

High Demand Products Sell Faster than Ever with NEW Consumer Packaging & End Cap Merchandising Tools

We've Made
Product
Selection the
Easiest in the
Wholesale
Channel!

Green Packaging
Indicates under counter
applications

Red Packaging
Indicates whole house
applications

NEW Icons Identify:

Contaminant Reduction



Sediment



Chlorine



Chemicals



Cysts

Filtration Effectiveness



Coarse



Medium



Fine



Ultra Fine



End Cap packaging now includes
English, Spanish, and French languages

Our Merchandising Tools Make Product Selection Fast & Easy



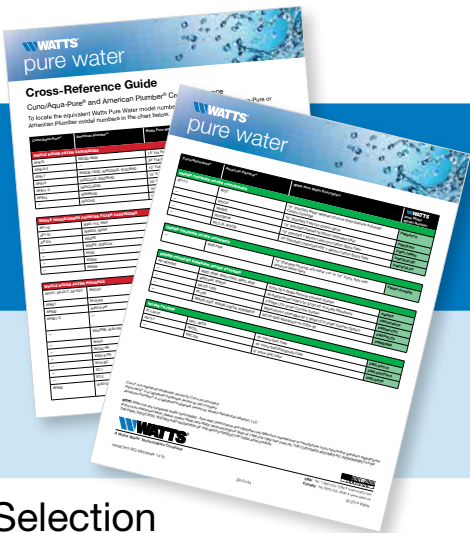
New End Cap Header explains the color-coding system and icons

New Cross-Reference Chart lists competitive products and equivalent Watts Pure Water model numbers

- Laminated version attaches to the End Cap Display
- Card stock version designed for use at the sales counter

Product Improvements for Improved Ordering

- Smaller case quantities
- Shorter, easier-to-remember model numbers



Ordering Codes & Recommended End Cap Product Selection

Model	Description	Ordering Code	Case Quantity	Recommended Quantity for End Cap (includes replenishment)
End Cap Header, Laminated Chart, and Mounting Hardware		7300617	1	1
PWDWLCV2	LCV System (Reduction of Lead, Cyst, VOCs)	7100101	1	2
PWRO4	Reverse Osmosis (RO) System	7100103	1	2
PWDWUFKC3	Ultra Filtration (UF) System	7100106	1	4
PWROK4	Reverse Osmosis (RO) System	7100107	1	2
PWFPKSEDCB	Filter Pack	7100110	1	3
PWFPKLCV	Filter Pack	7100111	1	2
PWFPK2KC4	Filter Pack	7100116	1	6
PWFPKKCUF	Filter Pack	7100118	1	3
PWHIB34WVIH	Housing Kit	7100550	4	4
PWHIB10FF	Housing Kit	7100268	4	4
PWHIB20FF	Housing Kit	7100269	4	4
PWMB10M5	Sediment Filter	7100331	12	24
PWMB10M50	Sediment Filter	7100335	12	12
PWPL10FFM20	Sediment Filter	7100411	4	8
PWCB10P	Carbon Filter	7100446	12	24
PWCB10FFP	Carbon Filter	7100448	4	8
PWCB20FFP	Carbon Filter	7100449	4	8
PWFILGAC10	Inline GAC Filter	7100454	6	24

* No charge when purchasing \$2500.00USD worth of products for end cap display



USA: T: (800) 659-8400 • F: (800) 659-8402 • Watts.com/PureWater
Canada: T: (888) 208-8927 • F: (905) 481-2316 • Watts.ca/PureWater
Latin America: T: (52) 55-4122-0138 • Watts.com/PureWater