



## UNIVERSAL DO-IT-YOURSELF KITS FOR SCREENING ANY WATER SUPPLY

### Multiple Tests Per Kit Provides Countless Testing Options for Consumers

Safe Home provides more information through testing, allowing consumers to make informed decisions about water treatment options.

#### SAFE HOME DELIVERS AGAIN

At the request of our retail partners, we have developed two new test kits. Each kit is universal in application and will test any water supply, including Well Water and City Water:

**Basic Test Kit**—An inexpensive entry level kit that provides multiple tests for each of 12 basic parameters in drinking water.

**Complete Test Kit**—An advanced level kit that provides multiple tests for the same 12 parameters as our Basic Test Kit, plus one test each for an additional 8 parameters that can be harmful in drinking water. Testing a total of 20 different parameters, this kit offers the most of any DIY water test kit on the market today.

#### RETAILERS WANT MORE

Safe Home delivers more with multiple products and programs that direct consumers back to your stores and dot-com to make additional purchases of water treatment systems after testing. We can help you sell more water treatment systems than ever before. Ask to learn more about these Safe Home products and programs.

#### THE DIFFERENCE

The architecture of Safe Home's entire test kit structure is supported by its parent company, **Environmental Laboratories Inc.**, one of the largest EPA-certified drinking water testing laboratories in America. We are the *only* drinking water testing entity in the US that provides an A to Z platform to guide consumers to safer water:

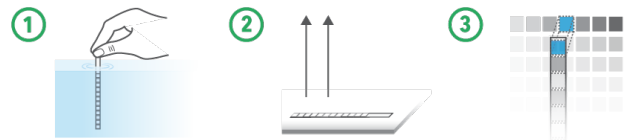
- **DIY Testing**—an economical place for the consumer to start screening their water for potential contamination.
- **Confirmation Testing**—when DIY testing flags a problem-contaminant(s), the consumer may request confirmation testing by means of one of Safe Home's "lab certified" drinking water test kits. Precision testing is available at our EPA-certified lab for up to 200 different parameters.
- **Solutions**—we guide the end-users of our test kits towards water treatment solutions available in retail stores and on e-commerce platforms just like yours.

#### GUARANTEED QUALITY

Safe Home uses only premium testing mechanisms in its DIY test kits. Safe Home is also the **only brand of water test kits to have earned the Good Housekeeping Seal**. We are a brand your customers can trust.

#### AT-HOME TEST RESULTS

Safe Home's do-it-yourself test kits provide on-the-spot results directly to homeowners, for both indoor and outdoor potable water supplies.



#### VETTING OUR PRODUCTS

Third-party testing is also important to the integrity and transparency of the Safe Home brand. Therefore, we have provided our test kits to various entities for vetting, including, among others, **American Red Cross Laboratories**, **Merck Laboratories**, **Underwriter Laboratories**, and the **Good Housekeeping Institute**.

#### IN THE NEWS

**Industry Edge** named Safe Home Drinking Water Test Kits as one of the "Top Nine New Products" at the National Hardware Show in Las Vegas.

#### WHERE TO PLACE PRODUCT

- Home Safety & Prevention
- Water Filtration & Systems
- Plumbing Supplies
- Disaster Preparedness & Response
- Health & Wellness
- Bottled Water Sales
- Cash Register Impulse Buy
- Alarms & Detection Devices

#### WHY MULTIPLE TESTS IN ONE KIT?

After years of selling test kits, we have learned that people want to test multiple water samples with one test kit—i.e. get more for their money. With multi-mechanism test kits, consumers have these advantages:

- Test the same home at different times.
- Test multiple locations in the same home (kitchen, bathroom, etc.).
- Test multiple locations on the same property (residence, guest house, etc.).
- Test multiple properties (primary home, summer home, RV campsite, etc.).

We have also observed that the more water tests consumers conduct, the more likely they will purchase a water treatment system from the location they originally acquired their test kit.

#### GIVING BACK

With each sale of a Safe Home test kit, we are proud to provide financial support to various non-profit organizations that advocate global clean water initiatives.

# Price List

March 2022

Product Information	Specs	Product Images
<p><b>Do-It-Yourself BASIC</b>  <b>Water Quality Test Kit</b>  <b>Drinking Water Quality Test Kit for 12 Different Parameters</b></p> <p><b>120 TOTAL TESTS:</b></p> <ul style="list-style-type: none"> <li>Total Chlorine x10 tests</li> <li>Free Chlorine x10 tests</li> <li>Total Hardness x10 tests</li> <li>Total Alkalinity x10 tests</li> <li>pH x10 tests</li> <li>Nitrate x10 tests</li> <li>Nitrite x10 tests</li> <li>Fluoride x10 tests</li> <li>Carbonate x10 tests</li> <li>Iron x10 tests</li> <li>Copper x10 tests</li> <li>Calcium x10 tests</li> </ul>	<p><b>MSRP:</b> \$12.99  <b>SKU:</b> SH-GH-BASDIY1  <b>UPC:</b> 850000063570</p> <p><b>Package Dimensions:</b>  <b>3.4" W x 7.1" H x 1.2" D</b></p> <p><b>Kit Weight:</b> 3 oz.</p> <p><b>Also Included:</b>  <b>EN/FR/ES Instructions</b></p> <p><b>Merchandising Options:</b>      -Self-hanging -Pre-packed shelf display      -Self-standing (10 count)</p>	
<p><b>Do-It-Yourself COMPLETE</b>  <b>Water Quality Test Kit</b>  <b>Drinking Water Quality Test Kit for 20 Different Parameters</b></p> <p><b>308 TOTAL TESTS:</b></p> <ul style="list-style-type: none"> <li>Total Chlorine x25 tests</li> <li>Free Chlorine x25 tests</li> <li>Total Hardness x25 tests</li> <li>Total Alkalinity x25 tests</li> <li>pH x25 tests</li> <li>Nitrate x25 tests</li> <li>Nitrite x25 tests</li> <li>Fluoride x25 tests</li> <li>Carbonate x25 tests</li> <li>Copper x25 tests</li> <li>Calcium x25 tests</li> <li>Sulfate x1 test</li> <li>Mercury x1 test</li> <li>Hex Chrome x1 test</li> <li>Zinc x1 test</li> <li>Silver x1 test</li> <li>TDS x1 test</li> <li>Lead (Low Range) x1 test</li> <li>Coliform Bacteria (Low Range) x1 test</li> </ul>	<p><b>MSRP:</b> \$39.99  <b>SKU:</b> SH-GH-COMDIY1  <b>UPC:</b> 850000063587</p> <p><b>Package Dimensions:</b>  <b>6" W x 7" H x 1.75" D</b></p> <p><b>Kit Weight:</b> 5 oz.</p> <p><b>Also Included:</b>  <b>EN/FR/ES Instructions</b></p> <p><b>Merchandising Options:</b>      -Self-hanging -Pre-packed shelf display      -Self-standing (10 count)</p>	

Recipient of the  
**Good Housekeeping Seal**



Pre-packed 10 ct Shelf Display  
 Dimensions: 12.3" w x 7.3" h x 9" d



Pre-packed 10 ct Shelf Display  
 Dimensions: 3.6" w x 7.3" h x 11.8" d

For exclusive product releases, other retail displays, and other merchandising options, please contact us.