



August 2009

## better water. pure and simple.™

Can you believe it's August already? And it has been a hot one so far! We hope you have been hydrating properly for all those summer activities!

Our focus this month is in regard to all the misinformation being put out by the media on bottle water, the packaging of bottle water and the inspection and testing of bottle water quality.

Let me start by saying Culligan bottle water is state of the art! Reverse Osmosis is for water as kidney dialysis is for blood. Reverse Osmosis takes water down to the lowest levels of contaminants for drinking water standards, unlike municipal water that in some cases barely meets *minimal* standards set by the EPA.

Inspection standards for Culligan bottle water are the highest in the industry! We are inspected regularly by state and federal agencies who are: N.S.F, Iowa Dept of Inspection, F.D.A, and the I.B.W.A. As you can see, the reports that say the bottle water industries are unregulated, are not true! We at Vetter's Culligan are dedicated to the *highest* standards in the industry!

Testing of our bottle water is done several times a day. We have a lab in our plant and our staff is dedicated to the highest standards in the industry! We keep impeccable records on our water production for all agencies that inspect our plant on a regular basis as well as surprise inspections.

There is a lot of controversy over the packaging of bottle water. There is one side saying that we are filling all our landfills with plastic that takes centuries to bio degrade. There is the other side saying we are bottling water in plastic that may or may not leach unhealthy chemicals into the water after it is bottled. We at Vetter's Culligan have taken steps to address both of these issues!

Vetter's Culligan is first in the country to invest in state of the art packaging of premium water in 3 gallon plastic bags! It is called Purelock™ bagged water. We eliminated any unhealthy chemicals associated with plastic bottles. The bags are fully recyclable and they eliminate the strain from lifting those heavy bottles onto the coolers! They also store in less space, and best of all they save you money because there is no deposit!

The next time you drink a glass of tap water, stop and think. Does it meet *minimal* or *maximum* standards for drinking water? You know your Culligan premium water does meet the *maximum* standards - "guaranteed"!

*August Specials:* Go Green! Switch to our new Purelock™ 3 gallon bagged water. Purelock™ bags are made of 100% recyclable, FDA approved material, and contains the same great tasting water that is currently in the 5 gallon bottles. Call today to find out how you can upgrade - "FREE"!

Let Culligan help you go green! The Culligan Aqua-Clear advanced drinking water system is not only an environmentally friendly alternative, it will also provide your family with drinking water that's every bit the equal of bottled water, at a much lower cost! It will make up to *30 gallons* of reverse osmosis water a day! You will not only drink it but also cook with it and provide better tasting vegetables, coffee and tea. For August, you can save even more by taking \$100 off the purchase of a Culligan Aqua-clear drinking water system.

Please contact your local Vetter's Culligan Dealer for details and information on any of our ..... *August Specials!*.....

- Culligan of Maquoketa 1-800-245-5107
- Culligan of the Quad Cities 1-800-383-6088
- Culligan of Washington 1-800-642-6344
- Culligan of Burlington 1-800-798-5741
- Culligan of Clinton 1-800-321-7638
- Culligan of Coralville 1-888-466-9335

Any Ideas for future articles or questions? Please contact: [jerryg@vettersCulliganwater.com](mailto:jerryg@vettersCulliganwater.com)

Don't forget to check out our website at [www.vettersculliganwater.com](http://www.vettersculliganwater.com) for information, specials, and coupons