

# BUSINESS OPPORTUNITY CANADA



CANADA'S WATER EXPERTS



WE SHARE A PASSION FOR  
CHANGING LIVES THROUGH  
**BETTER WATER  
SOLUTIONS**



## A MESSAGE FROM OUR MANAGING DIRECTOR, CANADIAN OPERATIONS

At Kinetico, we take great pride in who we are and the role we play in our industry. We have spent years investing in Kinetico sales and marketing strategies which have positioned us as one of the most recognized, respected and trusted water treatment companies both in Canada and around the world. We take pride in providing our dealers with the highest quality, third party certified water treatment equipment.

We share a passion for changing lives through better water solutions. All of us at Kinetico, and all of those within our dealer network of independently owned water treatment professionals who have chosen to support the Kinetico brand, all strive to solve not only our customer's water issues but also to supply them with a truly improved water experience which enhances the quality of their customer's lives.

As water treatment, water management and environmental stewardship continues to be an important issue in Canada, we at Kinetico will continue to be leaders in the business of *Better Water* and we look forward to continuing this leadership with a group of like-minded professionals and businesses that have the desire to leave their mark on an industry and proudly know that they have made a difference.

We thank you for your interest in Kinetico Canada.

Yours sincerely,

A handwritten signature in black ink that reads 'Ed Strycharz'.

**Ed Strycharz**  
*Managing Director, Kinetico Canada*



WHOLE HOME  
WATER  
SOLUTIONS  
FROM CANADA'S  
WATER EXPERTS



## A BRIEF KINETICO HISTORY

Founded in 1970, Kinetico pioneered the development of non-electric, fully automatic water treatment systems. Kinetico has grown to be an industry leader by developing innovative water systems that perform like no other.

Headquartered and manufacturing out of Newbury, Ohio, Kinetico has evolved to become a global organization of independent dealers and international distributors represented in over 100 countries.

Kinetico Canada Incorporated was founded in 2000 to better support and serve the Canadian sales network. Kinetico Canada is headquartered in Bolton, ON with distribution hubs in Bolton, ON and Rimouski, QC.

We are committed to providing Canadians with the highest rated, certified and proven solutions through a network of local, community based Kinetico Water Specialists.

## A CANADIAN SUCCESS STORY

Kinetico Canada has invested years in positioning and strengthening our brand reputation to be able to simply walk away from all the competition. We continue to lead the industry in marketing innovation, customer relationship management strategies and community leadership.

### HIGHLIGHTS OF OUR SUCCESS

- Created industry leading brand marketing strategies that are often copied by competitors
- Have become the most recognized residential water treatment brand in Canada
- Quadrupled market share over the past 15 years
- Have become the most recognized dealer network in Canada
- Created new sales channel opportunities in large, high visibility retail box stores (Costco)
- Established dealer partners in every regional market across Canada





OUR WATER  
SIMPLY MADE  
BETTER  
BY KINETICO

# OUR WATER IN CANADA

Canada enjoys an abundant supply of accessible fresh water. We are, in fact, in possession of the third largest fresh water supply in the whole world.

However, more and more Canadians are becoming increasingly aware of issues surrounding the quality of water that's in our homes. Agricultural and industrial run-off and pharmaceutical contamination threaten our drinking water sources, and as issues of contamination due to aged lead piping in municipal water infrastructures and chlorine by-products arising from our water treatment practices are brought to light, Canadians are starting to take a closer look at the water coming out of their taps.

While some water issues are invisible to the naked eye, others are very noticeable as they affect the look, taste, smell or functionality of water. Whether supplied by a municipality or by a private well, most Canadians live day-to-day struggling with hard water. Hard water contains dissolved minerals from calcium, magnesium and in many cases, may also contain dissolved metals like iron.

The telltale signs of hard water include stained glassware, limescale deposits and rust coloured stains in water using appliances and fixtures, clogged plumbing and the need to use excessive amounts of soaps to clean. Shampoos and soap don't lather when showering causing dull hair, and hard water is also slightly abrasive which often causes skin to feel dry. Most attribute these everyday issues to inadequate cleaners and detergents and poor performing appliances. Or they simply give up, and decide that these problems are just a way of life.

Dry skin and hair, bathtub ring, spots on glass and silverware, dull and dingy clothing, disappointing performance and a shortened life expectancy of water-using appliances are all problems frequently caused by hard water. Most don't realize how much time, money and energy is spent fighting the hard water battle.

Drinking water quality can also no longer be taken for granted. With public water, the government and municipalities work very hard to ensure your water is safe to drink but some contaminants may be difficult to detect or realistically treat on a large scale, or may enter the water system through gaps in the infrastructure, such as aging pipes. It's also necessary to add chemicals such as chlorine or chloramines to effectively treat and distribute water to households over long distances.

Once thought pristine, well water is also a source of concern since much groundwater has been contaminated by a variety of chemical and biological contaminants. It's no wonder many of us now think twice before taking a sip from the tap. Bottled water was once a popular alternative, but it's expensive and creates waste that's hard on the environment.

Fortunately, with Kinetico, you can provide your family with affordable soft, fresh, clean and great-tasting water without worry.





**WE PROMISE  
TO PROVIDE  
WORRY-  
FREE  
WATER SOLUTIONS**

## OUR PROMISE

We promise our customers that we'll offer only real solutions to all their concerns about water. To stand by our promises to provide worry-free water solutions that ensure the enjoyment of every sip and every shower.

## KINETICO CANADA VISION & MISSION STATEMENT

**Vision :** To be Canada's most recognized, trusted, respected and desired water treatment solution.

**Mission:** Through evolving standards of excellence, innovation and creativity; we will gain market share by delivering value propositions that amaze and delight our customers and the market at large.

**Culture:** We will demonstrate through our actions that we truly value our partners and our customers and that our customers are our life, our passion and our future.





BETTER WATER  
THAT IS SAFE, CLEAN,  
CLEAR AND SOFT

## OUR VALUES & PHILOSOPHY

We believe that all people have the right to water that is safe, clean, clear and soft.

Kinetico is water. Our passion, our life. Our sole desire is to supply our customers with water solutions that delight and service experiences that amaze.

Our commitment is to our customers and the communities where they live; to be the water educators, the trusted source for answers and to be always available and responsive.

Our focus is not to simply sell a product, but rather to build long term relationships with our customers and to provide them with water treatment solutions that truly enhance their life experiences with their water.

## OUR TECHNOLOGIES

We accomplish our goal by investment in innovative and unique technologies.

We are not satisfied with technologies that work only some of the time, and we will not follow our competitors' example of supplying partial solutions.

Kinetico is dedicated to superior engineered solutions that solve our customers' problems all the time.

Kinetico products are patented, third-party certified to exceed industry standards and backed by the longest warranties available.



A man with a beard and a young boy are cooking together. The man is on the left, wearing a grey striped shirt, and the boy is on the right, wearing a blue shirt. They are both looking down at a large stainless steel pot on the stove. The boy is holding a wooden spoon and stirring the pot. The man has his hand on the boy's shoulder. The background is white with several dynamic splashes of blue water. A blue rectangular box is in the upper right corner containing white text.

BETTER WATER  
IMPROVES EVERYTHING  
THROUGHOUT YOUR HOME

# KINETICO IN THE HOME

Water touches practically every room in the home. Its quality affects how your water tastes and smells, the food you cook, how your skin and hair feel after a shower and even how your appliances, fixtures and plumbing look and last.

As consumer awareness of water quality issues grows, so too does demand for convenient, effective and reliable ways to ensure that they have high-quality water in their homes. Kinetico continues to respond to this opportunity with intelligent solutions.

## KINETICO HAS SOLUTIONS FOR EVERY WATER PROBLEM

- Full line of residential, commercial and industrial softeners, filters and R/O systems
- Complete product lines for a variety of value offers and price points
- Easy installation and servicing
- Non-electric systems are convenient for consumers with nothing to set or adjust
- Many single Kinetico systems can replace multiple pieces of competitive products
- Incredible warranty support with many products carrying a 10-year manufacturer's warranty
- Third-party certifications to validate performance



BETTER WATER  
THAT IS SAFE, CLEAN,  
CLEAR AND SOFT



# KINETICO SOFTENERS AND FILTRATION SYSTEMS

Superior efficiency, patent protected non-electric softeners and water conditioners that outperform the competition in reliability and performance and give you an immediate edge in your marketplace.

- Distinct products with features and benefits that differentiate you in the market, protect your price points, yield better margins and provide sustainable repeat revenue streams
- Kinetico offers a full line of WQA tested water treatment systems which are fully certified with the highest accreditations for consumer confidence
- Units that effectively treat or remove hardness, sulphur, iron, tannins, manganese, chlorine, chloramine and more
- Our systems use far less salt and water than the average single tank electric softener paying for themselves quickly while delivering exceptional water use experiences

# KINETICO DRINKING WATER AND REVERSE OSMOSIS SYSTEMS

Kinetico designs and manufactures industry leading home drinking water systems which supply the highest flow rates and remove more contaminants than our competitors offerings.

- Offer your customers unparalleled choice through unique features available only from Kinetico like FlexFiltration and the ability to produce virus and bacteria free Biopure water
- Kinetico systems featuring QuickFlo® with WOW (water-over-water) technology produces far more water than any other system (up to 43gal / 162L per day) and provides consistent flow rates regardless of whether the storage tank is full or nearly empty
- Proprietary filter cartridge design available only through Kinetico for repeat service business and ongoing revenue
- All systems are WQA tested and certified for performance and contaminant removal claims
- Exclusive line of high quality designer faucets to fit every taste
- Long and comprehensive manufacturer's warranties which cover both the system and the reverse osmosis module





BETTER WATER  
FROM YOUR LOCAL  
KINETICO WATER EXPERT

KINETICO  
Water Systems  
OVERDRIVE



## OUR INNOVATORS, THINKERS AND DREAMERS

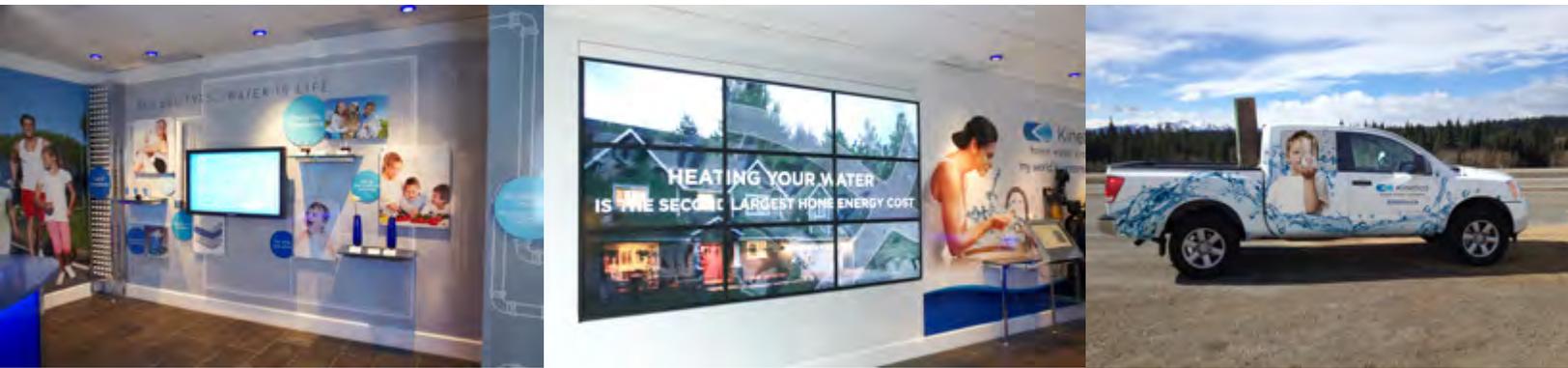
Kinetico is not a single entity, we are a collection of Water Professionals united by our passion for supplying the world with better water.

Our network of Kinetico water professionals believe in building long term relationships. They are sought for their knowledge and commitment to excellence and their only goal is to solve real problems with real solutions. Our strength lies within our shared knowledge, creativity and desire to always lead.

These water treatment professionals themselves have chosen Kinetico because of our world-class technologies, reputation and a shared commitment to the communities, families and friends we serve. Kinetico is a brand that they support with pride.

Putting many faces to our brand has created a team that truly reflects who we are and why we are unique in today's competitive marketplace.





## YOUR SUCCESS IS OUR GOAL

Kinetico offers a fantastic opportunity to start your own independent business or compliment your existing business while being backed by a team of industry experts and a known national brand.

### IMMEDIATE SALES OPPORTUNITIES

- Qualified web-leads from our website contact forms
- Access to high visibility, high traffic retail environment (Costco Canada)
- Unique national promotional campaigns that drive customers to your door
- Full co-brand graphic support for your vehicles and retail locations
- Cooperative unaddressed admail programs that specifically feature your business
- Regional radio programs
- Full profile on the web and full support with your internet presence
- Support with all traditional advertising methods (print, billboards, radio, TV, etc)
- Support with all regional home shows, fairs and community events
- Market research and specialty mailer programs based on our database of installed sales



## SALES AND TECHNICAL TRAINING

- Full product knowledge, installation and service training provided by Kinetico Canada
- Classroom sessions available at our location or our professional trainer is sent to you
- Online intranet for Dealer / sales / service networking
- Technical support available from our toll-free help line
- KUDOS program (Kinetico University Delivering On Success) for sales agents provides a comprehensive overview of the Kinetico product line, benefits of better water and gives a step by step tutorial on the selling process and how to close the deal
- Professional certifications through the Canadian Water Quality Association
- National and Regional Dealer meetings

## SALES INCENTIVE PROGRAM

“Kinetico Sales Master” is a national sales awards program that recognizes our top performing dealers and sales professionals. Through a points system, which awards point values to each product sold, dealers and sales professionals can earn trips and awards for reaching established bench marks.

### KINETICO SALES MASTERS INCENTIVE FEATURES

- All Kinetico units are assigned point values and are registered into our warranty database when installed
- Sales are tracked and reports are sent monthly to sales people and dealers which results in friendly competition between locations
- Year-end trips to exotic locations are awarded to top performers courtesy of Kinetico. (Mexico, Bermuda, Jamaica)
- Full recognition of success during our Awards Ceremony
- Trophies and plaques awarded to top performers

We look forward to pursuing a relationship with you!  
If you have any questions please call (866) 351-8722  
or visit us at [www.kinetico.ca](http://www.kinetico.ca).





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