

TLC Springwater's
Water News Bulletin
Brought to You with Tender Loving Care



TLC Springwater Launches Flickr Photo Site

TLC Springwater is pleased to announce the launch of its Flickr photo site, <http://www.flickr.com/tlcspringwater>. TLC will use the site to post images highlighting products and services and of company participation in community and charitable events. The launch of TLC Springwater's Flickr photo site is another step in expanding the company's social networking program for improved customer relations.

Flickr is a media sharing community website that allows users to load digital pictures and videos online, where they can be shared with million of visitors each month.

"Flickr is an innovative and cost-efficient way for us to present a more intimate side of our company to our customers, which we hope will enhance our long-term working relationships,"

said Kazell Pugh, President, TLC Springwater. "Through the Flickr platform, we can share photos of TLC's products and services, our water distribution processes and our exciting participation in charitable events throughout our communities."

TLC Springwater's social media program includes a Facebook page, a Twitter feed to tweet real-time updates about the company, and now a Flickr photo site to share activities using visual tools.

All the official social networking sites can be accessed from TLC Springwater's newly enhanced website, www.tlcspringwater.com.

To view TLC Springwater's photo stream on Flickr visit <http://www.flickr.com/tlcspringwater>.



WATER FACTS: A mere 2% drop in body water can trigger fuzzy short-term memory, trouble with basic math, and difficulty focusing on the computer screen or a printed page.

Click Here for More Water Facts.

Meet TLC's California Team

TLC Springwater was established in Northeast Ohio more than 7 years ago. Since then, the business has grown due to a diligence to exceptional customer service and to providing the highest quality products. In 2009, TLC signed its first account in California and has continued to build its West Coast business ever since.

"TLC's mission to deliver great value and great tasting products with "white-glove" customer service can only be obtained through the hard work, support and dedication of our company family," said Kazell Pugh, TLC President. TLC would like to thank all of our employees and introduce you to the California TLC Team.



Featured Left to Right : Kirk Pugh, Steve Hamilton, Ken Pugh and Ken Ought

Connect with TLC



Like Us on Facebook
<http://www.facebook.com/pages/TLC-Springwater>

Follow Us on Twitter at
[@TLCSpringwater](http://twitter.com/TLCSpringwater)

TLC's Commitment to Sustainability

During the past few years, as the consumption of bottle water has been on the rise, so has the question surrounding the product's cost to the environment. The good news for those concerned is that according to the International Bottled Water Association (IBWA), the recycling rate of polyethylene terephthalate (PET) plastic bottled water containers has grown to 31% in 2011, making it the single most recycled item in nationwide curbside collection programs. This rate nearly doubled in the past six years with recycling rates for PET plastic bottle water containers standing at just 16.62% in 2004.



In addition, plastic bottles are becoming lighter. Analysis performed by the Beverage Marketing Corporation (BMC) for IBWA shows that over the past eight years, the gram weight of the 16.9 ounce "single serve" bottled water container has dropped by 32.6% to 12.7 grams in 2009 as compared to 18.9 in 2000.

Recognizing our responsibility to the environment, TLC Springwater operates with environmental excellence in mind. To minimize our impact on the environment and carbon footprint in communities we serve, TLC has adopted sustain-

ability goals and policies and teamed with business partners who are equally committed to preserving the environment. TLC does this by:

- Utilizing the latest technology to minimize effect of bottled water caps on the environment with the Oxo-Biodegradable Earth Cap
- Recycling all custom label PET bottles collected
- Using bio-diesel fuels in all delivery vehicles
- Offering Reverse Osmosis coolers with a unique thermal management system helps maximize energy efficiency and
- Supplying "Energy Star" rated and certified Hot-N-Cold coolers as standard

With the launch of our recent social networking campaign, TLC is also using Facebook to educate consumers on the importance of recycling. The 21st Annual United States National Post-Consumer Bottling Recycling Report, released in October 2011, indicated that while 94 percent of Americans have access to a way to recycle plastic bottles, the total plastic bottle recycling rate was less than 29% in 2010.

"TLC Springwater is committed to sustainability. With 2011 bottled water sales increasing by more than 15%, we recognize it is essential we take measures to preserve the environment for future generations. TLC is part of a growing list of companies from the bottled water industry taking action to reduce the carbon footprint," said Kazell Pugh, TLC Springwater President.

For more information on the International Bottle Water Association (IBWA) visit <http://www.bottledwater.org/>.

For more information on the 21st Annual Report on Plastic Bottle Recycling visit http://www.plasticsrecycling.org/images/stories/doc/2010_bottle_rate_report.pdf.

Did you know?

Did you know that TLC Springwater is one of the few certified minority-owned business in the bottled water industry market nationally?

TLC is an active Member and MBE-Certified with the following organizations and government entities:

- National Minority Supplier Development Council
- Northern Ohio Minority Supplier Development Council
- South Central Ohio Minority Supplier Development Council
- State of Ohio
- City of Cleveland
- Cuyahoga County

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@tlcspringwater.com.

If you wish to unsubscribe, please send an e-mail with "UNSUBSCRIBE" in the subject line to info@tlcspringwater.com.

TLC Springwater can also be contacted by telephone (877) 852-4567 or by visiting our website at www.tlcspringwater.com.