

DO IT YOURSELF

# safe home<sup>®</sup>

BACTERIA TEST KITS



## We Help Your Customers Protect Their Families From Harmful Bacteria.

### THE "DO-IT-YOURSELF" BACTERIA IN DRINKING WATER TEST KIT

#### Reasons to have Safe Home<sup>®</sup> DIY Bacteria in Water Test Kits available for your customers:

**SAFE HOME<sup>®</sup> - SUPPLYING THE DEMAND:** There are nearly one billion private wells around the globe (21 million in the U.S.) that are used as drinking water supplies for the masses. Bacteria is considered to be the #1 immediate impact health risk in drinking water. In 2008, the U.S. National Library of Medicine noted that more than 19.5 million Americans reported a water-related illness (with the realization that more than 50% were related to bacteria contamination). Globally, waterborne bacteria contribute to hundreds of thousands of deaths every year. In 2015, a Gallup Poll revealed that 61% of Americans (76 million households) desired to know if their water was safe for their family's use and were willing to test their water to learn more. Our bacteria-in-water test is a trusted and reliable product that will support a better quality of life and, in some cases, will save lives. This product is sold globally.

**THE DIFFERENCE:** Our Safe Home<sup>®</sup> Bacteria Test Kit provides technologies that are patent pending and simply not offered by our competitors. These technologies allow us to detect the presence of bacteria as low as 1 CFU (Colony Forming Unit) and with virtually zero false-negatives. Safe Home<sup>®</sup> Bacteria Test Kits are faster, issue more dependable results, and are proven to be 99.9% effective. This makes our kits the very best water testing product for bacteria to be placed on your shelves. Recommended testing will range from one time per month to one time per quarter, based on the history of the water supply being tested.

**RESULTS IN 24 HOURS\*:** Our Safe Home<sup>®</sup> Bacteria in Drinking Water Test Kits can be used anywhere indoors or outdoors, where the air temperature is between 70°-105° F. With sustained optimal temperatures, the presence of bacteria can be determined in as quickly as 24 hours\* (speed of results may vary).



**GUARANTEED QUALITY:** We use only premium media in our bacteria test vials. We also provide certified sterility confirmation that meets federal standards. Plus, we provide a multi-million dollar performance guarantee, on all our kits. Safe Home<sup>®</sup> is a brand that you and your customers can trust.

**VETTING OUR PRODUCTS:** Third-Party testing is important to the integrity of our brand. We have provided test kits to numerous entities for vetting, including **Merck Laboratories, Underwriter Laboratories, American Red Cross Laboratories, National Water Systems Council, Oprah Winfrey Network, Women's World Magazine, Earth 911 Network, Green Living Network, Health Radio Network** and **First Time Parent Magazine**.

**IN THE NEWS:** **Industry Edge** named Safe Home<sup>®</sup> Drinking Water Test Kits as one of the **Top Nine New Products** at the 2017 National Hardware Show.

**WHERE TO SELL OUR KITS:** You very likely know where and how you want to sell our kits. However, from experience, we have a few suggestions:

- **RETAILERS** - Hardware, Plumbing, Water Treatment, Bottled Water Sales, Lawn & Garden, Camping & Hiking, Disaster Response.
- **OEM'S** - For "added value," bundle our kits with your water treatment products, direct from your manufacturing facility. We know from experience that it's a bonus your customers will appreciate.

**GIVING BACK:** With each sale of our Safe Home<sup>®</sup> Drinking Water Test Kits, we are proud to provide financial support to the following not-for-profit organizations and their clean water initiatives: **World Vision, Water.org, Water Is Life, Water For People, and Charity Water**.

**CREATING JOBS FOR CHALLENGED ADULTS:** We are privileged to be partnering with Developmental Services, Inc. of Indiana for the assembly and distribution of our test kits. DSI employs adults with physical, mental and emotional challenges.

Safe Home<sup>®</sup> Kits are Made in the USA



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