



# TOTAL WATER MANAGEMENT PROGRAM

## SELLING BRIEF

The Pentair® Everpure® Total Water Management (TWM) Program is a proprietary program customized to the end-user, guided by a single, knowledgeable water solutions expert. The TWM Program bundles our years of water expertise, superior quality and properly-specified water treatment solutions, comprehensive site surveys and water analysis, coordinated equipment installation services, and more, into a process managed seamlessly for the end-user by Pentair and an Authorized Distributor. The TWM process goes beyond guiding activity during water analysis, product selection and startup process segments to cover ongoing post-installation support, all provided by a trusted, industry-leading independent service provider.

### WHO CAN BENEFIT FROM THE EVERPURE TWM PROGRAM?

- Restaurants
- Coffee Houses/ Cafes
- Convenience Stores
- Grocery Stores
- Grocerants
- Hospitals
- Schools

### WHAT FOODSERVICE APPLICATIONS CAN BENEFIT FROM TWM?

- Coffee, Espresso, Tea
- Drinking Water
- Fountain
- Ice
- Steam / Combi Oven
- Other water-using equipment

### WHAT ARE COMMON END-USER CHALLENGES TO WATER MANAGEMENT?

End-users typically have to engage and manage multiple vendors in order to address the totality of their water needs. Numerous challenges are often met along the way, for example:

- Lack of internal resources and expertise required to successfully manage a water-related project
- Uncertainty regarding supplier partner capabilities as it relates to their business needs
- How well the network of suppliers involved in a water project can work with one another to produce the desired results
- Provided with a one-size-fits-all water treatment solution even if needs vary from location to location
- Different pricing for similar services across vendors
- Service can be inconsistent around the country when not working with a single contact

### HOW THE TWM PROGRAM ADDRESSES THOSE CHALLENGES?

- Offers turnkey water management services from water testing and water treatment product acquisition, to ongoing product maintenance
- Is supported by a team of Pentair water experts, an authorized distributor, and Pentair's network of proven, trusted independent service providers
- Water audit enables our water experts to design an equipment solution set that is customized and properly-specified to meet the unique needs of each end-user
- Proper equipment installation can help reduce the end-user's operational costs with fewer service calls and equipment downtime
- Includes factory-backed Pentair product installation
- Water treatment products and services are billed on a single invoice from the Distributor to the end-user

## WHAT SETS TWM APART FROM OTHER PROGRAMS?

- Manages end-user's foodservice equipment from water testing to installation to maintenance.
- Properly right-sizes water treatment for each individual foodservice application.
- Uses qualified independent service providers who also possess water expertise.
- All services within the program are billed on one convenient invoice from an Authorized Pentair Distributor.

## EASY AS 1-2-3

Our three-step TWM process approach helps us provide end-users with a custom water management solution that not only takes their water and makes it extraordinary, but also ensures it remains that way – consistently. The TWM Distributor Project Manager will work with a support team of experienced professionals dedicated to ensure that the three-step TWM process runs smoothly, ultimately managing the end-user's water for optimal water-using equipment protection, delivery of high quality food and beverages to their customers, improved

