

**IF EVERYONE CAN SELL IT**

## IT IS A PRODUCT

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



-  **MANY SUPPLIERS**  
Available from many companies worldwide.
-  **COMMODITY**  
Compete on price and discount.
-  **LOW DIFFERENTIATION**  
Easy to copy, easy to replace.
-  **LOWER VALUE**  
Lower margins. Low customer loyalty.
-  **PRICE DRIVEN MARKET**  
Decisions based on cost, not performance.

**IF ONLY WATCH WATER<sup>®</sup> CAN SELL IT**

## IT IS A TECHNOLOGY

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



-  **ONE INNOVATOR**  
Developed by Watch Water. Protected by know-how.
-  **PROPRIETARY TECHNOLOGY**  
Unique chemistry, engineering and processes.
-  **HIGH PERFORMANCE**  
Proven results. Superior and reliable.
-  **HIGHER VALUE**  
Better margins. Strong customer loyalty.
-  **SUSTAINABLE ADVANTAGE**  
Built for a better future. Built to last.

**WE DON'T JUST SELL PRODUCTS. WE DELIVER TECHNOLOGIES THAT NO ONE ELSE CAN.**

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**WATER IS OUR PASSION**
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**INNOVATION FOR A BETTER WORLD**
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**TRUSTED BY CUSTOMERS WORLDWIDE**
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**PROVEN TECHNOLOGIES SINCE 1982**
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**PERFORMANCE TODAY, SUSTAINABILITY TOMORROW**