

DEPEND ON  
**DAVEY**

WATER PRODUCTS



DAVEY  
**microlene**<sup>®</sup>  
purified water

*Distributed and serviced by:*

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# INTRODUCTION OF MICROLENE<sup>®</sup>



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Drinking water can be discolored and tainted by dust, rust, sediment, algae, decaying organic matter, chemicals and pesticides. Not only potentially harmful for your health, these impurities affect the taste and odour, putting many people off drinking water from the tap. Often as a last resort, people purchase expensive bottled water... that is until they taste the difference **Microlene**<sup>®</sup> can make.

Davey **Microlene**<sup>®</sup> is New Zealand's leading brand of home water purifier supplied from a stylish bench top tap at your convenience, any time of the day. **Microlene**<sup>®</sup> has a unique advantage in that its cartridges have a life of up to three years. That is purifying up to 30,000 liters of drinking water for just a fraction of the price.



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# BENEFITS OF MICROLENE<sup>®</sup>





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Water purified with **Microlene**<sup>®</sup> tastes better as it reduces or removes chlorine, chloramines, iron, hydrogen sulfide, heavy metals, lime, and calcium hardness, and has the added effectiveness of removing unwanted odour. Furthermore, independent lab tests indicate a **99.94%** removal of nasty cysts such as *giardia* and *cryptosporidium* making your drinking water safer too!

If you stop to think about all of the substances that can potentially come into contact with your drinking water, you'll understand the need for water purification. Municipal water may be biologically safe, but common treatment with chlorine often adds an unpleasant smell and taste to the water supplied.



Benefits of MICROLENE<sup>®</sup> continues...

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The **Microlene**<sup>®</sup> water purifier installs under sink, neatly out of view, with the chrome tap easily accessible at the bench top. The system is simple to install and an ideal choice for purifying drinking water and improving the taste and safety of every drop. The enhanced cartridge in the **Microlene**<sup>®</sup> lasts for 2-3 years keeping upkeep costs and ongoing maintenance to a minimum. Water is processed at approximately 4 liters per minute.



There are 2 different kits available. The municipal cartridge contains a special ingredient to prolong the life of the carbon ensuring chlorine, smell and taste removal. The supplied pressure limiting valve and backflow prevention device is Watermark approved.

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# TYPES AND MODELS OF MICROLENE<sup>®</sup>



## TYPES and MODELS OF MICROLENE®

### UNDER BENCH WATER



Davey **Microlene**®, the cost effective way to fresh, clear and great tasting drinking water. For home or office use, Microlene water is a great alternative to shipping bottled water in. Once you taste Microlene water you won't go back.

### OVER BENCH WATER



Davey **Microlene**®, the cost effective way to fresh, clear and great tasting drinking water. For home or office use, Microlene water is a great alternative to shipping bottled water in. Unique 4 stage filter with KDF media lasts for up to 3 years on town water and 2 years on tank water.



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# DURATION OF MICROLENE<sup>®</sup>



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## DURATION OF MICROLENE®

### FOR TOWN WATER

**Microlene®** purifies up to 30,000 liters of water for a period of 3 years in town area.

### FOR RURAL WATER

**Microlene®** purifies up to 20,000 liters of water for a period of 2 years in rural area.



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# COST BENEFIT ANALYSIS OF MICROLENE<sup>®</sup>



## Simple calculation for your current “COST” (FJD)

Department has 8 employees who will consume 2L of water each daily of total 16L in one day. Lets assume 1 tank of 16L of mineral water costs \$35. Lets see how much will you spend in a year for one employee (1 employee will consume 840L on average for 1 year)?

- > 1 Month has average 20 working days, 1 year will have 240 working days.
- > 1 Tank/Day for 8 employees x 240 days = \$35 x 240 days = **\$8,400** per Department in 1 Year = **\$1,050/employee in 1 year**
- > A large Company with total of 100 employees all over Fiji, your cost of supplying bottled water to all will be at (total 84,000L per year):

Year 1	Year 2	Year 3
\$105,000	\$110,250	\$115,765
	5% increase to Y1	5% increase to Y2
Total Cost for 3 Year period:		<b><u>\$331,015</u></b>

## Now lets see the “COST” involved with Microlene®

One **Microlene®** water purification unit costs **\$1,000 VEP** with a life expectancy of 3 years for filter cartridge which will purify 30,000L until replacement is required in a Town area. Cartridge costs around \$600 VEP each which will be required after 3 years of consumption or usage of up to 30,000L of water.

If total 100 employees in your Company with an average 8/department you will require 12 **Microlene®** units to accommodate them at a cost of **\$12,000 VEP**. Total of 84,000L of water is consumed and here it will be linked direct to water source (Tap Water). Lets see what will be the total cost of using **Microlene®** to facilitate this: (1 Unit = 1000L = 0.529)

Cost	Year 1	Year 2	Year 3
<b>Microlene®</b>	\$12,000		\$7,200
<b>Water (approx.)</b>	\$100	\$105	\$110
Total cost for a 3 year period:			<b><u>\$19,505</u></b>



## COST BENEFIT for using Microlene®

As you have seen earlier in the slide that bottled water is costly compared to **Microlene®**. Spending **\$330,000** for 100 employees on bottled water when you can provide better quality purified water to them and your customers at the same time at better cost of **\$19,505** in a period of 3 years.

Total savings of approx. **\$310,000** can be achieved with this and funds can be diverted to other projects. Installation cost for **Microlene®** can also be covered in this savings which is a one time cost.

At long run **Microlene®** that is purchased is a one time cost which comes with cartridge that lasts 3 years. Every 3<sup>rd</sup> year at end you will be required to spend for the replacement cartridge which will last another 3 years. *\*\*Cost varies as consumption increases\*\**

**Make a wise decision today to save now for future projects and developments.**