

**IF EVERYONE
CAN SELL IT**

IT IS A PRODUCT

Commodity. Compete on Price.
Low Differentiation. Lower Value.



PRICE COMPETITION COMMODITY MINDSET MANY SUPPLIERS LOWER MARGINS LOW LOYALTY

**IF ONLY WATCH WATER[®]
CAN SELL IT**

IT IS A TECHNOLOGY

Innovation. Performance. Value.
Unique. Irreplaceable. Sustainable.



PROPRIETARY TECHNOLOGIES INNOVATION LEADERSHIP SUPERIOR PERFORMANCE HIGHER VALUE STRONG LOYALTY SUSTAINABLE FUTURE

OUR PHILOSOPHY. OUR PROMISE.



WE SOLVE REAL PROBLEMS.

We focus on what matters most: clean water, healthy people and a better planet.



WE INNOVATE WITH PURPOSE.

Science, engineering and passion drive every technology we create.



WE STAND FOR QUALITY & TRUST.

Built to perform.
Built to last.
Built on trust.



WE PARTNER FOR SUCCESS.

We grow together with our customers, delivering long-term value.



WE CARE FOR THE FUTURE.

Sustainable solutions for today and for generations to come.

*We don't just sell products.
We deliver technologies that no one else can.*



WATER IS OUR PASSION



INNOVATION FOR A BETTER WORLD



TRUSTED BY CUSTOMERS WORLDWIDE



PROVEN TECHNOLOGIES SINCE 1982



PERFORMANCE TODAY, SUSTAINABILITY TOMORROW

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WATCHER[®]
WATCH WATER

a Water Company