."
- International Bottled Water Association (IBWA) and the FDA set lead limits to 5 ppb for bottled water. (Source: IBWA Bottled Water Code of Practice, Dec 2012)

# WHERE LEAD COMES FROM

- Consumer Confidence Reports (CCR) do report lead detection levels. Check with the local municipality or go to this link: [water.epa.gov/drink/local/index.cfm](http://water.epa.gov/drink/local/index.cfm)
- It only shows on our Standard Foodservice Analysis if it exceeds 15 ppb. We do not offer a test for lead.
- There are test strips, titration kits and electronic devices available from numerous suppliers including Hach.



# CONSUMER CONCERNS

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## What are the Health Effects of Lead?

- Lead can affect almost every organ and system in human body.
- Lead bio-accumulates in the body over time.
- Children six years old and younger are most susceptible to the effects of lead.

## Children

- Behavior and learning problems
- Lower IQ and Hyperactivity
- Slowed growth
- Hearing Problems
- Anemia

## Pregnant Women

- Reduced growth of the fetus
- Premature birth

## Other Adults

- Cardiovascular effects, increased blood pressure and incidence of hypertension
- Decreased kidney function
- Reproductive problems (in both men and women)

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Source: EPA

# THE SOLUTION

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## The New Everpure FC-L Cartridge Family

A new family of Everpure-branded - 2015 Line - Lead Reduction Water Filter Cartridges



**4FC-L      7FC-L**  
***Lead Reduction***

**4FC-LS      7FC-LS**  
***Scale and Lead Reduction***

# VALUE PROPOSITIONS

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The FC-L products provide a cost-effective solution for restaurants that want to differentiate from their competitors and provide their customers with the extra value of lead reduction in their table water.

The FC-L products provide a cost effective solution for schools & universities and healthcare facilities that are concerned about the safety of their drinking water for their patients and staff.

The FC-L products provide a simple-to-install and maintain, backward compatible, high flow rate lead reducing solution to dealers who want to grow their sales to restaurants that serve premium table water, and education and healthcare facilities concerned about the safety of their drinking water.

# FC-L AND FC-LS CARTRIDGES GENERAL FEATURES

- Proprietary Fibredyne™ II technology for superior chlorine reduction and dirt-holding capabilities plus lead reduction.
- Available in 4- and 7-cartridge sizes. 4FC-LS and 7FC-LS provide scale inhibition.
- Lead Reduction using a ceramic media
- ½ micron for cyst protection
- Bacteriostatic
- Balanced cartridge for optimum performance in varying water qualities.
- Backward compatible.
- Certifications:
  - NSF Standard No. 42 - Bacteriostatic Effects, Taste and Odor and Chlorine Reduction, and Nominal Particulate Class 1
  - NSF Standard No. 53 – Lead Reduction, and Cyst Reduction





# FC-L AND FC-LS CAPACITY AND PRICING

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- There are two different capacities listed:
  - Lead reduction only
  - Taste & Odor capacity
- This has a different Fibredyne carbon than standard 7FC, 4FC, 7FC-5 and 4FC-5.

Part #	Description	Micron	Flow Rate	Lead Reduction Capacity*	Taste and Odor Capacity**	2015 List Price (USD)
EV9693-10	4FC-L Cartridge – 6 PK	0.5	6.8 L (1.8 gpm)	18,548 L (4,900 gal)	37,097 L (9,800 gal)	\$ 126.00
EV9693-16	4FC-LS Cartridge – 6 PK	0.5	6.8 L (1.8 gpm)	18,548 L (4,900 gal)	37,097 L (9,800 gal)	\$ 132.00
EV9693-40	7FC-L Cartridge – 6 PK	0.5	10.2 L (2.7 gpm)	28,012 L (7,400 gal)	56,024 L (14,800 gal)	\$ 143.00
EV9693-46	7FC-LS Cartridge – 6 PK	0.5	10.2 L (2.7 gpm)	28,012 L (7,400 gal)	56,024 L (14,800 gal)	\$ 165.00

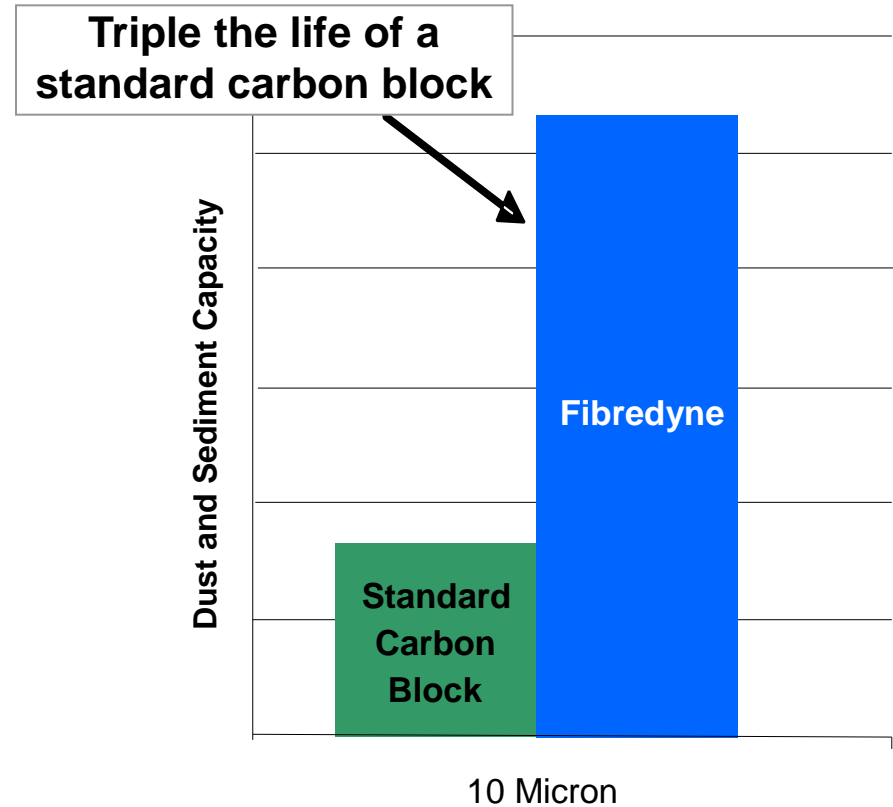
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\* NSF listed capacity. \*\* Everpure tested capacity.

# FIBREDYNE CARBON BLOCK

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- Technology combines a sediment filter and a carbon block into one unit.
- Holds more sediment than a traditional carbon block.
- Maintains a much lower pressure drop over the life of the cartridge.
- No carbon fines.

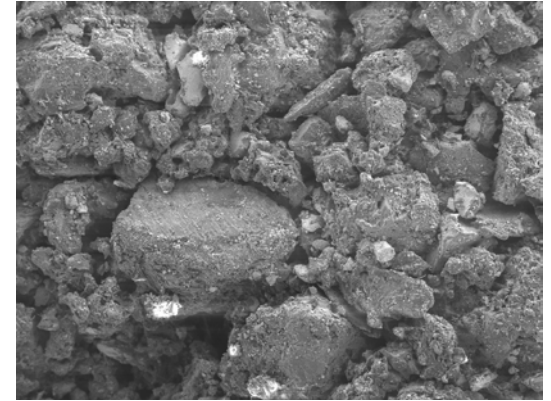


# FIBREDYNE versus CONVENTIONAL CARBON BLOCK

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- **Conventional carbon block**

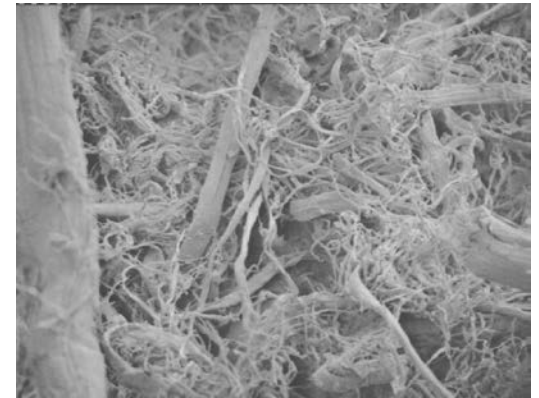
- Carbon and binder are mixed and then forced through an extruder under high temperature



Conventional Carbon Block

- **Fibredyne proprietary wet molded carbon block**

- Slurry is wet molded onto center cores. Unique post-filtration layer is bonded directly to carbon.
- Post-filtration layer “traps” carbon fines.
- Lower density product creates greater void volume which can more easily trap sediment



Fibredyne Carbon Block

# APPLICATIONS OF FC-L AND FC-LS FAMILY

- “Upscale” Coffee/Tea
- Premium water dispensing (i.e. Crysalli, Natura, Aquahealth, etc.)
- Drinking Fountains at schools, universities, healthcare facilities



# COMPETITOR AND EVERPURE SYSTEMS

Manufacturer	Cartridge	Micron	Flow Rate (GPM)	Capacity (Gal)	Part.										Media
					Chlorine	T&O	Sediment	Class I	Cyst	Lead	TTHM	Asbestos	Bacter.*	Phosphate	
Ornipure	ELF-1MP	1.00	1.67	2,500	x	x	x		x	x			x	x	Carbon Block w/Ag
Ornipure	ELF-1MLP	1.00	2	3,000	x	x	x		x	x				x	Carbon Block
Selecto	QC112-CL	0.50	0.5	1,500	x	x	x		x	x					NanoSmart Block
3M	160-L	0.20	2.5	6,000	x	x	x	x	x	x					Impact Block
Everpure	4FC-L	0.50	1.8	4,900	x	x	x	x	x	x			x		Fibredyne w/Ag
Everpure	4FC-LS	0.50	1.8	4,900	x	x	x	x	x	x			x	x	Fibredyne w/Ag
Everpure	7FC-L	0.50	2.7	7,400	x	x	x	x	x	x			x		Fibredyne w/Ag
Everpure	7FC-LS	0.50	2.7	7,400	x	x	x	x	x	x			x	x	Fibredyne w/Ag

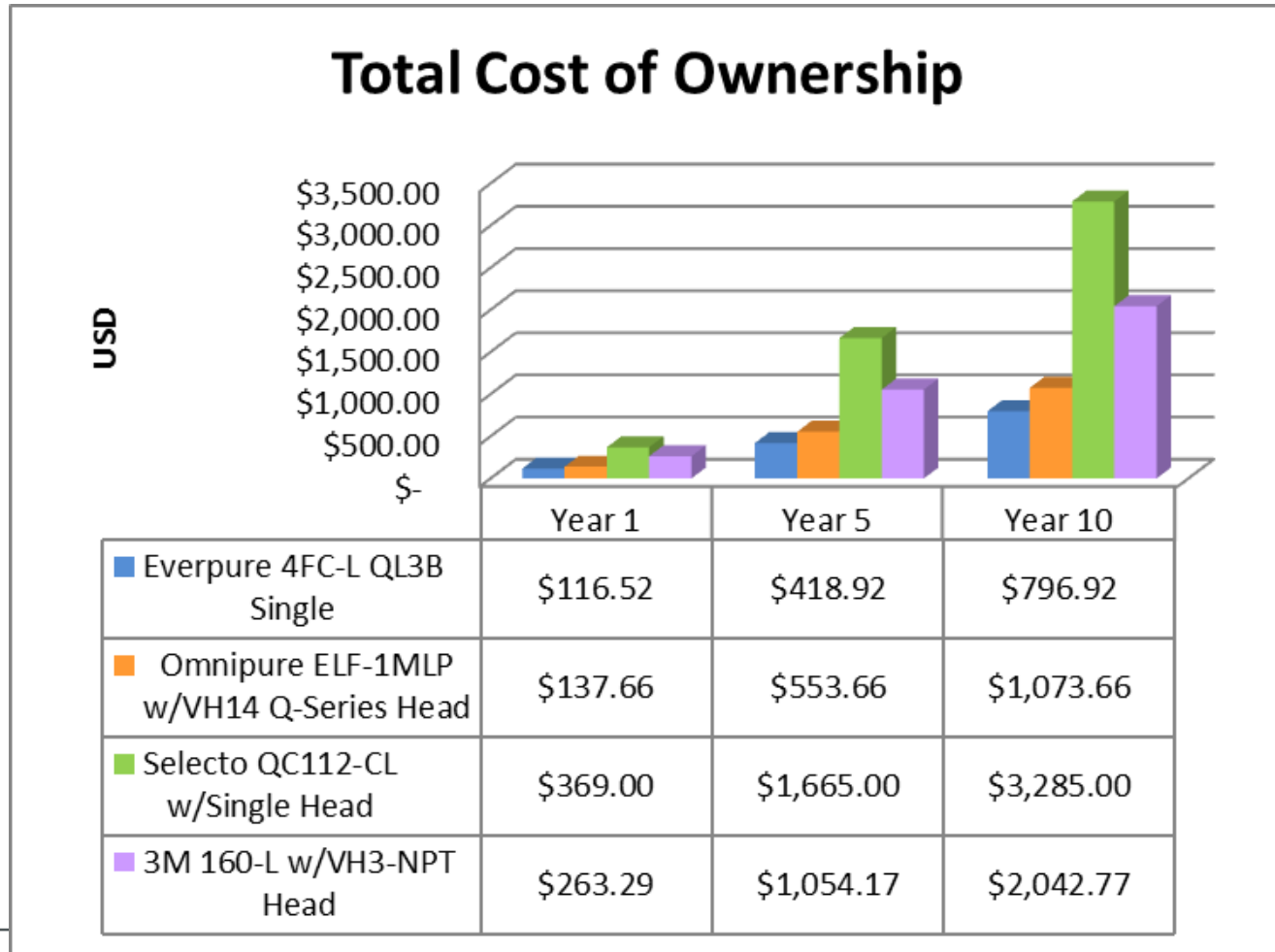
# COMPETITIVE COMPARISONS

Manufacturer	Product	Flow Rate	Micron	Size	Capacity	List Price	Price per gallon
Pentair	4FC-L	1.8	0.5	4	4,900	\$126.00	\$0.03
Pentair	4FC-LS	1.8	0.5	4	4,900	\$132.00	\$0.03
Pentair	7FC-L	2.7	0.5	7	7,400	\$143.00	\$0.02
Pentair	7FC-LS	2.7	0.5	7	7,400	\$165.00	\$0.02
Omnipure	ELF-1MP	1.67	1x		2,500	\$68.99	\$0.03
Omnipure	ELF-1MLP	2	1x		3,000	\$77.67	\$0.03
Selecto	QC112-CL	0.5	0.5x		1,500	\$180.00	\$0.12
3M	160-L	2.5	0.2x		6,000	\$329.53	\$0.05

- FC-L price per gallon better than competition.

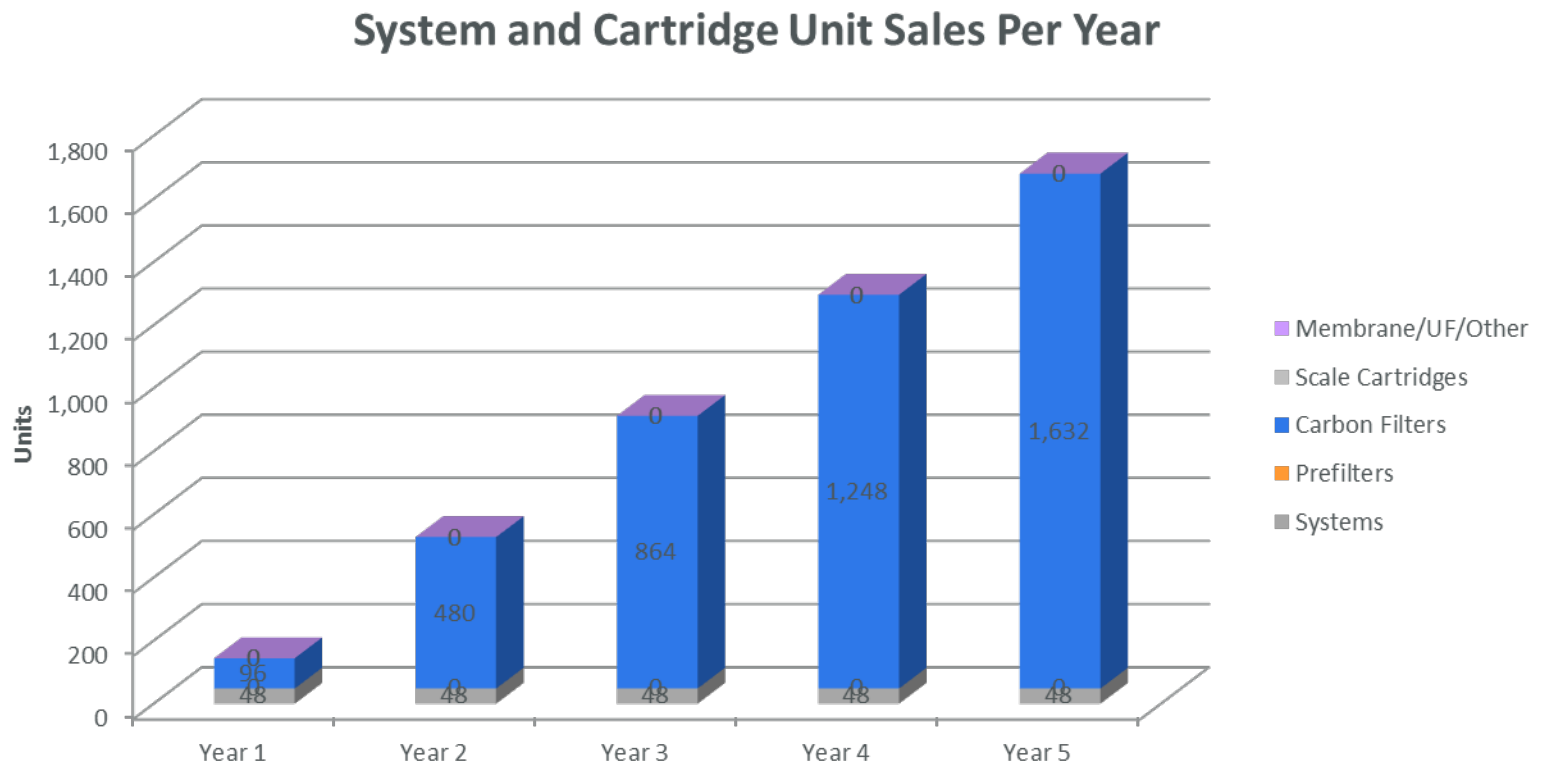
# COMPETITIVE TOTAL COST OF OWNERSHIP

- Based on end user price (est.)



# REPLACEMENT SALES FOUR 7FC-L SYSTEMS/MONTH

- Four (4) FC-L systems were sold per month
- 4320 Cartridges total in 5 years, with MD revenue of \$244,944.00.





# MARKETING SUPPORT

- Spec Sheets
- I/O guides
- Pentair Library
- Autoquotes



## EVERPURE® 7FC-L5 FILTER CARTRIDGE

SELECT PREMIUM QUALITY COPOLYESTER MEDIA AND STAIN APPLICATIONS

7FC-L5 Medium Flow Cartridge (4.0 GPM @ 100 PSI)



### APPLICATIONS

For:  
Plastic and Carbon Steel  
Carbon

### FEATURES + BENEFITS

Integrated bonded pleated cap and media specifically selected for greater life and water reduction.  
Reduces chlorine taste & odor and other off-tastes common in municipal water without affecting the taste of beverages.  
Reduces lead to below the Federal action level of 1.9 ppm.  
Excellent filtration capabilities for iron and manganese, as well as many other contaminants to meet mechanical needs.  
MP-TS050 bonded cap and media specifically selected for greater life and water reduction.

Compatible with 30, 300 and 3000 Series Everpure filters.  
Reduces lead to below the Federal action level of 1.9 ppm.  
Excellent filtration capabilities for iron and manganese, as well as many other contaminants to meet mechanical needs.  
MP-TS050 bonded cap and media specifically selected for greater life and water reduction.

### INSTALLATION TIPS

Install vertically in a cartridge housing. Allow 2-4" of clearance below the cartridge for water to flow. Replace the cartridge by turning water flow through system for the 30 series line at 1.5 GPM.

### OPERATION TIPS

Replace cartridge when flow rate decreases or when the water is noticeably cloudy. Replace cartridge at least once per year. Change cartridge when capacity is reached or when pressure falls below 10 psi (2.0 bar). Monitor flow rate to ensure cartridge is not at end of life.

### SIZES

Standard Flow Rate: 4.0 GPM @ 100 PSI  
Standard Capacity: 100,000 Gallons (378,541 L)  
Flow & Filter Capacity: 100,000 Gallons (378,541 L)  
Not tested for Copper.



## EVERPURE® 4FC-L5 FILTER CARTRIDGE

SELECT PREMIUM QUALITY COPOLYESTER MEDIA AND STAIN APPLICATIONS

4FC-L5 Medium Flow Cartridge (4.0 GPM @ 100 PSI)



### APPLICATIONS

For:  
Plastic and Carbon Steel  
Carbon

### FEATURES + BENEFITS

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THANK YOU