



THE MOST ACCURATE DIY BACTERIA IN DRINKING WATER TEST KIT AVAILABLE TO CONSUMERS TODAY

Urging People Everywhere to Protect Themselves from Bacterial Contamination

SUPPLYING THE DEMAND

With nearly one billion private wells around the world being used as primary drinking water supplies (21 million of those located in the U.S.), bacteria is labeled 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, and more than 50% of those were related to bacterial contamination. Waterborne bacteria contribute to hundreds of thousands of deaths every year globally. A 2015 Gallup Poll revealed that 61% of Americans want to know their drinking water is safe for their family's use and are willing to test it to find out. Safe Home's do-it-yourself test kit for bacteria in drinking water is a trusted product supporting better quality of life and, in some cases, will even save lives.

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. The Safe Home *Do-It-Yourself Bacteria in Drinking Water Test Kit* includes:

- **Precision Technologies**—our patented technologies allow the detection of 50 different species of coliform bacteria as low as 1 CFU (Colony Forming Unit). It only takes 1 CFU to cause intestinal distress. Safe Home's DIY bacteria test kit is quick and issues more dependable results—proven to be 99.9% effective.
- **Guaranteed Quality**—we use only premium test media in our kit's vial for testing bacteria and we retain certified sterility confirmation that meets federal standards. Safe Home is also the **only brand of water test kits to have earned the Good Housekeeping Seal**.
- **See Results in under 24 Hours**—at a sustained optimal incubation temperature, the presence of coliform bacteria can be detected in less than 24 hours (speed of results may vary).
- **Quick and Easy DIY Testing Procedure**—testing may be conducted on potable water from indoor/outdoor sources. Final results are visible at home no longer than 72 hours after the test is initiated.

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

GIVING BACK

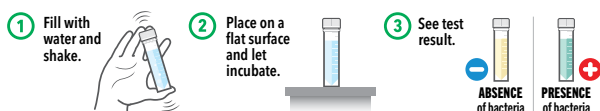
With each sale of a Safe Home test kit, we are proud to provide financial support to various non-profit organizations that advocate global clean water initiatives.

CREATING JOBS AT HOME


Safe Home produces 100% of its test kits in the USA, made possible through partnerships with organizations that employ adults who face physical, mental, and emotional challenges. We are privileged to collaborate with such compassionate businesses.

SAFE HOME SUPPORTS SAFE DRINKING WATER FOR ALL

The scientists at Safe Home wish for everyone to have affordable and accessible testing options that lead families to safer drinking water. Partnering with water science professionals from around the world, we are able to bring reliable DIY testing to your customer's kitchen sink. Recommended testing for bacteria in drinking water ranges from one time per month for well water supplies to on-demand safety testing during boil-water advisories for city water supplies.



Retail Pricing

Product Information	Specs	MSRP	SKU	UPC	Product Image
<p>DO IT YOURSELF BACTERIA IN DRINKING WATER TEST KIT</p> <ul style="list-style-type: none"> Contains one single test for coliform bacteria in drinking water. Visible test results at home within 24-72 hours. Test results indicate the presence or absence of bacteria in water. 	<ul style="list-style-type: none"> Kit Dimensions: -1.5"w x 5.32"h x 1.25"d Kit Weight: -1 oz. Also Included: -EN/FR/ESP Instructions Merchandising Options: -Self-standing -Self-hanging -Pre-packed shelf display 	\$9.99	SH-GH-BDIY1	850000063266	

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Peg Display



Pre-packed 12 ct Shelf Display

Dimensions: 3.5" w x 9.5/5.5" h x 8.25" d

Built-in riser card at back panel may be displayed or removed as space allows. Kits may be merchandised individually, in shelf displays, on pegs, or on clip strips.



Clip Strip

