

**High Demand Products
Sell Faster than Ever
with NEW Consumer
Packaging & End Cap
Merchandising Tools**

We've Made
Product
Selection the
Easiest in the
Wholesale
Channel!

Green Packaging
Indicates under counter
applications

Red Packaging
Indicates whole house
applications

NEW Icons Identify:

Contaminant Reduction



Filtration Effectiveness



*End Cap packaging now includes
English, Spanish, and French languages*

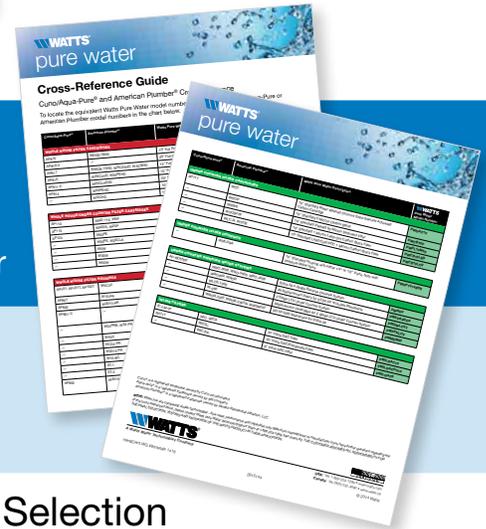
Our Merchandising Tools Make Product Selection Fast & Easy



New End Cap Header explains the color-coding system and icons

New Cross-Reference Chart lists competitive products and equivalent Watts Pure Water model numbers

- Laminated version attaches to the End Cap Display
- Card stock version designed for use at the sales counter



Product Improvements for Improved Ordering

- Smaller case quantities
- Shorter, easier-to-remember model numbers

Ordering Codes & Recommended End Cap Product Selection

Model	Description	Ordering Code	Case Quantity	Recommended Quantity for End Cap (includes replenishment)
End Cap Header, Laminated Chart, and Mounting Hardware		7300617	1	1
PWDWLCV2	LCV System (Reduction of Lead, Cyst, VOCs)	7100101	1	2
PWRO4	Reverse Osmosis (RO) System	7100103	1	2
PWDWUFKC3	Ultra Filtration (UF) System	7100106	1	4
PWROK4	Reverse Osmosis (RO) System	7100107	1	2
PWFPKSEDCB	Filter Pack	7100110	1	3
PWFPKLCV	Filter Pack	7100111	1	2
PWFPK2KC4	Filter Pack	7100116	1	6
PWFPKCUF	Filter Pack	7100118	1	3
PWHIB34WVIH	Housing Kit	7100550	4	4
PWHIB10FF	Housing Kit	7100268	4	4
PWHIB20FF	Housing Kit	7100269	4	4
PWMB10M5	Sediment Filter	7100331	12	24
PWMB10M50	Sediment Filter	7100335	12	12
PWPL10FFM20	Sediment Filter	7100411	4	8
PWCB10P	Carbon Filter	7100446	12	24
PWCB10FFP	Carbon Filter	7100448	4	8
PWCB20FFP	Carbon Filter	7100449	4	8
PWFILGAC10	Inline GAC Filter	7100454	6	24

* No charge when purchasing \$2500.00USD worth of products for end cap display



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