

# TLC Springwater's Water News Bulletin

*Brought to You with Tender Loving Care*



## A Message from Management

Happy Holidays and best wishes for a wonderful 2012! As 2011 comes to a close and we celebrate the coming of a new year, TLC Springwater, LLC is pleased to present the first edition of our monthly **Water News Bulletin**. TLC is committed to long-term customer service and our ongoing objective is to

provide our customers with service excellence at every opportunity. This newsletter is an extension of our commitment to improve communication and better serve our customers. Through this platform, we will keep you up-to-date with the latest happenings at TLC; share our many successes being achieved; and highlight how we are improving our business and quality of life for our customers and communities. In addition, we will share relevant information on the bottled water and beverage industry.

TLC is recognized as one of Northeast Ohio's fastest growing minority-owned businesses. We are proud that even in tough economic times, TLC has continued to gain market share. Our efforts have translated into a proven and successful delivery system with a growing distribution networking system. TLC's customer base has increased substantially across Northeast Ohio, with a market presence in California, Michigan, Indiana and Illinois. And because of our loyal and growing customer base; our product leadership; and our uniqueness, we are well positioned to significantly expand market share in a larger geographic territory.

We thank you for the opportunity to deliver great tasting water to your door and hope you enjoy reading the first monthly issue of TLC's **Water News Bulletin**. Have a safe and happy holiday!

Sincerely,  
Kazell Pugh and Jay Mayberry



Featured L to R: Jay Mayberry, TLC Springwater Vice President and Kazell Pugh, TLC Springwater President.

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**Water Facts: By the time a person feels thirsty, his or her body has lost over 1 percent of its total water amount.**

**[Click Here for More Water Facts.](#)**

## TLC Springwater Launches Enhanced Company Website

In October, TLC Springwater proudly announced the launch of a newly designed company website. The new format and features streamline functionality, but more importantly support the health and wellness value of ensuring visitors to the site understand the importance of drinking the proper amount of water each day.

- Improved upgrades and features to the website include:
- A Water Hydration Calculator, a tool designed to enable consumers to determine how much water is needed on a daily basis,
  - Water Facts where consumers can get helpful tips on staying healthy and hydrated,
  - A Water News section where site visitors can stay up-to-

date with the latest company and water news, and

•A Customer Raves section to hear what customers are saying about TLC Springwater's products and services.

Please visit the newly enhanced website, at [tlcspringwater.com](http://tlcspringwater.com).



## Bottle Water Consumption On The Rise

In a society where more and more people are committing to healthier lifestyles, water intake is no longer taking a back seat to sweeter, more flavorful drinks. A **2010 Bottled Water Statistics Study** released by the International Bottled Water Association (IBWA), in conjunction with Beverage Marketing Corporation (BMC), reported that growth in the consumption of bottle water increased by 3.5%, outpacing the overall growth of the entire U.S. refreshment beverage category (1.2%).

The report indicated that even in an economic downturn, total bottled water consumption in 2010 was 8.75 billion gallons, up from 8.45 billion gallons in 2009. Recognizing that water intake is essential for optimal health and wellness, last year, Americans drank an average of 28.3 gallons of bottled water per person.

TLC customers are drinking even more of this calorie-free beverage. Recognized as one of Northeast Ohio's fastest growing companies, TLC's 2010 bottle water sales increased to more than 15%, exceeding the national average increase.

"With more than a 1000 brands of water available in our country, we are encouraged we are making the right choices for continued positive growth," said Kazell Pugh, TLC President. "We are expanding our portfolio to take advantage of an even larger market to serve more customers and accelerate growth, while simultaneously improving consumer value and service. TLC understands what our customers want and we consistently deliver on their requests."

"The 2010 report confirms consumers are continuing pursuit of healthier lifestyles and that includes choosing high-quality bottled water over carbonated, high-calorie, high-sugar drinks. TLC cares about health and well-being and provides the finest spring water, with the highest quality in taste and personal service," said Jay Mayberry, TLC Vice President.

The study further showed how the bottled water industry is working hard to increase recycling rates and reduce its environmental footprint. For example, PET resin plastic single-serve bottles now weigh only 1/3 what they did eight years ago. This is the equivalent of removing one out of three bottled water containers from our waste stream.

TLC also recognizes its responsibility to the environment and is committed to minimizing our carbon footprint in our communities. TLC does this by utilizing the Oxo-Biodegradable Earth Cap to minimize the effect of bottled water caps on the environment; recycles all custom label PET bottles; uses bio-diesel fuels in all delivery vehicles; supplies "Energy Star" rated and certified Hot-N-Cold coolers as standard; and offers Reverse Osmosis coolers with a unique thermal management system to maximize energy efficiency.

Founded in 1958, IBWA is the authoritative source of information about all types of bottled waters and is committed to working with the U.S. Food and Drug Administration (FDA) and state governments to set stringent standards for safe, high quality bottled water products. To visit IBWA's website visit [www.bottledwater.org](http://www.bottledwater.org).

For more information on the **2010 Bottled Water Statistics Study** visit <http://www.bottledwater.org/news/us-bottled-water-volume-grew-35-2010-economic-conditions-begin-improve>.

**Save \$ With the  
TLC Referral Plan**  
For each referral that becomes a new customer you will receive 4 bottles of your current service at no charge.



**TLC's Product Lines Include:**

- Five and Three Gallon Bottles
- Spring, Distilled, Purified Water
- Water Cooler Units
- Custom-Label Bottled Water
- TLC Brand Springwater by the Case
- Water Filtration Equipment and Installation
- Coffee Products and Service Equipment

**ORDER TODAY!**  
Call (877) 852-4567



We greatly welcome your feedback on the topics discussed in this month's *Water News Bulletin*.

Should you have any comments, please send them to [info@tlcpringwater.com](mailto:info@tlcpringwater.com). If you wish to unsubscribe, please send an e-mail with "UNSUBSCRIBE" in the subject line to [info@tlcpringwater.com](mailto:info@tlcpringwater.com).

TLC Springwater can also be contacted by telephone (877) 852-4567 or by visiting our website at [www.tlcpringwater.com](http://www.tlcpringwater.com).



**On behalf of the entire TLC team, best wishes to you and your family for a happy, healthy, and safe Holiday Season.**

