

PROFIT  
BOTTLED



**PUREZZA™**  
PREMIUM WATER

# THE PUREZZA CONCEPT

Purezza was conceptualised to provide a simple, contemporary, **great tasting alternative** to bottled water, by delivering **premium dispensing solutions** that enable venues to utilise their own locally-sourced water supply to offer to their customers. The latest technologies are used to ensure the offering is **healthier, cleaner, better value and more socially responsible than traditional methods.**

This end-to-end system is offered **exclusively to the hospitality industry** (HoReCa) and the freshly dispensed water may be served **sparkling, still, ambient or chilled** in bespoke, **reusable Purezza serving bottles.**



## THE BENEFITS OF CHOOSING PUREZZA



### Profit opportunity

Purezza is versatile and provides significant profit opportunities for any venue.



### Sustainability

Replacing your expensive and cumbersome bottled water with a Purezza system is good for the environment. We show you how to reduce your carbon footprint.



### Space saving and easy handling

Purezza is user-friendly. Install Purezza and reduce your handling and labour requirements, and you never run out of ice cold sparkling and still water!



### Systems and Service

Our commercial-quality equipment guarantees to meet the highest demands of any venue, all backed by our nation-wide service network.



### Unlimited, freshly dispensed, premium water

At Purezza, the quality and taste of our water is important. Our systems use the latest in filtration and carbonation technology, to ensure the highest quality output time after time.



### Global Reach

We've got you covered! Purezza is available in 13 countries across Australia, Europe and the United States and growing.

When combined with our Waterlogic distribution network, our global reach extends to 60+ markets including Europe, Asia, South America and the Middle East.

# PROFITS FLOW WITH PUREZZA



## Unlimited profit opportunities

With Purezza, bottling your own profit is easy. Our systems supply unlimited sparkling and still water for a low, fixed weekly cost. After the monthly investment, ALL revenue goes directly to the venue (not the water supplier) so the profits keep increasing with water sales.

## Increase revenue with sparkling beverages

The Purezza solution isn't just about water. Use Purezza to make simple, low cost, high revenue sparkling beverages. Just add syrups and natural ingredients to produce home-made sodas, sparkling ice teas, cocktails, mocktails, detox waters and flavoured sparkling water.

PROFIT DEMONSTRATION - BOTTLED WATER	Bottled Water	Purezza
Total patrons per month	5000	5000
Water bottles sold	1000	1000
Price per bottle	\$5.00	\$5.00
Cost per bottle (inc production cost)	\$1.50	\$0.30
Total profit per month	\$3500	\$4600
<b>Additional profit per annum</b>	<b>0</b>	<b>\$13,200</b>

PROFIT DEMONSTRATION - FLAVOURED SODA	Sugar-filled Bottled Soda	Home-made Soda
Total patrons per month	5000	5000
Water bottles sold	750	750
Price per bottle	\$4.00	\$4.00
Cost per bottle (inc production cost)	\$1.00	\$0.40
Total profit per month	\$2250	\$2700
<b>Additional profit per annum</b>	<b>0</b>	<b>\$5,400</b>

## Revenue opportunities for hotels and conference centres

The Purezza solution provides incredible revenue options for multi-outlet venues such as hotels and conference centres. Our systems are versatile and can generate revenue in the restaurant, the bars and the conference areas. Adding sparkling and still water to function and conference packages is a simple, highly-effective strategy to make fantastic revenue.

# DRINKING FRESHLY DISPENSED WATER IS BETTER THAN BOTTLED WATER



Your patrons and guests want the freshest, tastiest, ice cold sparkling and still water. Serving Purezza fresh meets this requirement every time!

At Purezza, the quality and taste of our water is important. Our systems use the latest in filtration technology, with equipment designed specifically for high-flow beverage applications:



- Fibredyne II media with AgION® antimicrobial protection inhibits any potential bacterial growth
- Taste & Odour Reduction, Scale Control, Chemical & Impurity Reduction
- Submicron technology reduces dirt and particles as small as 1/2 micron in size, and reduces health contaminants such as Cryptosporidium and Giardia cysts
- Improves the taste of fountain beverages and helps retain the drink's carbonation
- Maintains important minerals

# HIGH QUALITY SYSTEMS AND FIRST CLASS SERVICE



## Purezza dispensing solutions tailored for your business

Our dispensing systems are made to last, and to keep producing ice cold, delicious sparkling and still water in busy environments.

- System sizes to suit any space and output requirement
- Powerful under-bench or counter-top options available
- Unrivalled high-output ice bank technology
- A range of stylish dispensers – single, twin or triple output options

## Premium support you can rely on

At Purezza, we understand how important it is for your equipment to be at its best. So we take the worry of servicing and maintenance away to let you focus on your guests and your revenue.

Included as standard with the Purezza offering are twice-annual servicing, filter change and sanitisation with proprietary Aqua Dosa sanitisation solution.

Unscheduled servicing is also included in our rental packages, so your Purezza system will keep producing, day after day.



# REDUCE YOUR CARBON FOOTPRINT WITH PUREZZA

As a leading, global company we recognise the importance of working towards goals of zero emissions and waste and we are committed to reducing our environmental footprint. At the same time, we want to create long-term value for our customers through sustainable water solutions that positively impact your bottom line.

**Since our inception and in cooperation with our customers, we have removed 20 million single-use bottles from the hospitality supply chain.**



We are on track to realise our vision to remove **30 million** single-use bottles annually from the global hospitality supply chain contributing to a more sustainable hospitality industry.

## A more environmentally friendly solution

Pre-packaged bottled water is extremely damaging to the environment

- Approximately 80% of the water bottles end up in landfills
- Plastic bottles in landfill can take several hundred years to decompose
- To produce one litre of bottled water, three litres of water are wasted
- By 2025 estimates are that there will be one ton of plastic in the ocean for every three tons of fish
- Each litre of bottled water produces between 100 and 160 grams of the major greenhouse gas, such as carbon dioxide

Why Purezza is better for the environment than bottled water

No  
single use  
bottles

No  
ongoing  
production and  
transport  
impacts

No  
un-necessary  
waste

No  
ongoing  
bottle  
delivery  
required

Fully  
re-usable,  
dishwasher  
safe Purezza  
branded  
bottles

# OUR SYSTEMS SAVE TIME, SPACE AND MONEY



## Simplify operations

- No need to re-order bottled water, and you never run out
- No need to take up valuable floor or storage space with cartons of bottles
- No time needed to re-stock fridges. Purezza is always served fresh on tap
- No waste or recycling problems - Purezza bottles are fully re-usable and dishwasher safe
- Free up your fridge space for other high revenue beverages
- No bill shock - fixed, flat price on a periodic invoice



### PUREZZA BOTTLES

Bottles are available in Sparkling and Still, in the following sizes:

- 350ml
- 750ml

## Complete your Purezza experience with accessories and promotional items

To further enhance the Purezza experience in your venue, we provide functional, Purezza branded accessories and promotional items, such as coasters, for purchase.



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[www.purezzawater.com](http://www.purezzawater.com)

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