

MEMBER



Drinking Water Test Kits FOR THE WORLD



safe
home®

DIY Test Kits &
Programs

04/05/2022 (V2)

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Safe Home® Test Kits are produced by Environmental Testing & Services, a Division of Environmental Protection, Inc.



COMPANY HISTORY





COMPANY & BRAND HISTORY

- Safe Home® water test kits are designed and produced by EnviroTestKits®, a Division of Environmental Laboratories, Inc. ELI is our parent company, located in Madison IN.
- ELI is one of the largest EPA-certified drinking water testing labs in the USA and has been testing water for nearly 4-decades.
- Safe Home is the exclusive brand of water test kits to earn the 'Seal' from the Good Housekeeping Institute. Our kits have also been vetted by Underwriter Laboratories, American Red Cross Laboratories and Merck Laboratories. **Made in the USA!**





WHY SELL SAFE HOME DIY TEST KITS?



Why Sell Safe Home DIY Test Kits?



...**because we listen!** With Good Housekeeping as our partner, we have millions of consumers to learn from. Plus, we are fortunate to have thousands of customers just like you, who also provide us with valuable input.

Here's what you asked for...

- **Our top-selling DIY single test kits:** Safe Home offers our #1 selling single test kit (globally) – Bacteria, and our #1 selling single test kit (USA) – Lead.
- **More parameters in multi-parameter DIY kits:** Safe Home offers the greatest number of different parameters, in any multi-parameter kit on the market today.
- **Multiple tests in multi-parameter DIY kits:** Safe Home offers the greatest-number of tests/kit in any multi-parameter kit on the market today.
- **Assistance after DIY testing:** Safe Home provides extensive online-resources to your customers – a 200-page E-Book about contaminants in drinking water and follow-up testing at our EPA-certified laboratory. **We also have programs that lead the end-users of our DIY kits, back to you for sales of water treatment systems.**



PRODUCT RECOGNITION & BRAND LOYALTY:

Safe Home is one of the most trusted and easily recognized brands for water testing, in the world. Please view the following slide to learn just one of the benefits, when selling Safe Home test kits.



A WINNING PARTNERSHIP THAT DRIVES CONSUMERS



UMBRELLA EFFECT: When you sell Safe Home test kits in your stores and use them with your customers, you benefit from the millions of dollars in advertising that is provided by our partners, Good Housekeeping & Hearst Media. (←See Ad Example).

WE DRIVE SHOPPERS...to buy our test kits through Direct Email Campaigns (18M Good Housekeeping subscribers), ROS ads, Social Media ads (like Facebook) and Publication ads. Hearst owns over 30-different publications (**Publication Examples**→).

YOU BENEFIT FROM ALL OF THIS!

The question is...are the water test kits you presently sell, brand-building at this level?

How safe is your family's drinking water?

Testing the quality of your home's water is the only way to know how safe it is to drink. Detect and Protect* with Do-It-Yourself Drinking Water Test Kits from Safe Home.

safehome

AVAILABLE NOW AT THESE FINE RETAILERS

TARGET WALMART KROGER LOWE'S





DIY TEST KITS – PRODUCTS & APPLICATIONS:

The following slides share our line-up of DIY water test kits and provide input on how our existing clients utilize our kits and programs, to increase their incoming revenue stream.



BACTERIA IN WATER TEST KIT: (See Sell Sheet to learn more)

- Can be sold as a pre-test to sell water disinfection systems.
- Can be sold as a post-test to validate performance of water disinfection systems.
- An affordable “give-away” product at trade-shows.



LEAD IN WATER TEST KIT: (See Sell Sheet to learn more)

- Can be sold as a pre-test to sell water treatment systems designed to remove Lead.
- Can be sold as a post-test to validate performance of Lead removal in water treatment systems.



DIY: Products & Applications



BASIC WATER TEST KIT: (See Sell Sheet to learn more)

- Can be sold as a pre-test for water treatment sales.
- Can be sold to confirm performance of a water treatment system.



COMPLETE WATER TEST KIT: (See Sell Sheet to learn more)

- Can be sold as a pre-test for water treatment sales.
- Can be sold to confirm performance of a water treatment system.



CITY WATER TEST KIT: [\(See Sell Sheet to learn more\)](#)

- Can be sold as a pre-test for water treatment sales.
- Can be sold as a post-test to confirm performance of water treatment systems.



WELL WATER TEST KIT: [\(See Sell Sheet to learn more\)](#)

- Can be sold as a pre-test for water treatment sales.
- Can be sold as a post-test to confirm performance of water treatment systems.





MORE DIY WATER QUALITY TEST KITS:

We offer “Specialty Kits”.



Specialty Test Kits



Please speak to one of our team members about pricing and more.

Safe Home® 4-in-1 TEST KIT (Chlorine, Alkalinity, Hardness, pH):

- Available in 25-strip, 50-strip and 100-strip count bottles.
- Can be used in the field by your technicians or sold to consumers.



Safe Home® 4-in-1 SAMPLE PACK (Chlorine, Alkalinity, Hardness, pH):

- Five strips/foil pouch with attached instructions and color chart.
- Give-away at shows or open houses etc. *Not intended for resale.*



Safe Home® 12-in-1 SAMPLE PACK (TC, FC, Alkalinity, Hardness, pH, Nitrate, Nitrite, Fluoride, Iron, Copper, Calcium, Carbonate):

- Five strips/foil pouch with attached instructions and color chart.
- Give-away at shows or open houses etc. *Not intended for resale.*



Please speak to one of our team members about pricing and more.

Safe Home® HARDNESS in WATER TEST KITS (0 – 425 ppm):

- Come in 25-strip, 50-strip, 100-strip and 150-strip count bottles.
- Can be used in the field by your technicians or sold to consumers.



Safe Home® pH in WATER TEST KITS (0 - 14 or 6 - 9):

- Come in 25-strip, 50-strip, 100-strip and 150-strip count bottles.
- Can be used in the field by your technicians or sold to consumers.



Please speak to one of our team members about pricing and more.

Safe Home® IRON in WATER Test Kit (0 - 10ppm):

- Available in 25-strip, 50-strip and 100-strip count bottles.
- Can be used in the field by your technicians or sold to consumers.



My Pet™ DOMESTIC ANIMALS Water Quality Test Kit (Deluxe):

- Tests quality for any type of water for pets & livestock.
- Tests for 20-parameters w/33 mechanisms and 308 tests/kit.
- Can be sold to consumers as a pre-test or a post-test for water treatment intended to purify water for Domestic Animals.





PRIVATE LABEL:



Private Label Options



You may request information about Private Labeling from one of our team members

➤ **Our Product & Your Private Label:** You like one (or more) of our test kits but want it under your private label.

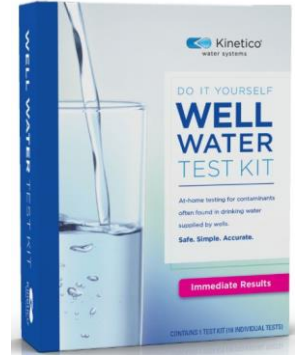


➤ **Your Product & Your Private Label:** You have an idea for a kit. It's different from our kits and you want it under your private label.



You may request information about Private Labeling from one of our team members.

➤ **We Do It All For You:** We can take any test kit from conception through production and deliver it to your door.



➤ **You Do It All & We Provide The Mechanisms:** If you wish to manufacture your own kits but need testing mechanisms, we have them available for you to purchase.



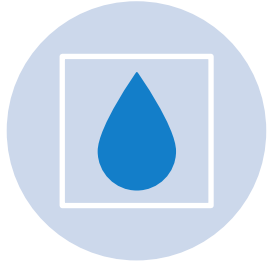


WE HELP YOU DRIVE...
Water Treatment Sales



CONSUMERS SEEKING WATER TREATMENT AFTER TESTING

Safe Home has numerous concepts to help you sell more water treatment systems. Following, is just one example.



48% OF THE PEOPLE WHO TEST THEIR DRINKING WATER, SEEK SOME FORM OF WATER TREATMENT, AFTER TESTING.



CONSIDER PLACING A 10% DISCOUNT COUPON (WITH A DEADLINE DATE) INSIDE EACH SAFE HOME TEST KIT, DIRECTING THE END-USER OF EACH KIT TO COME TO YOU FOR WATER TREATMENT SOLUTIONS, AFTER TESTING.





Water Treatment Referral Program

We sell millions of dollars in water test kits, each year. We refer our test kit customers to our water treatment affiliates, through multiple channels. When you are Safe Home Approved, consumers are 22% more likely to buy your products. Want to learn how we drive consumers of water treatment systems to your stores and dotcom? Select the button marked Referral Program from your original QR-code scan. Page #1 of the sell sheet looks something like this. →



WATER TREATMENT REFERRAL PROGRAM

Sell more water treatment systems by being a Safe Home® Water Treatment Affiliate. Purchase your annual subscription today!

When you become a Safe Home-Approved Water Treatment Affiliate, you'll receive placement on our website's geo-targeting map and alpha-listings of approved water treatment products/services, gain exclusive connections to our in-lab test kit customers seeking water treatment solutions, and enjoy free promotion through Safe Home's advertising of approved water treatment affiliates.

Subscription Programs and Fees

	LOCAL LISTING	REGIONAL LISTING	NATIONAL LISTING															
Your Listing Appears when...	The prospective customer resides within a 100-mile radius of one of your listed locations.	The prospective customer resides in the same state as one of your listed locations. List in 10 states max.	100% match to all searches by prospective customers in all 50 states of the USA.															
Best Choice If...	You mostly provide in-person services close to each store (one or multiple stores).	You mostly provide in-person services to one state or a group of states.	You have just a few stores but sell nationally mostly through internet sales.															
Annual Subscription Fee	\$500/store/year	\$1,000/store/year	\$2,000/store/year															
Benefits	<ul style="list-style-type: none"> ✓ Placement on our website's geo-targeting map. ✓ Direct link on Page 1 of each Safe Home In-Lab Kit customer's lab report to our geo-targeting map. ✓ Access to Safe Home's register of Bonus Benefits customers. 	<ul style="list-style-type: none"> ✓ Placement on our website's geo-targeting map. ✓ Direct link on Page 1 of each Safe Home In-Lab Kit customer's lab report to our geo-targeting map. ✓ Access to Safe Home's register of Bonus Benefits customers. 	<ul style="list-style-type: none"> ✓ Placement on our website's geo-targeting map. ✓ Direct link on Page 1 of each Safe Home In-Lab Kit customer's lab report to our geo-targeting map. ✓ Access to Safe Home's register of Bonus Benefits customers. 															
Discount Structure	<table border="1"> <thead> <tr> <th></th> <th>No. of Stores Subscribed</th> <th>Discount Level</th> </tr> </thead> <tbody> <tr> <td>OPTION #1</td> <td>1-4</td> <td>/</td> </tr> <tr> <td>OPTION #2</td> <td>5-99</td> <td>25% Discount</td> </tr> <tr> <td>OPTION #3</td> <td>100-199</td> <td>50% Discount</td> </tr> <tr> <td>OPTION #4</td> <td>200 or more</td> <td>75% Discount</td> </tr> </tbody> </table>				No. of Stores Subscribed	Discount Level	OPTION #1	1-4	/	OPTION #2	5-99	25% Discount	OPTION #3	100-199	50% Discount	OPTION #4	200 or more	75% Discount
	No. of Stores Subscribed	Discount Level																
OPTION #1	1-4	/																
OPTION #2	5-99	25% Discount																
OPTION #3	100-199	50% Discount																
OPTION #4	200 or more	75% Discount																

See next page for more details.



PROVEN PARTNERSHIPS & Success Stories





INDIANA UNIVERSITY



PARTNERSHIPS THAT GUARANTEE QUALITY

- **Merck Pharmaceuticals** (Drinking Water Testing Division) has been one of our product R&D partners for nearly a decade.
- **Indiana University** recently joined our team and will be working with Safe Home to develop new and better products, through their multi-faceted departments: Environmental Sciences, Engineering, Informatics, School of Public Health and Kelley School of Business.
- **Good Housekeeping** and their group of PhD scientists, provide validation to our performance claims by testing our products.



charity: water



PARTNERSHIPS THAT SUPPORT

**“TO THOSE THAT MUCH IS
GIVEN, MUCH IS EXPECTED”**

For each sale of a Safe Home drinking water test kit, we make donations to five different NFP's in support of clean water initiatives around the globe.



amazon.com



MENARDS®

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SUCCESS STORIES

- **Menards:** Safe Home test kits have been in Menards stores for nearly 3-years, with significant six-figure sales annually, and growth YOY of 12%.
- **Home Depot:** Safe Home test kits have the highest Consumer Confidence Rating among all competitive products at THD.com.
- **Amazon:** Safe Home is on pace to sell seven figures of water test kits in 2022 on Amazon.com, with growth of 20X over the past three years.
- **Hearst Media:** Hearst contacted Safe Home as the ONLY family of water test kits that merited co-branding with Good Housekeeping.
- **Global Distribution:** Safe Home test kits have taken off globally and have been sold in more than 20-different countries.



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Together, We Can Make a Difference in People's Lives Through Science.