

EVERPURE® FC SELLING GUIDE



WHY SELL THE EVERPURE FC?

- Foodservice locations, from convenience stores to fine dining, are increasing the amount of beverages in their product offering which leads to more water consumption; More water consumption means increased filtration capacity needs.
- Foodservice operators are looking for filtration that meets their expectations of performance.
- The FC line is the most balanced cartridge (between Chlorine reduction and dirt-holding capacity) on the market and will most often meet customers expectations .

HOW DO YOU IDENTIFY APPLICATIONS?

- The FC line is the only high capacity filtration line that fits into existing filter systems.
- Customers who are adding new equipment to support new beverage programs (i.e. new ice machine to support increased demand).
- Customers with large beverage programs (large number of fountain valves, coffee, tea, espresso and frozen carbonated).
- Customers experiencing short-life (cartridges not lasting to stated capacity) on current filtration solution.

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HOW DO YOU GENERATE CUSTOMER INTEREST?

- Discuss how beverages (and ice) have changed in their business over the recent months/years.
- Discuss how many water using appliances (ice machine, coffee brewer, etc) they have in their location today vs two years ago.
- Discuss their expectations on cartridge performance, those satisfied with their current products are likely poor targets. Those looking for increased performance may be good candidates.

HOW DO YOU HANDLE COMMON OBJECTIVES?

- How does this compare to other Everpure submicron products?
 - The Fiberdyne II media has claims similar to that of other submicron products but is made specifically for those operators with increased demand.
- This product costs more than other Everpure cartridges.
 - Although the product does cost more, on a cost per gallon and on a total cost of ownership perspective, there is more value with the FC line than others.

WHAT DO YOU DO WHEN THE CUSTOMER HAS A COMPETITIVE PRODUCT?

- Ask how the performance is going.
- Are they getting what they expected?
- The FC line is the most balanced cartridge on the market, which means customers are more often going to get the performance they expect with Everpure than with all other brands.

MARKETING SUPPORT

All marketing materials will be posted to www.pentairlibrary.com.

- Specification Sheets
- Sales Flyer
- Selling Deck



WATER QUALITY SYSTEMS

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