



AQUA CURE

WATER PURITY EXPERTS



Andrew's
Water Treatment

Kleena Coola
The Water Experts

PUREFLO
solutions with water

Aqua Cure
Scotland

ALCHEM
FILTRATION SYSTEMS

AQUAMATIC

Our History

AC – Aqua Cure Ltd
 WL – Waterlogic Group

Direct Sales

1986

- Founded by local businessman, trading from Part Street, Southport
- Direct Sales of RO Systems and Filters

1988

- Bought tooling from Clack Corp (ACV Range) & Great Western (ACFF range) – the birth of Water Gem

1991

- CTR Plastics acquired as moulding capability required
- Moved into Hall Street (Prod 1) – increased volumes -1991

1994

- Second Warehouse and office space added

Trade Sales

1996

- Move toward Trade sales
- First dedicated office space added to property portfolio

2004

- Further office space added

2006

- Zetland Street Warehouse added
- Spin Welder 1 Purchased
- In-House assembly commences

2007

- Spin Welder 2 Purchased
- Consortium acquires AC

2009/10

- Pelican Technical Solutions & Andrews Water Treatment acquired

Waterlogic Era...

2011

- Water Treatment division of Plc Hived Off
- Aqua Cure Limited born

2013

- Aqua Cure (Scotland) acquired
- Intercompany sales accelerate

2014

- AC partners with Pentair

2020

- Business relocates to a purpose built 30k sq. ft (approx.) site in Burscough, Lancashire

2022>

- Culligan acquires WL. AC acquires KC, Alchemy, Springclear. Launches VP offering, integrates Pureflo

2023>

- AC acquires 5th business in 2 years with the announcement of softener spares supplier Aquamatic Products.

1986-1995

1996-2010

2011 >

Hall Street

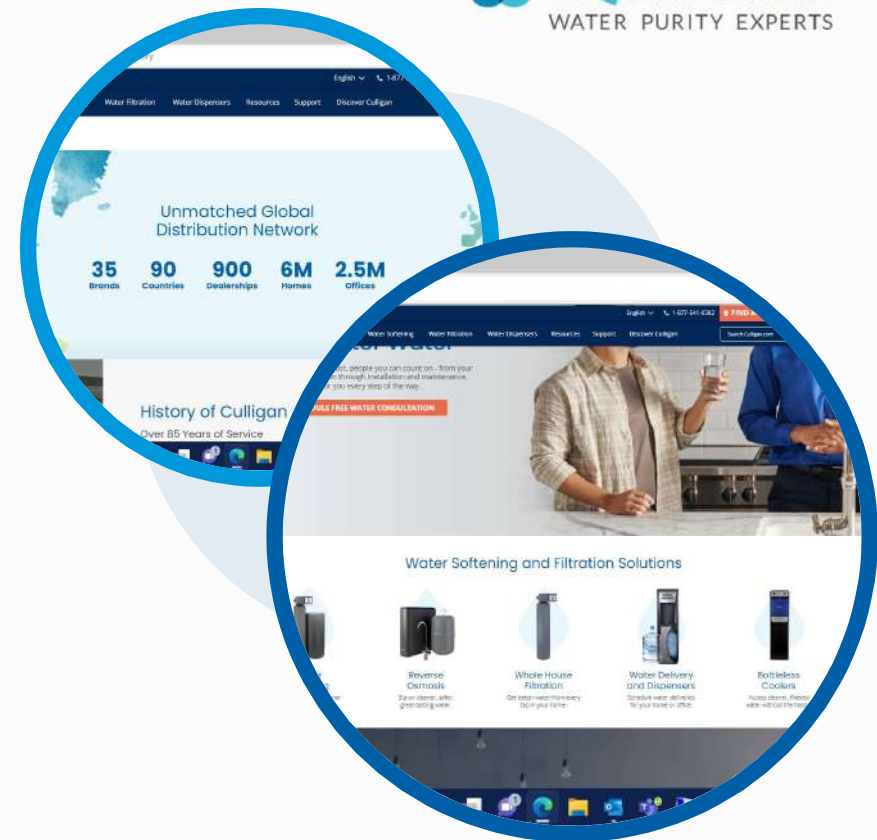


Dakota Way



Culligan International

- Established in 1936 in Northbrook, Illinois (US).
- 7600 employees worldwide.
- £1b+ Turnover.
- Acquired Waterlogic group in 2022.
- Brand owners of Waterlogic, Zip, Harvey Water Softeners, Quench, Blupura, Oasis, Paragon (aswell as the known UK businesses (including AC!))
- Water treatment manufacturers and wholesalers.



Business Overview

Business Credentials

- Experienced and service focused team with dedicated account managers, 50 F.T.E.
- Full e-commerce capability.
- ISO9001 since 2003, transitioned to ISO9001:2015.
- Operate O/N shipment policy on all orders placed by 3:30pm if the goods are in stock.

Product Mix

- Water treatment specialists with over 2500 SKU's.
- Bespoke customer 'kits', available via the production function, currently 500 SKU's.
- Installation component suppliers to wider WL BU's & 3rd party rail suppliers as well as individual components such as WB, PLV and compression fittings.



David Parkes

Managing Director

As the Managing Director of Aqua Cure, David is responsible for the strategic growth of the business through traditional and e-commerce platforms.



Business Overview – Foodservice Sector



Ben Smith

**Business Development Manager –
Catering & Refrigeration**

As the divisional lead for Aqua Cure, with a wealth of sector experience Ben is a fantastic addition the Aqua Cure team and acts as the CEDA contact lead for all member requirements.

Product Mix

- From UK manufactured 'own brandable', inline water filters, to scale, chlorine and bacteria removal filtration systems and CTU's, including Water Softeners and Reverse Osmosis systems.
- Bespoke customer 'kits', available via the production function, pick and choose your filter/install component and we will box, label and ship either to you or your clients
- (Custom) Food Grade hose suppliers.
- Installation component suppliers to Catering, Vending & Watercooler sectors aswell as individual components such as Waterblock, PLV and compression fittings.



“

***OUR MISSION IS TO PROVIDE
WATER PURIFICATION SOLUTIONS
TO OUR CHOSEN SECTORS, WITH
BEST IN CLASS CUSTOMER
SERVICE, PRODUCT AND
TECHNICAL ADVICE***

”



Core Brands



B2B

B2C



Companies within Aqua Cure



Andrews Water Treatment

Established B2C
water filtration
reseller.



Aqua Cure Scotland

Water filtration
reseller for Scottish
(PWS B2C)



Spring Clear

B2C water
filtration reseller,
predominantly via
Amazon/eBay.



Aquamatic

Water Treatment
wholesaler for the
PWS market &
residential sector

Acquired Companies Absorbed branding retained



Kleena Coola

B2B watercooler ancillary product reseller (filtration, fittings, bottles, cleaning/descaling solutions)



Alchemy Filtration Ltd

B2B Water filtration cartridges. Specialist Carbon Blocks and KX Distributor



Pureflo

B2B Eco-Friendly water filtration solutions. Online B2C presence⁹

Our Manufactured Brands



WATER GEM



RHOMBUS™
REVERSE OSMOSIS WATER SYSTEM



PUREFLO
solutions with water

3rd Party Brands

 **John Guest**



DMfit[®]

Hydraelectric
HOSE AND VALVE TECHNOLOGY

OMNIPURE
FILTER COMPANY

Honeywell

 **PENTAIR**

 **MATRIKX**[™]

Customer Focused KPIs

We measure our 'key performance indicators and report on them on a monthly basis to ensure that our service is consistently the best it can be.

IMPORTANCE TO CUSTOMER	KPI	MONTH	YEAR TO DATE	TARGET	ACTIONS
	SALES PERFORMANCE	110.3%	106.5%	100.0%	
<i>Getting the right goods to our customers</i>	CUSTOMER SERVICE PERFORMANCE	99.9%	99.8%	99.8%	
<i>Making sure our paperwork is right</i>	ADMINISTRATION & INVOICING	99.8%	99.9%	99.9%	
<i>Getting the right goods to our customers</i>	GOODS OUT PERFORMANCE	99.6%	99.6%	99.8%	
<i>Getting goods to our customers on time</i>	DELIVERIES ON TIME	99.4%	99.6%	99.5%	
<i>Making sure we have goods in stock</i>	PRODUCT AVAILABILITY	96.4%	96.2%	97.3%	
<i>Ensuring our Suppliers support our customers</i>	SUPPLIER PERFORMANCE	98.1%	98.7%	98.0%	
<i>Giving our customers a voice</i>	TRUST PILOT CUSTOMER SATISFACTION	4.6	4.6	4.8	
	SAFETY	463 days since we have had a lost time workplace incident.			

30th June 2023



We are rated EXCELLENT based on 216 customer reviews

SPRING CLEAR Andrew's Water Treatment Kleena Coola The water specialists PUREFLO solutions with water Aqua Cure Scotland ALCHEM AQUAMATIC



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Thanks for reading!



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