



EMax POU

Join The POU Revolution



1. Introduction

The EMax POU is the first ever POU watercooler to benefit from our Patented WaterTrail™ system and award winning Hot Tank - and with the dramatic rise of Point-of-Use watercoolers throughout Europe, the EMax POU is fast becoming one of the most popular POU watercoolers available.

Featuring the many benefits of a Point-of-use watercooler such as saving time and money, as well as the advanced features only found in Ebac coolers - such as the WaterTrail™, Energy Efficient Hot Tank, strong ABS construction, and customisable fascias, the EMax POU provides all the benefits of POU with the high level of technology and quality that Ebac is renowned for.

Contents

1. EMax POU Introduction

2. WaterTrail™

- Sanitise 40% More Coolers
- 100% Sanitisation

3. Hot Tank

- Unrivalled Energy Efficiency
- Reach New Markets

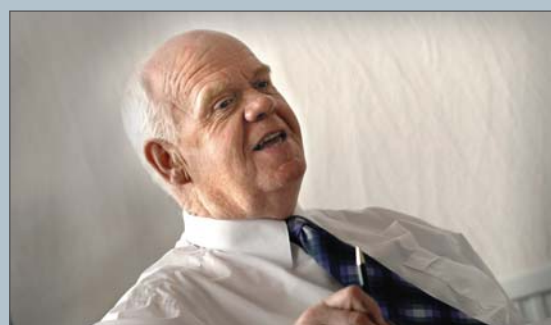
4. Good Looks That Last

- Robust Construction
- Changeable Fascias

5. Product Features

- WaterTrail™ for 100% Sanitisation
- Robust Construction
- Easy Fit Carbon Block Water Filter
- Changeable Fascias
- Twin Integral Cup Holder
- The Benefits of Direct Chill
- Height Adjustable Feet
- Integrated Wheels

6. Technical Specification Comparison



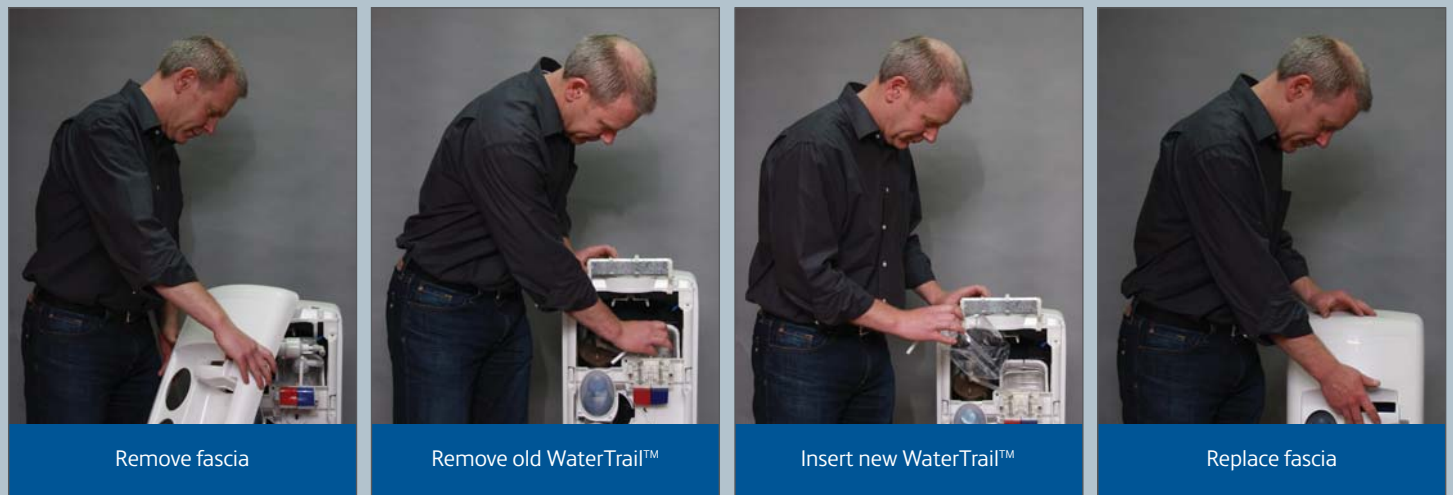
“With our EMax POU, you can offer customers a watercooler that provides excellence in reliability, quality and technology - combined with the many benefits that Point-of-Use coolers provide”

John Elliott MBE, Chairman, Ebac Group Ltd

2. WaterTrail™

Developed in 1994, the WaterTrail™ is now the most popular method of sanitisation in Europe. All water contact parts are simply replaced - not cleaned - meaning 100% sanitisation takes a matter of seconds.

The WaterTrail™ saves you both time and money as more coolers can be sanitised per day, and staff do not need complex training.



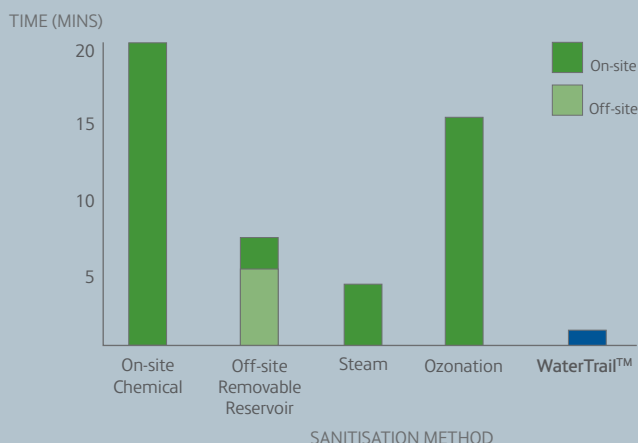
Sanitise 40% More Coolers Per Day

Unlike sanitisation which requires time consuming processes that don't always result in a fully cleaned and disinfected watercooler, the WaterTrail™ can be easily changed, even by a child, in less than 60 seconds. Normal methods of sanitisation take between 20 minutes (On-site Chemical) and 5 minutes (Steam) (see Fig 1.1). Not only do these methods take longer, but they are also considerably more complex (with a greater margin for error) and require extensive staff training and rigorous quality control systems.

With the WaterTrail™, the old unit is removed from the cooler, and the new one is inserted into place as shown in the images above.

This means it's easy for staff to do it right first time, every time - with minimal training and minimum increase in his or her normal duties.

Fig 1.1 Sanitisation Method Time Comparisons



100% Sanitisation

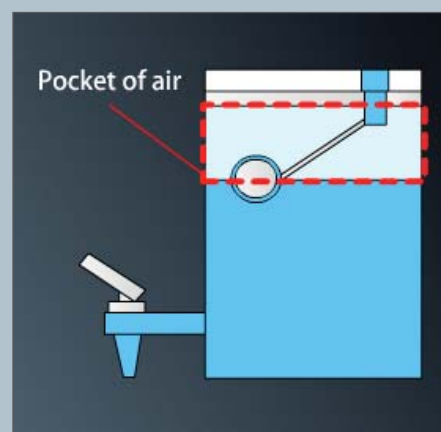
Our removable WaterTrail™ replaces all water contact parts, and is the only system available to offer true 100% sanitisation every time.

Steam cleaning and Ozonation methods of sanitisation do not clean the watercooler - they only disinfect it - although they do kill the bacteria, they do not remove the biofilm. Therefore these methods do not comply with BWCA regulations which state that the cooler must be cleaned, not just disinfected - making coolers based on these methods of sanitisation non-compliant with the BWCA.

The WaterTrail™ is fully compliant with the BWCA as all water contact parts are replaced.

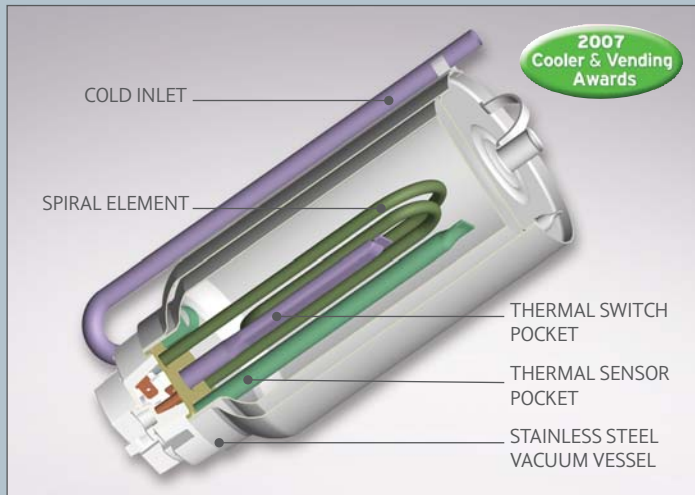
Traditional reservoirs also have an additional risk, as the way they are designed means a pocket of air sits above the water (see Fig 1.2). This creates more favourable conditions for bacterial growth when compared to the WaterTrail™ in which water does not come into contact with air at all.

Fig 1.2 Traditional Reservoir Air Contact



3. Hot Tank

Our Energy Efficient Hot Tank was the winner of the 2007 Cooler & Vending Awards 'Best Sustainability Initiative' and the Silver Award Winner for the EBWA 'Best Environmental Initiative' award.



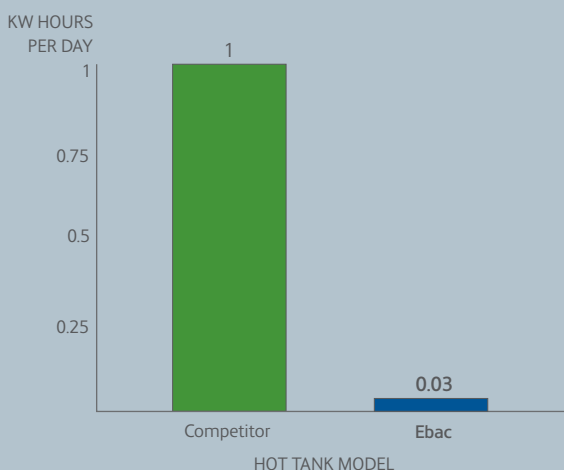
Unrivalled Energy Efficiency

Energy Efficiency is becoming of increasing importance to Watercooler customers - in a recent study we found that 76% of facility managers would be 'much more likely' to purchase a unit that was more energy efficient than competitors.

Unlike competitor models, our industry award winning Hot Tank in our EMax POU works like a vacuum flask and features an extra layer of insulation to ensure than it retains its heat - it is therefore heated less frequently, and as a result is 30 times more energy efficient than other Hot Tanks.

Customers will save around £32 / €40 per cooler each year on running costs - so a medium size business with 5 coolers will save over £150 / €190 each year. As well as financial savings, customers will also be reducing their Carbon Footprint - an increasingly important fact.

Fig 1.3 Hot Tank Energy Consumption



The Point-of-use market is becoming increasingly significant and the EMax POU allows you to add a vital POU element to your portfolio as well as being able to offer all benefits and features that come with all Ebac Watercoolers.



Reach New Markets - Expand Old Ones

The growth of the Point-of-Use watercooler market shows no signs on slowing, and Zenith (2007) predicts that this will continue over the next 5 years at least - this makes having a POU watercooler a vital part of your customer offering.

Many new markets are opening up such as Hospitals, Schools and Universities, and POU is the cooler of choice because of its cost effectiveness and simplified maintenance. Therefore, having a POU watercooler available is important, but not as important as having the right POU watercooler. The EMax POU gives you the backing of Europe's leading watercooler manufacturer and is built on Europe's leading Watercooler - the EMax.

Fig 1.4 Forecast Total UK Cooler Numbers, 2007 - 2012



Source: Zenith (2007)



4. Good Looks That Last

Combining good looks with impeccable reliability – the EMax POU features stylish curves to fit into the modern office environment and is constructed from ultra-durable ABS polymer to ensure it withstands many years of use and keeps repair and replacement costs down.



Robust Construction

Built to be many times stronger than it needs to be (4 units can hold the weight of a vehicle), the EMax POU is built from ultra durable ABS Polymer, the same material used in plane construction, golf clubs and snowboards. During construction we use 3 or 4 times more material than we need to at weak points to ensure the watercooler withstands years and years of constant use.

This exceptional durability means that the cooler will be less liable to breakages, will never rust, and will therefore save you time and money in repair and replacement costs.

To offer your customers maximum choice and reduce the costs associated with cooler damage, the EMax POU is available with a selection of 5 different fascias.



Changeable Fascias

The EMax POU also features a choice of 5 changeable fascias, meaning you can win more customers by offering a customised cooler to suit their own office, and you will also save money on replacements as damaged fascias can be easily interchanged without having to replace the entire cooler.

The EMax POU is available with the following fascias:

- Blue
- Green
- Orange
- Purple
- White

Fig 1.5 The EMax POU's changeable fascias.



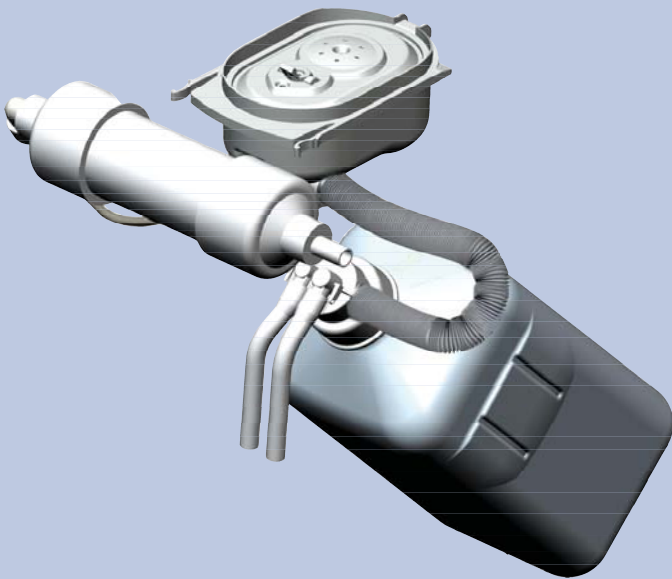


5. Product Features

Renowned for its strength and durability, the EMax POU can be sanitised in seconds with our patented WaterTrail™ system and features our award-winning Hot Tank that is 30 times more efficient than competitor models.

WaterTrail™ for 100% Sanitisation

The EMax POU is the first Point-of-use cooler to feature a WaterTrail™ for 100% sanitisation in a matter of seconds.



Robust Construction

Ensures low lifetime costs and a cooler that is robust, durable and long-lasting.



Easy Fit Carbon Block Water Filter

Can be changed easily with minimal staff training and low customer disruption. Filters at 1 micron and will supply up to 5000 litres of filtered water.

Manufactured by CUNO, NSF53 approved with a 1 micron filtration level to ensure safe and clean drinking water is dispensed.



Changeable Fascias

A choice of 5 changeable fascias means that you can offer customers maximum choice and flexibility.



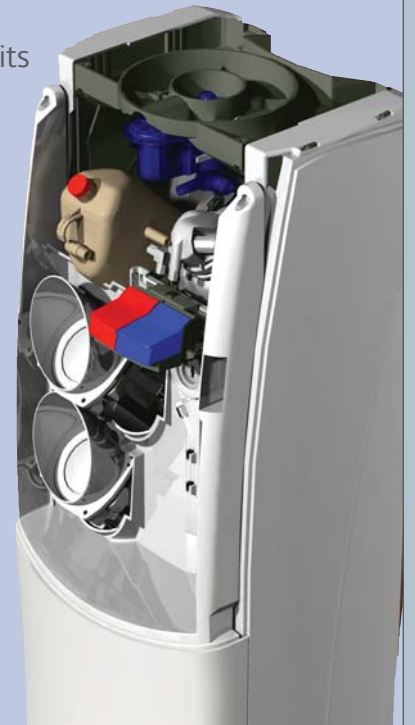
Twin Integral Cup Holder

Cups are positioned upside down preventing contamination, with visual indication for low cup supply.



The Benefits of Direct Chill

Includes all the benefits of Direct Chill as the water comes into minimal contact with air in a reservoir, but with less energy consumption.



Height Adjustable Feet

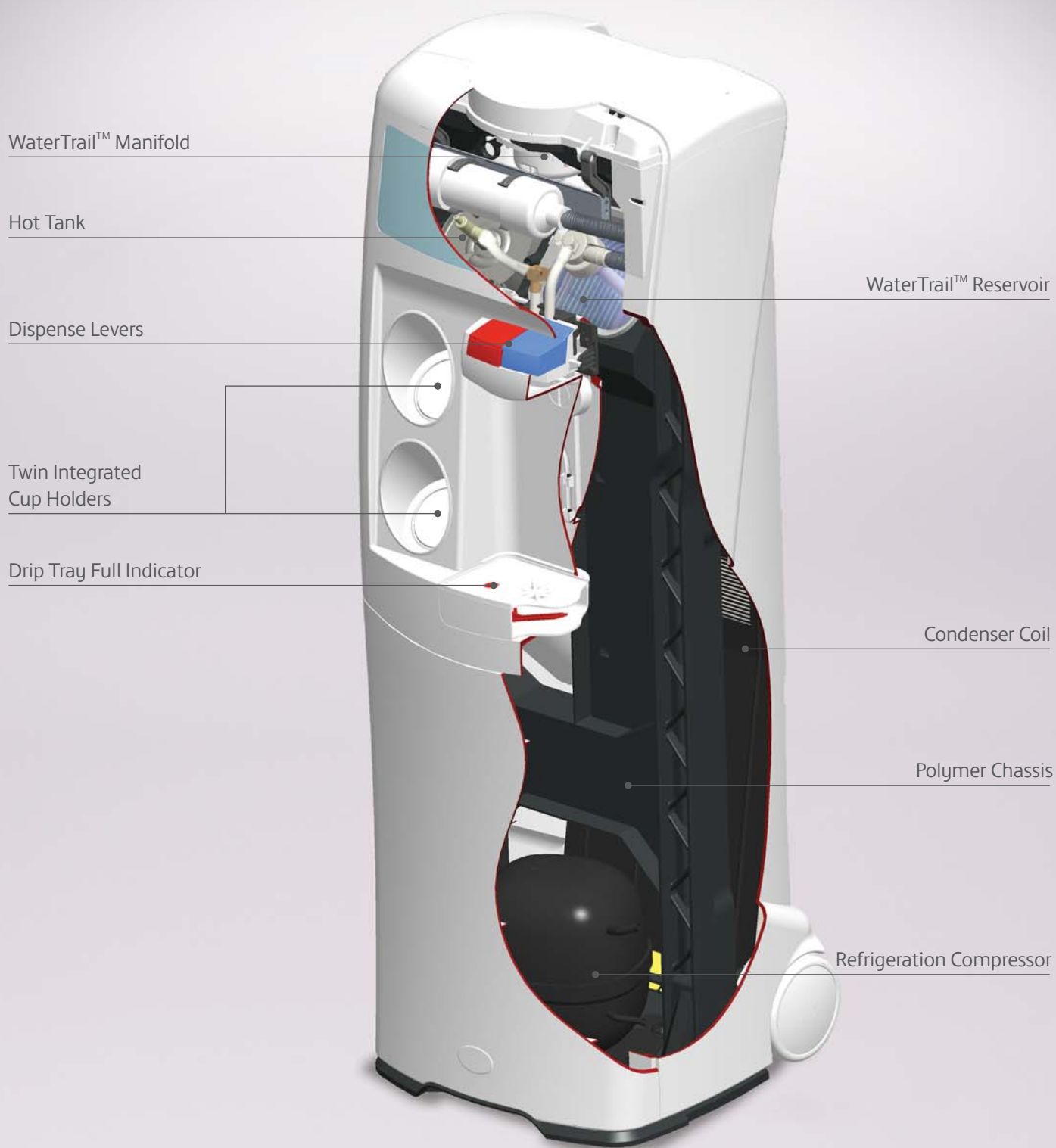
Even when placed on an uneven surface, each of the feet can be individually adjusted to prevent the cooler from wobbling or becoming unstable.



Integrated Wheels

Means that the EMax POU can easily be transported from one location to another safely, and with no heavy lifting required.





6. Technical Specification Comparison

The following table compares all Ebac Watercooler models to help you understand the differences and similarities between each cooler.

	SlimCool Filter	SlimCool Bottled	EMax	EMax POU	FMax	FMax POU
Specifications						
Height (cm)	95.5	95.5	100	100	110	112
Width (cm)	20	20	33	33	26	26
Depth (cm)	20	20	33	33	39	39
Weight (kg)	13	13	17.5	17.5	20	23
Approvals - CE, CB	✓	✓	✓	✓	✓	CE
Refrigeration Type	Electronic	Electronic	R134A	R134A	R134A	R134A
Air Filtration (Microns)	-	0.5	0.5	0.5	0.5	-
Water Filter Type	Brita Maxtra	-	-	Carbon block	-	Carbon block
Water Filter Life (weeks)	4	-	-	26	-	26
Hot Tank Energy Consumption (standby) (KW/day)	-	-	0.03	0.03	0.03	0.03
Hot Water Temperature (°C)	-	-	86°C / 94°C	86°C / 94°C	86°C / 94°C	86°C / 94°C
Hot Tank Heat Up Time (minutes)	-	-	15	15	15	15
Sanitisation Features						
WaterTrail™ Sanitisation System	✓	✓	✓	✓	✓	-
Cassette WaterTrail™ Sanitisation System	✓	✓	-	-	✓	-
Duplex Dispense Nozzle	✓	✓	-	-	✓	✓
Direct Dispense System	-	-	-	-	-	✓
Functional Features						
Adjustable Drip Tray	✓	✓	-	-	-	-
Drip Tray Evaporation	-	-	-	-	✓	✓
Built In Wheels	-	-	✓	✓	✓	✓
Integrated Cup Dispenser	-	-	✓	✓	✓	✓
Height Adjustable Feet	-	-	✓	✓	-	-
Quick Change Side Panels	✓	✓	-	-	✓	✓
High Dispense Point	✓	✓	-	-	✓	✓
Hedgehog Spike	-	✓	✓	-	✓	-
Additional Features						
Burst Rate (no. of consecutive chilled cups)	12	12	10	10	14	20
Hot Tank Burst Rate (no. of consecutive hot cups)	-	-	6	6	6	6
No Leak Manifold	-	✓	✓	-	✓	-
ABS Polymer Body	✓	✓	✓	✓	✓	✓



Ebac Limited, St Helen Trading Estate, Bishop Auckland, County Durham, DL14 9AL

Tel: 01388 605061 ext. 424 or 432 Email: watercooler@ebac.com
www.ebacwatercoolers.com

Details are correct at time of going to press. All specifications and features are subject to change at Ebac's discretion.