



***Water for the Future ...***

Manufactured by **The SafeStar Products Company**



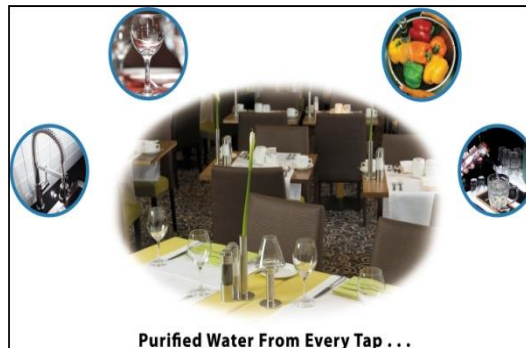
# About SafeStar...

- The SafeStar Products Company has been providing water purification for more than 11 years. Decades spent researching, building and deploying eco-friendly, clean water solutions has culminated in our latest product; the **The WaterFillz™** kiosk.
- Designed specifically for use in universities, colleges, and schools with our children's good health in mind, **The WaterFillz™** is water provision for the future
- We believe in and run our company based on solid, sustainable ideas, with user benefit being first on our checklist!
- The SafeStar Products Company offers a variety of water purification products including:

## Emergency Preparedness



## Whole Home / Facility Water Purification



Purified Water From Every Tap . . .

## Point of Use Systems



# The Obvious Impact...

- ▶ It is estimated that more than 85% of plastic water bottles end up in landfill sites or as litter on our roadsides
- ▶ The price of one 500 ml bottle of water is almost four times the price of gasoline!
- ▶ It has been estimated that the production of plastic bottles requires more than 47 million barrels of oil per year and releases more than one billion pounds of carbon dioxide in to our atmosphere significantly contributing to global warming
- ▶ Not included in this carbon footprint is energy consumed in production, transporting the water and the energy used merchandising the product in glamorous, back lit vending machines using your energy dollars
- ▶ The longer water is stored in plastic bottles, the higher the concentration of potentially harmful chemicals to leach into the water. Most 18.9 L Bottles are NOT BPA Free!
- ▶ Lifting and replacing the heavy, freight intensive water bottles has increased workplace injury and productivity ultimately costing the employer and society millions in injury claims and time off work





## What to do...



- Across the world, individuals and organizations are choosing to phase out bottled water due to these staggering environmental impacts
- Municipalities, school boards, universities and businesses are choosing to stand up for public water by phasing out the provision and sale of bottled water on their grounds
- STOP BUYING BOTTLED WATER -- The manufacture, distribution and disposal of bottled water all require much more energy than tap water, which flows through our pipes. Each year a single bottled water company uses almost enough energy to power 20,000 households
- We can offer alternative filling stations that can effectively handle large quantities required in busy, high traffic areas encouraging our users to re-fill re-usable bottles and instead, spend our dollars to wean, re-educate, equip and re-program the “Bottle Fed”



# Stepping in the Right Direction...

- Many grass root movements are occurring...
  - Inside The Bottle - [www.InsideTheBottle.org](http://www.InsideTheBottle.org)
  - Ban The Bottle – [www.BantheBottle.net](http://www.BantheBottle.net)
  - The Polaris Institute – [www.PolarisInstitute.com](http://www.PolarisInstitute.com)
  - [www.BottledWaterBlues.com](http://www.BottledWaterBlues.com)
  - Canadian Federation of Students - [www.cfs-fcee.ca](http://www.cfs-fcee.ca)
  - Sierra Youth Organization – [www.svc-cjs.org](http://www.svc-cjs.org)
  - The Pacific Institute – [www.pacinst.org](http://www.pacinst.org)
- Many conglomerates are responding...
  - University of the Fraser Valley takes delivery of New WaterFillz™ kiosk demo unit January 2010
  - SFU takes delivery of new WaterFillz™ kiosk demo unit January 2010
  - UBC Kelowna replaces water fountains with New WaterFillz™ kiosk June 2009
  - City of Vancouver bottled water free 2009
  - Memorial University – Newfoundland bottled water free 2009
  - University of Brandon – Brandon, MB bottled water free 2009
  - City of Toronto goes bottle water free November 2008
  - University of Winnipeg – Winnipeg, MB bottled water free 2008
  - Bishop's University – Sherbrooke, QC November 2008 bottled water free
  - And Many More....



# A Solution for the volume user

- SafeStar has designed and created a water delivery kiosk that can effectively deliver water free of charge to busy, high traffic areas -- purely, safely, efficiently, and

**Maintains Vital Nutrients**

**AND**

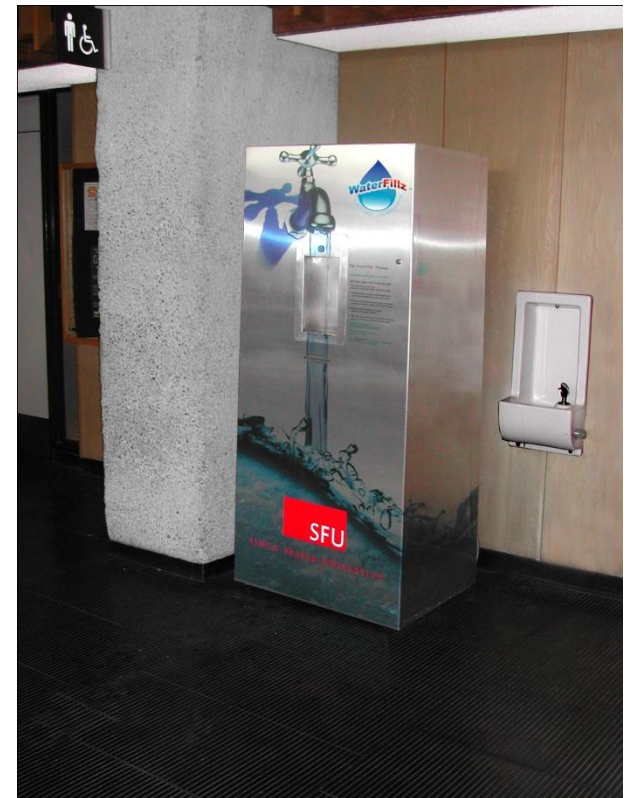
**Uses only 46 Watts of power at peak!**

- Using the WaterFillz™ water delivery system, users can support a green and sustainable environmental philosophy, delivering water at key volume areas with NO plastic “PET” bottles going to landfills and using very little power reducing their carbon footprint immediately!
- Schools, gyms, sports and recreation centers, shopping malls, public entertainment venues, camps, marinas and festivals all make perfect candidates for this kiosk -- our children deserve this fine quality water in these important life locations



## ▶ The WaterFillz™ Kiosk:

- Using city water, WaterFillz™ delivers pure, safe, clean, filtered, mineralized drinking water at a rate of 1L per 20 seconds.
- Dimensions: 36" w x 24" d x 72" h.
- City water passes through 3 phase purification:
  - Sediment filtration to 5 microns (microscopic)
  - Carbon block filtration at 0.5 microns (sub-microscopic)
  - Ultra violet disinfection
- WaterFillz™ maximizes sustainability profile by using only 46 watts of electricity at peak, compared to the average pop machine drawing as much as 1500w plus
- WaterFillz™ offers 22L of refrigerated water at the ready – this can be doubled by adding an additional refrigeration vessel for an additional cost
- WaterFillz™ can be solar powered
- Plug and play -- WaterFillz™ can be easily installed using existing fixtures and drain points
- Simple, non-complicated mechanics with no motors or parts that break or wear.... No moving parts!
- Annual service is quickly and inexpensively performed by maintenance or custodial staff -- remove & replace filters, UV bulb, and standard disinfection protocol of all tanks and fittings in 30 to 60 minutes



# Logistics

- The **WaterFillz™** machine requires a regular 110V electrical outlet or solar panel for power and runs on less than 46 W of power!
- The **WaterFillz™** machine requires a water line located throughout facility structures where water fountains may have been
- The **WaterFillz™** machine is best when connected to a drain, but can be modified to collect refuse water in a collection receptacle
- The **WaterFillz™** machine will require service approximately 1-2 times per year
  - filter inspection may reveal a more frequent need for change dependant on intake water quality
  - UV light bulb good for 9000 hours, or 12.5 months
  - Basic cleaning and chlorine bleach flush of system recommended each 6-12 months, simply and easily performed by facility maintenance personnel in one hour or less.



# OFFSET CAPITAL COST

## With Vendor Partners to Sponsor

ABC HYDRO

*The Soft Drink Company*

**D**  
Computers

- The **WaterFillz™** machine can be custom decaled to your specifications – have your graphics team design your message or use our designs - we will have your ideas applied to your machines !

Credit Union

Intl. Bank 

- Work with contracted vendors to “give back” to your facility – advertise your commitment to green hand in hand with your partnered vendors – their logos and dedication advertised on your machines!

Business Machine Company

Telephone Co.

- Re-sell the space each 6 months / annually and have new advertisers generate funds for more machines across campus!

Soft Computer Co

- The **WaterFillz™** machine will hold a user’s attention for at least 10 seconds! While filling their bottle, the user habitually reads what is in front of them. What bus stop, park bench or billboard does this?

Local Gas Company

Food Services Company

Trust Company

## Customize Your Look – Communicate your message...

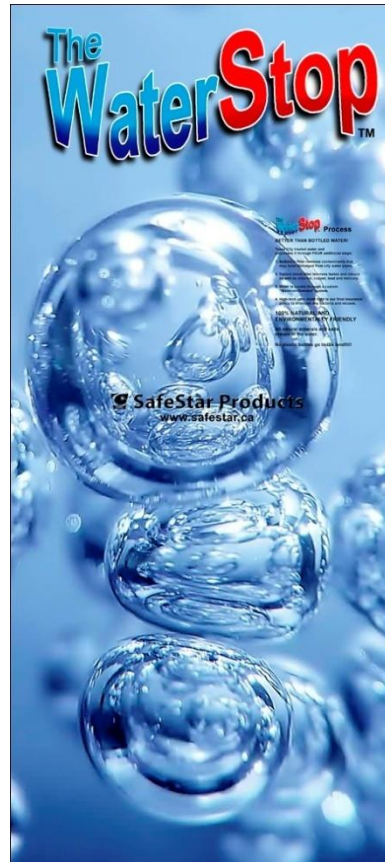
- UBC Okanagan designed their own custom **WaterFillz™** kiosk. They produced the outstanding design shown at right to communicate their message, partially funded by UBCSUO – UBC Student Union Organization
- Conveniently located next to the bookstore, this unit has gotten plenty of use and attention!
- Request for 10 more units is in the works, with future rollout to 100 units campus wide!





# Generic Decal Wraps

- Decals can be customized or use one of our generic versions – front and sides are available for your custom messages and benefactor logos!



# Food and Beverage Providers

- **THE WaterFillz™ MACHINE IS A HIGH TECH WATER DISPENSING UNIT – not a “vending” machine**
- **THE CONTRACT** – Because **WaterFillz™** is only a water dispenser and not a vending machine, effectively, the beverage providers that you may be partnered with should have little leverage when it comes to our machine.
- Due to the fact that there is no charge for the water, the machine offers your public “the choice” to use our water versus tap or bottled water – both of which remain available in multiple locations around campus.
- Note the wording on the contracts – usually it involves a phrase such as, “exclusivity contract that forbids the **“SALE”** of competing products on campus”.
- The funds and other benefits received from these contracts are not regulated and may be used at the discretion of local school district officials. This is not “FREE” money because it comes directly from the pockets of students and the family income of their parents. (*Texas Department of Agriculture 2003 Survey*)
- More importantly, beverage companies are not giving money to schools, they are taking it. The beverage companies keep the greater part of the money pumped into school vending machines– on average 67% if it! (*Centre for Science in the Public Interest - “Raw Deal: School Beverage Contracts Less Lucrative Than They Seem”*)
- Excluded from most contract revenue calculations is the factual annual electricity costs of running refrigerated, back lit, vending machines to further promote the vendor brands and marketing, profiting largely big business. These are hidden costs to schools and decrease the revenue from vending machines.

# Contact Us 24/7/365

We are located in Vancouver, Canada (Pacific Time Zone)

Toll-Free North America 888-747-7788



Paul S. Wilson – President

Phone: 604-535-2030

Cell: 604-764-2550

e-mail: [paul.w@safestar.ca](mailto:paul.w@safestar.ca)

Donna Klaassen – Marketing & Sales

Phone: 604-930-5709

Cell: 604-788-5722

e-mail: [Donna@safestar.ca](mailto:Donna@safestar.ca)

