

Berkey Filters

www.berkeyfilters.com

Affiliate Guide



TERMS & CONDITIONS

1. We reserve the right to reject, modify, or terminate this agreement any time.
2. Your continued participation in this program constitutes binding acceptance of any changes.
3. This Agreement shall be governed by and construed in accordance with the substantive laws of Colorado, without any reference to conflict-of-laws principles.
Any dispute, controversy or difference which may arise between the parties out of, in relation to or in connection with this Agreement is hereby irrevocably submitted to the exclusive jurisdiction of the courts of Colorado, to the exclusion of any other courts without giving effect to its conflict of laws provisions or your actual state or country of residence. The United Nations Convention on Contracts for the International Sale of Goods and the Uniform Computer Information Transactions Act is specifically excluded from the application of this agreement.
The entire agreement between the parties with respect to the subject matter hereof is embodied on this agreement and no other agreement relative hereto shall bind either party herein. The rights of the affiliate of whatever nature cannot be assigned nor transferred to anybody, and any such attempt may result in termination of this Agreement, without liability to us. However, we may assign this Agreement to any affiliate at any time without notice.
In the event that any provision of these Terms and Conditions is found invalid or unenforceable pursuant to any judicial decree or decision, such provision shall be deemed to apply only to the maximum extent permitted by law, and the remainder of these Terms and Conditions shall remain valid and enforceable according to its terms.
4. Affiliates must have a physical location in the United States of America.
5. Consumers must click affiliate link. Navigation or pages that automatically redirect are prohibited.
6. Content provided is nonexclusive and shall be used solely for your personal, noncommercial purposes. Reproduction in any form or incorporation into any information retrieval system, electronic or mechanical, other than for your personal, noncommercial use on any part of any content, graphic, form or document, is prohibited.
7. All pay-per-click ads that directly link to berkefilters.com are prohibited.
8. Advertising any sales, events, or promotions that we run through our site, is strictly prohibited.
9. Advertising a percentage off, discount amount, or coupon for our products without permission from the affiliate manager is prohibited..
10. You hereby acknowledge that all rights, titles, and interests, including but not limited to rights covered by the Intellectual Property Rights, in and to the site, and that You will not acquire any right, title, or interest in or to the Program except as expressly set forth in this Agreement. You will not modify, adapt, translate, prepare derivative works from, decompile, reverse engineer, disassemble or otherwise attempt to derive source code from any of our services, software, or documentation, or create or attempt to create a substitute or similar service or product through use of or access to the Program or proprietary information related thereto.
11. The following activities, but not limited to, may be considered as fraudulent and shall be subjected for investigations: have click-through rates that are much higher than industry averages; use fake redirects, automated software, and/or fraud to generate Events from the Programs; click programs generating clicks with no indication by site traffic; have shown fraudulent leads as determined by the Advertisers;
If Publisher fraudulently adds leads or clicks or inflates leads or clicks by fraudulent traffic generation as determined solely by www.berkefilters.com, the affiliate will forfeit its entire commission for all programs and its account will be terminated. If the affiliate is notified that fraudulent activities may be occurring on its Media, and the affiliate fails to take prompt action to stop the fraudulent activities, then, in addition to any other remedies available to us, affiliate shall be responsible for all costs and legal fees arising from these fraudulent activities. In addition, in the event that affiliate has already received payment for fraudulent activities, www.berkefilters.com reserves the right to seek credit or remedy from future earnings or to demand reimbursement from the affiliate.
12. Customer information is confidential and may not be disclosed. You agree not to disclose information you obtain from us and or from our clients. All information submitted by an end-user customer is proprietary information of www.berkefilters.com.

13. By accepting these terms and acting as an affiliate of www.berkefilters.com, you agree not to enter into or start a distributorship in direct competition against www.berkefilters.com. In the event this policy is violated, the affiliate will forfeit its entire owed commission and its account will be terminated.
14. We are not liable for indirect, special, or consequential damages, or any loss of revenue, profits, or data, arising in connection with this Agreement or the Program. We make no express or implied warranties or representations with respect to the Program or any products sold through the Program (including, without limitation, warranties of fitness, merchantability, non-infringement, or any implied warranties arising out of a course of performance, dealing, or trade usage). We make no representation that the operation of our site will be uninterrupted or error-free, and we will not be liable for the consequences of any interruptions or errors. The information, content, and services on the site are provided on an “as is” basis. Affiliates use the site and run the programs at their own risk.
15. PROHIBITED VERBIAGE or APPROVED CONTENT No claims may be made outside of content provided in the affiliate dashboard or on berkefilters.com This language or implied use is prohibited per compliance with EPA regulations of the water filter industry:
 - Pure, purify, purification, purified, purifying
 - Removal, reduction, filtration of bacteria, viruses, pathogens, and/or microorganisms
16. MANUFACTURER MINIMUM ADVERTISED PRICE (MAP) POLICY. All Berkey® Dealers are required to comply with the manufacturer, New Millennium Concepts, Ltd. (hereafter NMCL) Minimum Advertised Price (MAP) & Advertising Policy to maintain their status as an Authorized Berkey® Dealer. Therefore all affiliates of Berkefilters.com must also adhere to these policies.
Advertising products to the general public below the listed MAP prices (chart at the end of the document) will be in violation of this policy. Violations also include offering of any discounts and/or tactics whatsoever that bring the advertised price below the listed MAP price. This policy is applicable to any and all forms of advertising media to the general public. Use of the words “sale”, “official” or “original” are not permitted. When advertising, you are not permitted to use the word “sale” unless you specify a MAP-compliant sale. Any reference to a % off should include at least one approach of the following verbiage referencing the discount %. Remember, the max discount you are allowed to advertise on Qualifying Berkey® Bundles described above is 10%.
 - The discount % off of MSRP or MAP for specific products must be MAP compliant.
 - You may say “Up to XX% off qualifying bundles”, or “Up to XX% off on qualified bundles”. (Key words here are “Qualifying/Qualified Bundles”)Using coupon and promotion code websites. You may post coupons on “Coupon Websites” and “Promo Code websites” as long as they clearly explain exactly what the coupon discount is, and as long as the discount is MAP compliant.
Examples of Compliant Coupons or Promotion Codes:
 - Berkey® Coupon - Free Freight on orders over \$50
 - Berkey® Coupon - 5% OFF MSRP Big Berkey® Bundle with PF-2™ Fluoride and Arsenic Reduction Elements
 - Use Coupon Code ***** for up to 10% Off Qualifying Bundles. (Keywords here are “Qualifying Bundles”)Examples of MAP Non-Compliant Coupons or Promotion Codes:
 - Use code ***** for 5% Off.
 - Use code ***** at checkout for 5% off of your total purchase!
 - Berkey® Coupons & Promo Codes (shows no details about possible discounts)
 - Berkey® Discount Code *****; apply in cart
 - Use discount code ***** for 10% off on Berkey® Systems or products.

We believe in the power of clean water. Our purpose is to hydrate the world with peace of mind.

BerkeyFilters.com is family-owned and operated company, we understand the need to protect your loved ones. That is why we are passionate about raising awareness on water quality concerns, and providing the peace of mind that comes from taking control of your water. From humble beginnings of a home garage to now a thriving business, we've always focused on providing superior products and services. Berkey water filters use a natural process to remove harmful contaminants, returning your water to its natural state. Berkey Filters, bringing the power of water to you.

**Berkey
Filters** 
www.berkeyfilters.com



MUTUALLY BENEFICIAL

You help us tell the Berkey story and we provide you with a way to earn money. Promote Berkey products on your channels and if your audience purchases something from our site you get a portion of the proceeds!



Berkey Filters Berkey Test Account Home Reports Content \$0.00

TODAYS EARNINGS \$0.00
\$0.00 vs same day last week

TOTAL PENDING \$0.00

BALANCE \$0.00
Auto withdraw when \$10.00 (0%)

SNAPSHOT Dec 21 2022 - Dec 27 2022

No data to display.

Clicks	Actions	Payouts	Sale Amount	Conversion Rate	EPC
0	0	\$0	\$0	NA	\$0.00

CREATE A LINK ?
Promote any brand with a simple link

Berkey Filters Affiliate Program

Enter a Landing Page (optional)

Create Advanced

Use this link to promote. Berkey Filters Affiliate Program Link updates may take up to 5 minutes to propagate.

https:// berkeyfiltersaffiliateprogr

Share f t g

CONTRACT TERMS

Online Sale
Referral Period: 30 days

15%

What we do:

- Give you up to 15% commission
- Provide you with promotional resources
- Give you the inside scoop on any updates

What you do:

- Create content about Berkey Filters
- Share your affiliate link with your audience
- Follow all Berkey policies and brand standards

To access your unique affiliate link, log into your Impact dashboard. Click Create and copy and paste your link into your preferred sharing channel.



PROMO CODES

Choose to offer either a **5%** OR **10%** off discount

Offering a promo code affects your commission.

- A coupon for 5% off decreases your commission to 10%
- A coupon for 10% off code decreases commission to 5%

Email affiliates@berkeyfilters.com to activate a promo code:

- Include which amount you'd like to offer
- What you'd like your code to say

Promo codes can **ONLY** be advertised to private audiences.
We reserve the right to disable code at anytime.

PROHIBITED IN OUR PROGRAM

We reserve the right to remove an affiliate at anytime.

- **No Plagiarizing** Do not copy content from berkeyfilters.com
Create your own or use banner images from your affiliate dashboard.
- **Keep it Private** No advertising coupon codes to the public. Only promote approved sales.
Must be to your subscribers via email or private message or with a coupon link.
- **No Spamming** Do not send or post unsolicited messages.
No mass posting in blog forums, Facebook groups or similar platforms.
- **No Paid Advertising** Using pay-per-click ads linked to our site is prohibited.
- **No Redirect Links** Do not use your URL as a cover for our website. Consumers must first come to your site where your affiliate link is hosted. They must be able to click a hyperlinked item in order to come to our site for purchase.
Navigation or pages that automatically redirect to ours are prohibited.

#BERKEYLOVE

#berkeyfilters

#berkeywaterfilters

#drinkbetterwater

#berkeylivin

#berkeywaterisbetterwater

#drinkberkeywater

Share why you love Berkey
Make it personal
Post about Berkey often
Link to different pages
Reviews & Recommendations
Tutorials
Photos and/or Videos
Resources on BerkeyFilters.com

social | email | blog | text | word of mouth



/berkeyfilters



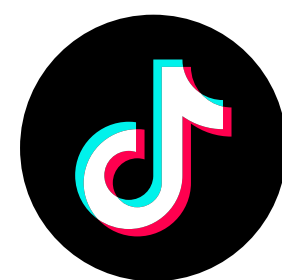
@berkey_filters



@berkeywaterfilters



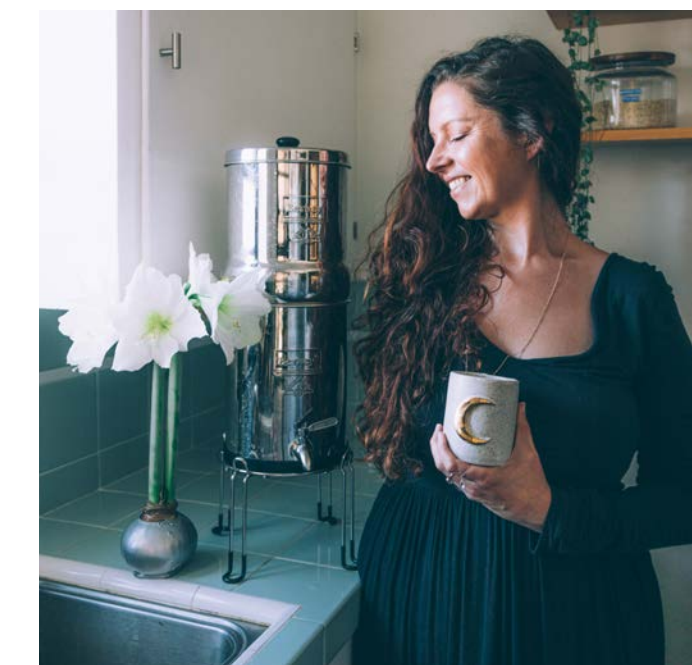
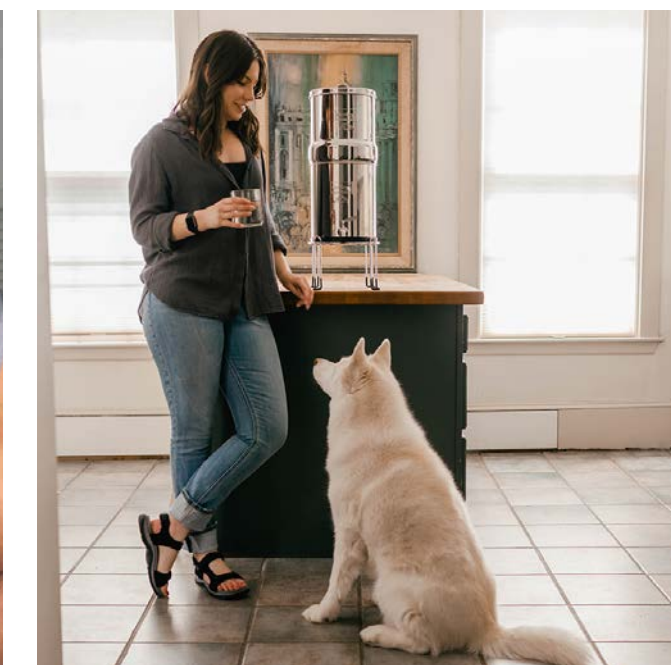
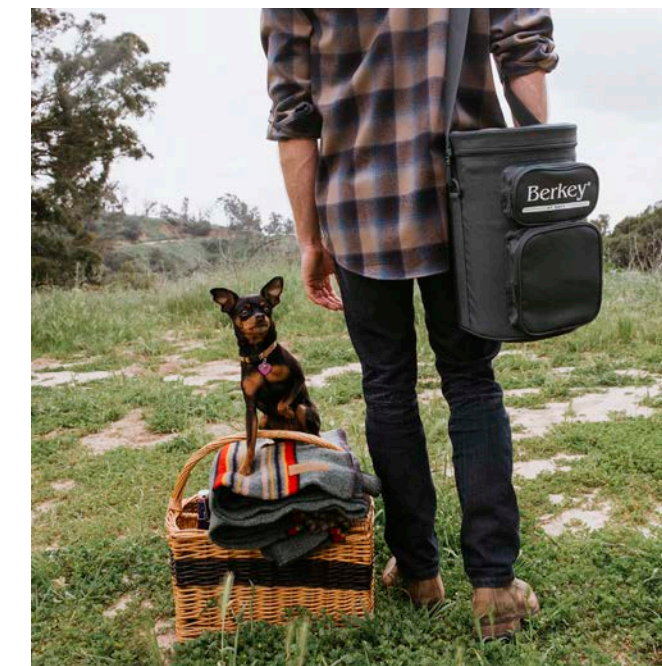
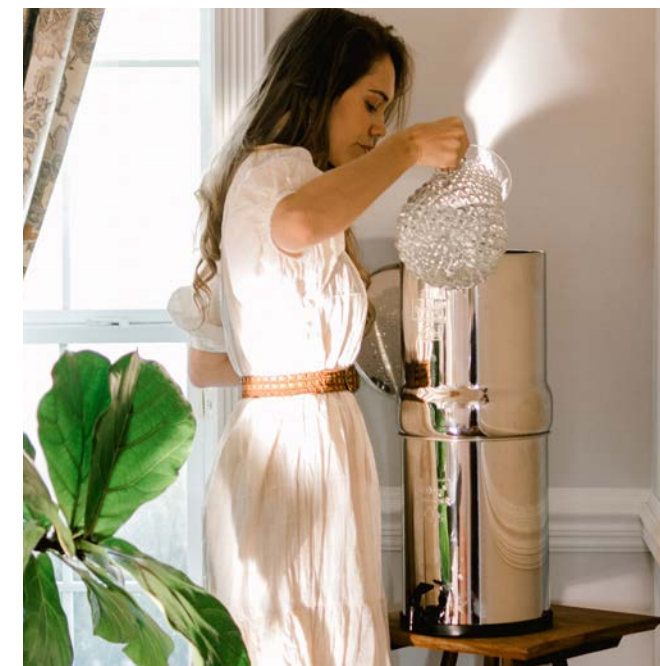
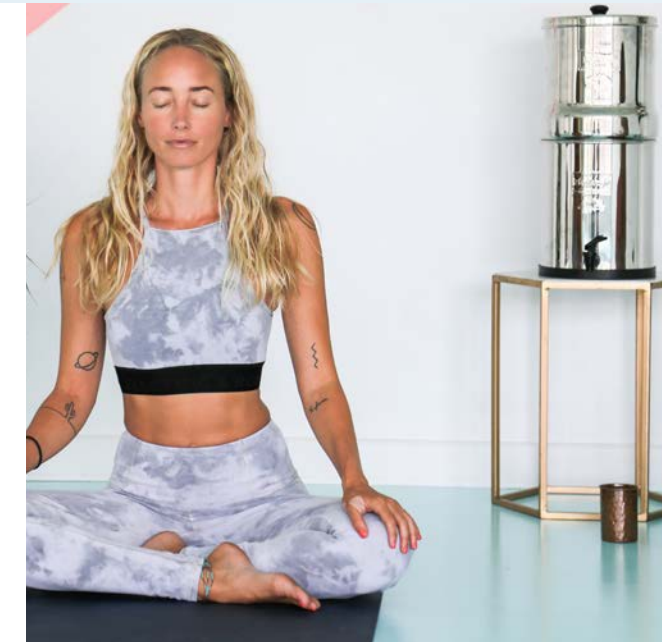
@berkeyfilters



@berkeyfilters



@berkeyfilters



Berkey Filters remove or reduce 200+ contaminants.



21,000,000
Americans
drink water
that violates
U.S. health
standards.



Water
standards **do**
not factor in
children and
contaminant
levels are
based on a
150lb adult.



DRINK BETTER WATER

BERKEY WATER IS BETTER WATER

Retains beneficial minerals

**Reduces plastic pollution from
disposable bottles**

No electricity needed

Costs approximately ₦3 per gallon

Best tasting water





HOW IT WORKS

Gravity pushes the water down and through the filters in the upper chamber, where the unwanted contaminants are either blocked, trapped, or molecularly altered, allowing only the best water into the lower chamber.

Microfiltration:

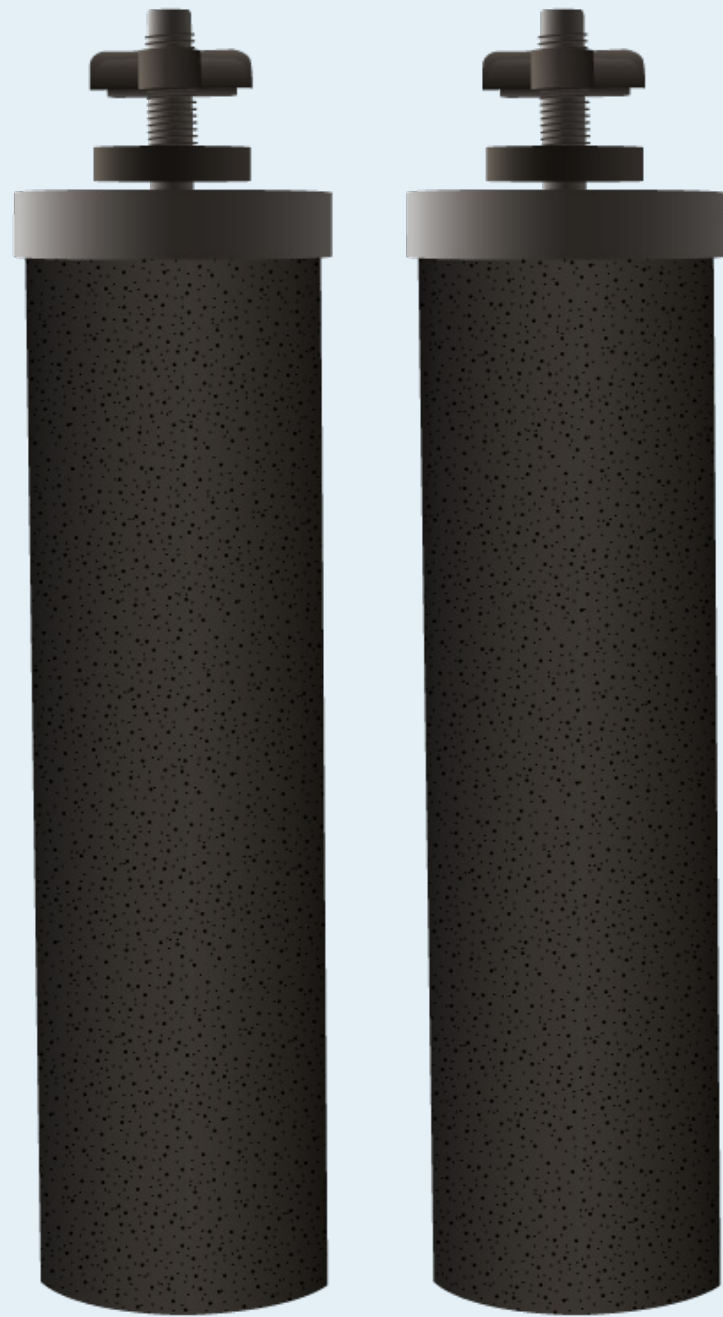
Filters are composed of six different media types, all combined into a very compact matrix containing millions of microscopic pores. These holes are so minuscule that pollutants physically cannot pass through them.

Absorption or Ion Exchange:

Ions are molecules that are unbalanced--the number of electrons does not equal the number of protons. These molecules are attracted to other molecules that would create balance. The Black Berkey Filters are loaded with ions that attract contaminant molecules to be absorbed and permanently bonded to the filter.

Adsorption:

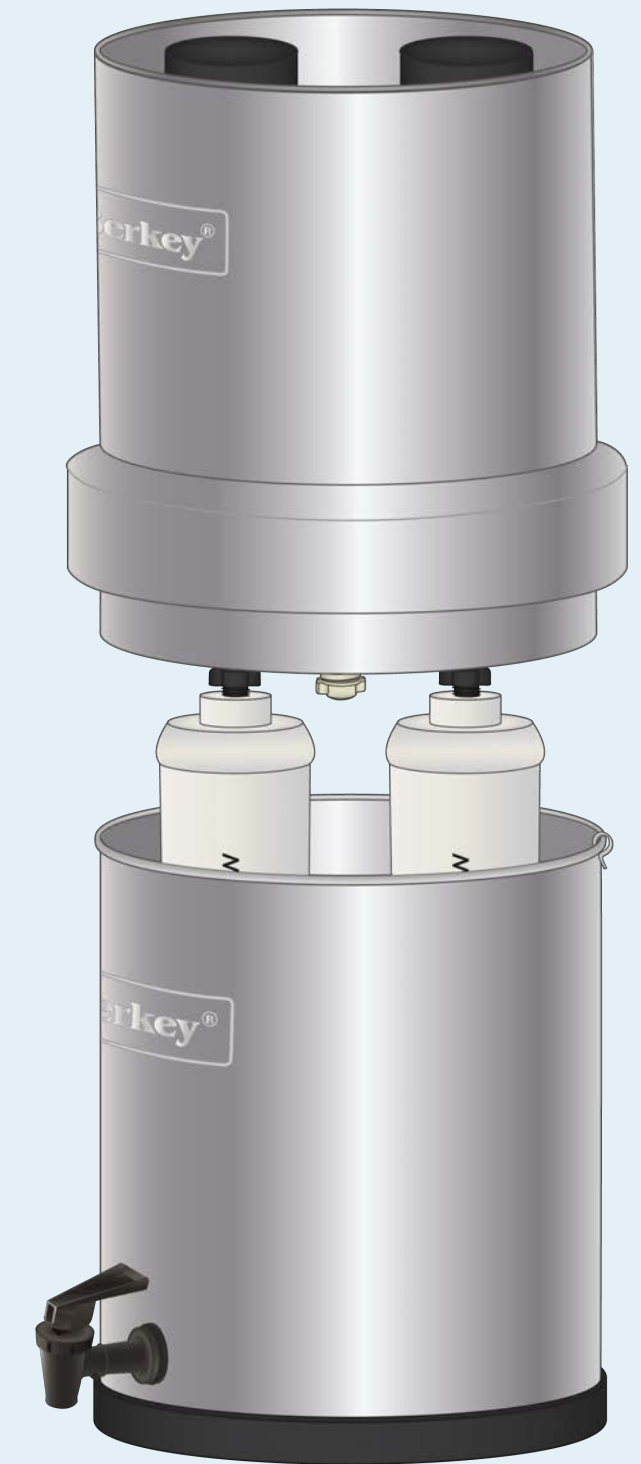
An ionic barrier similar to surface tension spans the micropores and blocks water contaminants, that are smaller than the pore size itself. Similar to static cling, it holds tiny toxins against the surfaces in the filter and never lets go.



Black Berkey Filters
2.25 x 2.25 x 9.75 inches
1.63 pounds

The true powerhouses of the Berkey system. The Black Berkey Filters are made of a carbon composite containing high grade coconut shell carbon combined with a proprietary blend of five other types of media.

Each filter has a lifespan of up to 3,000 gallons, so for a two-filter system that's an incredible estimated 6,000 gallon lifespan which is approximately two years.



WATER QUALITY TOOL

We partner with the **Environmental Working Group** to provide easy access to water quality based on which contaminants are present and at what level.

Search contaminant levels by zip code at
berkeymfilters.com





Light

2.75 Gallons

Min 2 Filters: 2-6 People

Max 4 Filters: 7 People

Dimensions: 9"D x 28"H

Nesting Height: N/A

Empty Weight: 6 lbs

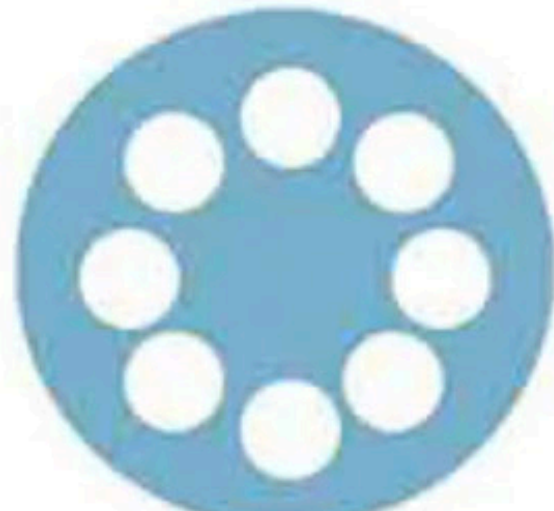
Composition: BPA/BPS

Free Copolyester #7

Flow Rate (Gallon Per Hour):

2 Filters - 3.75 GPH

4 Filters - 7.5 GPH



Crown

6 Gallons

Min 2 Filters: 8+ People

Max 8 Filters: 20+ People

Dimensions: 11"D x 31"H

Nesting Height: 20"

Empty Weight: 12 lbs

Composition: AISI 304

Stainless Steel

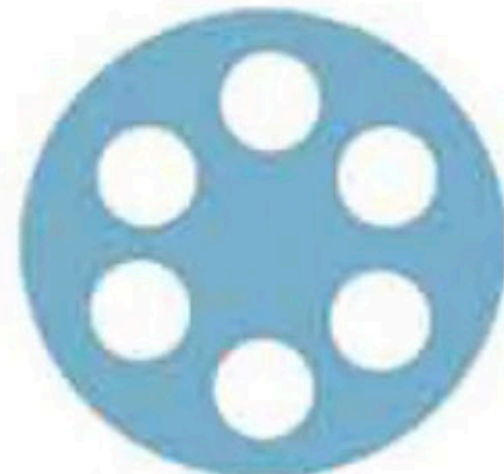
Flow Rate (Gallon Per Hour):

2 Filters - 6.5 GPH

4 Filters - 15 GPH

6 Filters - 19.5 GPH

8 Filters - 26 GPH



Imperial

4.5 Gallons

Min 2 Filters: 6-10 People

Max 6 Filters: 12 People

Dimensions: 10"D x 27"H

Nesting Height: 17"

Empty Weight: 10 lbs

Composition: AISI 304

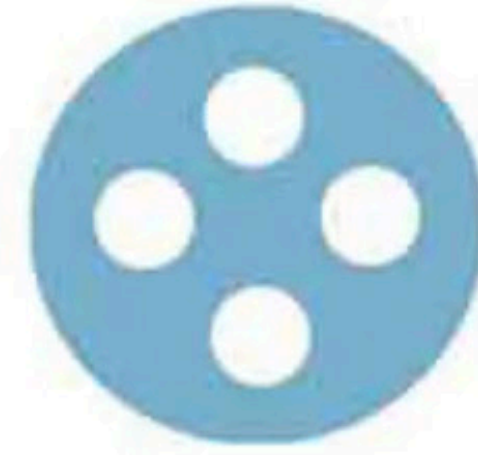
Stainless Steel

Flow Rate (Gallon Per Hour):

2 Filters - 5.5 GPH

4 Filters - 11 GPH

6 Filters - 21.5 GPH



Royal

3.25 Gallons

Min 2 Filters: 2-6 People

Max 4 Filter: 7 People

Dimensions: 9.5"D x 24"H

Nesting Height: 15.25"

Empty Weight: 8 lbs

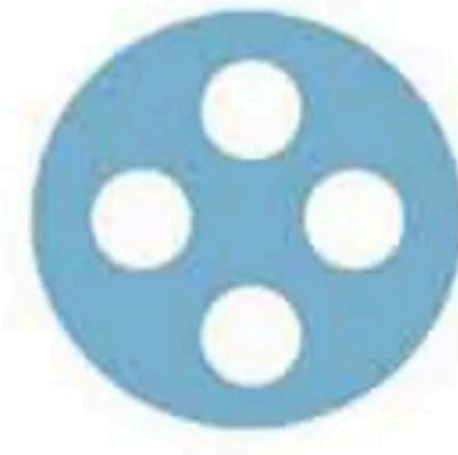
Composition: AISI 304

Stainless Steel

Flow Rate (Gallon Per Hour):

2 Filters - 4 GPH

4 Filters - 8 GPH



Big

2.25 Gallons

Min 2 Filters: 1-4 People

Max 4 Filter: 5 People

Dimensions: 8.5"D x 21"H

Nesting Height: 13"

Empty Weight: 7 lbs

Composition: AISI 304

Stainless Steel

Flow Rate (Gallon Per Hour):

2 Filters - 3.5 GPH

4 Filters - 7 GPH



Travel

1.5 Gallons

Min/ Max 2 Filters:

1-3 People

Dimensions: 7.5"D x 19"H

Nesting Height: 12"

Empty Weight: 6 lbs

Composition: AISI 304

Stainless Steel

Flow Rate (Gallon Per Hour):

2 Filters - 2.75 GPH



Go

1 Quart

Min / Max 1 Filter:

1 Person

Dimensions: 4"D x 14"H

Nesting Height: 10"

Empty Weight: 2.4 lbs

Composition: AISI 304

Stainless Steel

Flow Rate (Gallon Per Hour):

1 Filter - 1 GPH



Big Berkey

2.25 gallons

8.5 x 8.5 x 21 inches

7 lbs empty | 25.76 lbs full

High polish 304 stainless steel

The Big Berkey is our **most popular** water filter system. It's the perfect size! The functionality of the Big Berkey makes it so versatile that it works for several situations. It can provide plenty of water for medium-sized families of 1-4 people, without taking up precious counter space. This unit fits easily in the kitchen, RV, tiny house or off-grid cabin. The Big Berkey unit can supply up to 16 people with clean drinking water in emergency situations.





For affiliates + collaborations:
affiliates@berkeyfilters.com

For customer support:
customerservice@berkeyfilters.com

To become a dealer:
becky@berkeyfilters.com

