

# AquaPurr

## 2019 Media Kit

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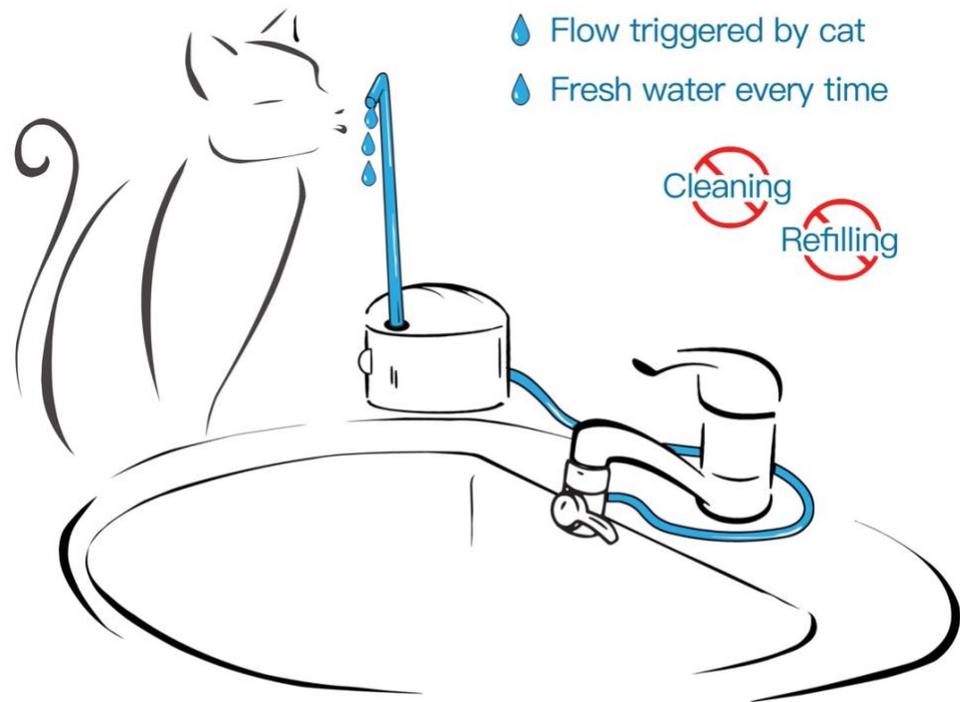
Website:  
**AquaPurr.com**

**Designed and built in Colorado**  
Patent No. 9,924,701

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# The only fountain you NEVER clean

## AquaPurr®



## AquaPurr eC Product Summary

\$ 129

## About the founder and inventor

**The AquaPurr eC cat fountain** – providing the luxury of a fountain you never clean and never refill.

The AquaPurr easily connects to your faucet providing fresh water to your cat any time they want it.

- Maintenance free – no cleaning, no refilling, no filters
- Your cat triggers the flow – and flow automatically shuts off
- Fresh drinking water from your faucet anytime your cat wants it
- Easily connects to your faucet
- 5" in diameter



My name is Steven Chalmers, and I invented the AquaPurr eC. I have a degree in computer science and for the majority of my career, I have worked as a software user experience designer, identifying usability issues with software and websites and working with designers to make the user interface more intuitive and user friendly. I am skilled at developing original and innovative solutions that are both elegant and effective.



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## What cats want

## Problem

Cats want fresh water. In nature that means a running stream is preferred over a stagnant pond. At home, that means many cats want to drink flowing water out of the faucet. Proof? Many cats run to the sink when their owners are heading to a bathroom. The cat then demands the faucet be turned on for them!

Manufacturers of conventional cat fountains attempt to simulate a running stream using a submerged pump that recirculates the same water over and over to create a water flow. But just because it is flowing doesn't mean that it is fresh.

**Ewww!** The problem with conventional drinking fountains is the maintenance. In less than a day, cat saliva mixes with the recirculating water and quickly grows bacteria.....in the form of gross red slime – yuck! This requires owners to disassemble and clean the slime from the unit and pump. For even the best designed drinking fountain, this is an unpleasant and time-consuming task. And the worst? You can't completely clean the inside of the pump, so when you refill the fountain with fresh water, it is immediately contaminated with the bacteria from the pump. Not fresh water!

## The Solution: My inspiration to invent the AquaPurr

My wife brought two beautiful Siberian cats to our relationship, so I got a crash course in all things cats. The care of our cats included a weekly cleaning of their recirculating drinking fountain. Every week, I watched her completely disassemble the fountain, and clean all the accumulated slime and muck from all the nooks and crannies of the fountain and pump. She resorted to using cotton swabs and pipe cleaners, but still couldn't completely clean all the slime out of the fountain and pump. Then she reassembled the fountain (no easy task), refilled it, then tried to set it on the floor without tipping/spilling. I watched her do this every week.....and thought that there has got to be a better way.

**Solution:** All of this inspired me to invent something that would provide fresh flowing water for our cats to drink at their convenience, but didn't require us to deal with all the cleaning and hassle of a recirculating fountain. Out of this, the AquaPurr was born!

## How does the AquaPurr work?



The AquaPurr sits next to your sink and connects to your faucet using a diverter valve – your faucet supplies water to the AquaPurr. When your cat steps close to the AquaPurr, they activate the AquaPurr’s proximity sensor that triggers water flow from the AquaPurr spigot. Your cat drinks from the AquaPurr spigot, and the water they don’t drink flows down the drain. When your cat steps away, the AquaPurr automatically shuts off in a few seconds.

You still have full use of your sink! The diverter valve allows your faucet to operate in two modes. Turn the diverter valve lever in one direction and you have full regular use of your sink. Turn the lever the other direction, and water is routed to the AquaPurr, ready to give your cat fresh water when their presence triggers the flow.



With no water being recirculated there is no opportunity for bacteria to grow. It is a fountain you never clean or refill. Music to the ears of cat owners.

## Decorate your AquaPurr!

\$ 9.95

## Just Released! AquaPurr Decorator

We currently offer a choice of DecoWraps to match any décor. These waterproof wraps come in a variety of designs, and are easy to attach and remove. You can change out the DecoWraps to match your mood – or the seasons. See sampling of DecoWrap selections below.



The decorative designs for the AquaPurr are endless! We're very excited about the release of the AquaPurr Decorator – so that you or your guests can hardly tell there's a cat drinking fountain there! The Decorator is available with a galvanized milk jug sleeve as well as 4 colors of plant pots.



## Customer Reviews

Our customers are giving us great feedback! We have a 4.9 star review rating on Amazon. Here is what our customers are telling us:

*This is my 3rd Aqua Purr and I'll never use anything else! And I've tried all kinds of cat fountains. All were tossed after a few weeks due to the inability to keep them clean. The Aqua Purr is so different. There are no filters to clean, no daily / weekly cleaning of the nasty reservoir and no clogging. So easy to attach to your faucet and the water only flows when the motion sensor is tripped by my girls. They didn't drink much when we used a bowl and wouldn't drink out of other fountains after a while because I couldn't keep them clean. But the Aqua Purr they love as it gives them the dripping water that all cats prefer. Trying not to gush but Aqua Purr's customer service is extraordinary. Twice I've contacted the owner via email for help and Steven responded immediately and solved the problem with easy to understand directions. He's even sent me replacement parts at no cost. Bottom line great product and great company.*

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*All four of my cats \*love\* this water fountain!*

*The AquaPurr is everything I wanted in a water delivery system for my cats! Both of my cats had nearly given up drinking from a bowl because I spoiled them by turning on the bathroom sink for them. Oh yes. They trained me well! Now, with the AquaPurr eC, they control when they want a drink and I don't end up using so much extra water because of forgetting to turn off the tap!*

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*Can't say enough good things about this! Our paw drinking cat prefers to drink from the sink (we've always assumed it's due to whisker sensitivity) and now she's drinking from the spigot whenever she wants! No more slow drip when we go on vacation just fresh water whenever she wants. No cleaning is a pure and simple bonus! We love it!*

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*This is the best Cat drinking device ever. Super easy to install and our rag doll cats love it. They hop up on the sink vanity and the Aqua Purr eC senses movement and starts a trickle of water they love to drink from. The best part is the water shuts off after they jump down from the vanity.*