ABOUT PATHWATER

PATHWATER is the first in the beverage industry to offer purified water in a uniquely REUSABLE bottle. The hybrid model incorporates the best of both worlds, a reusable bottle and convenient to find reverse-osmosis filtered water. Intended as an environmentally-friendly alternative to single-use packaging.

As an impact-driven brand, PATHWATER’s primary goal is to launch a revolution that will reduce plastic waste and disrupt a historically profit-driven industry.
A Path to a REVOLUTION

We plan to help everyone make the shift to a REUSE CULTURE

Where we’re smarter about RECYCLING

And taking care of our planet.
Since the proliferation of cheap, single-use plastic packaging started in the 1950s, the problem of garbage has plagued our global society. When companies abandoned reusable packaging in favor of cheap single-use plastics our neighborhoods became polluted. The redundant single-use plastics are deadly to wildlife, our natural landscapes, and our health.

We think it’s time for A CHANGE that starts at the source of manufacturing. We believe people deserve better options. We must choose our materials intelligently and source from sustainable, responsible vendors that enhance sustainability initiatives rather than take away from them. We’re taking this challenge head-on, educating others along the way, and building a revolution for everyone to join the movement.
Of US consumers **EXPECT** companies to act on social and environmental issues. **86%**

Major companies have sustainability initiatives. **90%**

**DOUBLING** from 250 in 2018.

- 2017 CONE COMMUNICATIONS CRS STUDY

- SCIENCE BASED TARGETS

Of CEOs say that sustainability is fundamental for **SUCCESS**. **497**

- STANFORD SOCIAL INNOVATION REVIEW
After much environmental research, we decided on a bottle that was both sturdy and **HEALTHY** enough for long reuse cycles and also backed by a robust, closed-loop recycling system, aluminum. We wanted to deliver a sustainable solution that was supported solely by facts, to replace the extremely damaging single-use plastic water bottles people have become accustomed to.

It was essential to our sustainability model that our water be locally sourced. We believe in minimizing the water miles it takes to get from the source to the point of hydration. No gimmicks here. But we do use a 7-step reverse osmosis filtration system, currently **THE ULTIMATE** in water filtration. As PATHWATER continues to grow in popularity, we plan to source all water locally to minimize the impact of carbon dioxide emissions from transporting water.
Disrupting the Plastic Water Bottle Industry with REUSABILITY

Redefining Convenience to be SUSTAINABLE

Sustainably Sourced & Locally Bottled

Sturdy, Lightweight with a Wide Mouth Top that’s Easy to Refill.

7-Step Reverse Osmosis Purified Water

Refillable, Reusable and Recyclable Forever

Competitively Priced to Plastic Bottled Water

Stops Plastics from Entering Our Oceans and Landfills

Stop plastics from entering our oceans and landfills.
The FUTURE
On a crisp Northern California Christmas Eve morning in 2014, PATHWATER™ founders, Shadi, Amer, and Ali were making a quick family run to CVS. While on their trip to the store, the three friends began a casual conversation about the need for a serious reusable option in the bottled water space. They lamented over the disaster that had become the single-use plastic water bottle industry and asked the magical entrepreneurial question, “what would solve this problem?” As quickly as the question was asked, the office was rented on that same cool Christmas Eve day, and so the journey for the most sustainable bottled water began.

The three pumped friends grabbed their sketch pads and dug in immediately. They knew paper-based bottled water was already on the market, but they envisioned an even bolder solution, one that addressed the single-use waste issue of our society and could really help solve our plastics crisis. They knew the answer didn’t end with cardboard or any other single-use bottle for that matter. What they envisioned was truly disruptive, a hybrid model that incorporated the reusable canteen movement with purified water. The three friends knew they needed to deliver this ideal solution to the market. They put their minds, research, conservation mentality, and business skills together and came up with a bottle that is infinitely refillable and made out of recycled aluminum, one of the most robust closed-loop recycling systems in existence today.

They decided to source local water that is purified with the ultimate in reverse osmosis water which can sustainably be adopted worldwide. Two more partners, Harry and Gulshan, joined the founding team, and after much research, trial, and tribulation, the original idea for PATHWATER came to fruition, which was then called “Refill it.”

Since that very first day when PATHWATER was a mere idea amongst problemsolving friends, it has snowballed into a movement of supporters, investors, partners, and community members working endlessly to see the tide turn for sustainable bottled water once and for all. We hope that you’ll join the movement to reclaim our future by making better, more sustainable choices today. We call this #choosethepath.
Shadi’s athletic achievements include marathon runner, collegiate soccer team captain, Junior Olympic fencer, and competitive swimmer.

At PATHWATER, Amer leads internal controls including P&L, cash-flow management, and oversees the day-to-day operations of the company. His process-oriented approach has proven successful in building a sales and marketing organization of over 100 people.

Before co-founding PATHWATER, Amer led operations at Exumme, LLC, an innovative tech startup, and also managed the finance division at the largest Toyota dealership in California. Amer was responsible for driving over 35% growth within the first year of his role at Toyota.

Amer received a BS degree in Accounting and Finance at California State University, East Bay, as well as an AA degree in Operations and Business Management at Foothill College. He is a visionary executive with a passion for problem-solving and a history exceeding business goals to drive top-line growth and scalability.

Gulshan Kumar is a California native raised in the Bay Area with a graduate in Small Business and Entrepreneurship from San Francisco State University.

Gulshan comes from a family of entrepreneurs and has an extensive background in small business and project management.

Gulshan has an extreme passion for health and wellness as well as sustainability and has won numerous awards for being an outstanding collegiate student-athlete and leader. He currently resides in the Bay Area and is the Director of Food Service and currently runs the K-12 education sales division. “The K-12 market segment is a brand building channel for PATHWATER. We want kids to grow up drinking this brand, so they turn into loyal consumers in the future. The future generation is forced to deal with the plastic issue that we created, and we are here to reverse that together!” - Gulshan says.
Meet THE INVESTORS

Vernon Davis
SUPERBOWL CHAMPION

Guy Fieri
AMERICAN RESTAURANTEUR

Tamera Mowry
AMERICAN ACTRESS

Fesatus Ezeli
NBA CHAMPION

Ghazi Shami
FOUNDER OF EMPIRE RECORDS

PATHWATER is proud to have over 50 investors from various professions who are DEDICATED to the mission of bringing sustainability to bottled water.
PATHWATER INTRODUCES REUSABLE WATER BOTTLE PACKAGING

"PATHWATER aims to bust myths around aluminum and bring back safe and reusable containers such as the current BPA-free aluminum bottle that can be reused and recycled infinitely."

BRAND PROFILE: PATHWATER SEEKS TO REROUTE PET WATER

“In order for us to be a true competitor and a true solution to this problem, we cannot price ourselves out of the market,” Bakour said. “So we’re willing to take a little bit of a hit on our margin in order to be able to offer it at the right price.”

SUPER BOWL CHAMPION VERNON DAVIS INVESTS IN PATHWATER

“Davis has charged forward with the purpose to end single-use plastic waste on football fields and school campuses across the U.S. Visiting schools and speaking at rallies, Davis is using his influence to educate youth about the harms of single-use plastic water bottles and the solution, a movement for reusability.”

DRINK THIS, NOT THAT CAL STATE EAST BAY ALUMNIUS AMER ORABI TURNS DESIRE TO REDUCE PLASTIC WASTE INTO THRIVING BUSINESS

“We were inspired by the problem, and envisioned ourselves as part of the solution.”

In The MEDIA

Waste 360

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In The MEDIA

BEVNET

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In The MEDIA

EastBay Today

DRINK THIS, NOT THAT CAL STATE EAST BAY ALUMNIUS AMER ORABI TURNS DESIRE TO REDUCE PLASTIC WASTE INTO THRIVING BUSINESS

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SOCIAL Videos

GIVEPATH CAMPAIGN

HEAL THE BAY BEACH CLEANUP

THE REUSE REVOLUTION
Beachs CLEANUPS

- 30 Beach Cleanups
- Partnered with Plastic Tides
- Partnered with Heal The Bay
- Over 1500 lbs. of trash picked up
- $10K donated
- 500 PathWater bottles donated

It’s not enough to make a sustainable solution to our **PLASTIC CRISIS**, it’s also important to clean up the mess that has been made. To enjoy cleaner beaches and protect our environment, the founders of PATHWATER have taken on a mission to sponsor and participate in beach cleanups. It’s more than just the ‘right thing to do, it has become imperative for our team at PATHWATER to go beyond selling sustainable bottled water solutions, and into getting our hands dirty by cleaning up the plastic mess that has been made.
PathWater Student Ambassador (PSA) Program

It’s time for a new generation to take charge. The greatest hope for the future of our planet is our youth and the time to make the changes we need is now. That’s why we created the PATHWATER Student Ambassador Program (PSA) to work with our youth and BAN Single-use Plastic Bottles at schools and grow the movement to clean up our planet from single-use plastic waste.
Assets - Brandmarks

The PathWater brandmark is the lead element on every single communication. There are three different variations available for your use: Primary, Secondary and Alternate. The 2 blue color brandmark with the Waterdrop Icon is the primary brandmark and should be used wherever possible. Use the appropriate brandmark color variation to ensure optimal legibility across different backgrounds. Only use the alternate brandmarks where space does not allow for the brandmarks with the Waterdrop Icon.
Assets - Imagery

Develop a strong and consistent PathWater brand story through the appropriate use of the approved images.
By The NUMBERS

+4000 STORES

+50 INVESTORS

+600 K-12 SCHOOLS

+100 AMBASSADORS
Contact Us

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