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EBWA Challenge Test 2007



SlimCool

Think Small

1. Introduction

There are over 3.9 million small businesses in the UK - and 97% of them don't have a watercooler. There is a common perception that watercoolers are big, expensive, and too much hassle for small businesses, which is why we created SlimCool, a watercooler specifically designed for the small business or home user.

With its slim design and easy to manage sanitisation system, the SlimCool is the perfect cooler for small businesses or home office user. Featuring all the latest Ebac technological advancements as well as the proven reliability and quality that comes with the Ebac name, SlimCool is the perfect addition to your watercooler portfolio that allows you to effectively target small businesses and win new customers.

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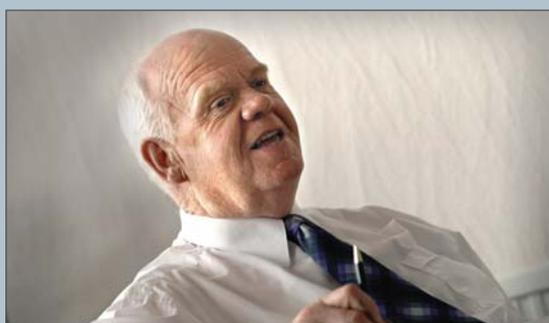
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“SlimCool allows you to target any of the 3.9 million small businesses in the UK with its slim design, low running costs and ease of use - not to mention the guaranteed quality and reliability that comes with all Ebac watercoolers”

John Elliott MBE, Chairman, Ebac Group Ltd

2. WaterTrail™

Developed in 1994, the WaterTrail™ is now the most popular method of sanitisation in Europe. All water contact parts are simply replaced - not cleaned - meaning 100% sanitisation takes a matter of just seconds.

The WaterTrail™ saves you both time and money as more coolers can be sanitised per day, and staff do not need complex training.



Remove bottle and open lid



Remove old WaterTrail™



Insert new WaterTrail™



Replace bottle

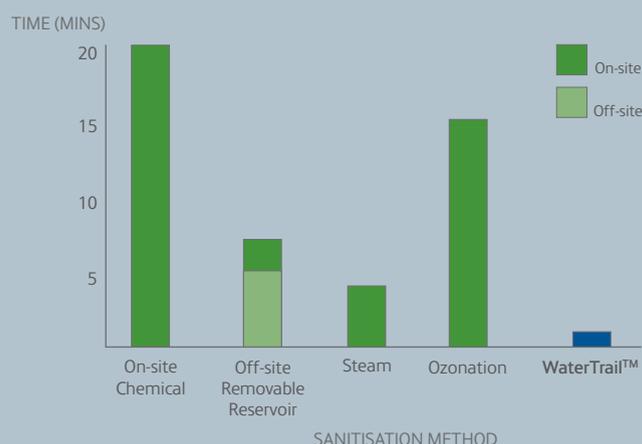
Sanitise 40% More Coolers Per Day

Unlike sanitisation which requires time consuming processes that don't always result in a fully cleaned and disinfected water cooler, the WaterTrail™ can be easily changed, even by a child, in less than 60 seconds. Normal methods of sanitisation take between 20 minutes (On-site Chemical) and 5 minutes (Steam) (see Fig 1.1). Not only do these methods take longer, but they are also considerably more complex (with a greater margin for error) and require extensive staff training and rigorous quality control systems.

With the WaterTrail™, the old unit is removed from the cooler, and the new one is inserted into place as shown in the images above.

This means it's easy for staff to do it right first time, every time - with minimal training and minimum increase in his or her normal duties.

Fig 1.1 Sanitisation Method Time Comparisons



100% Sanitisation

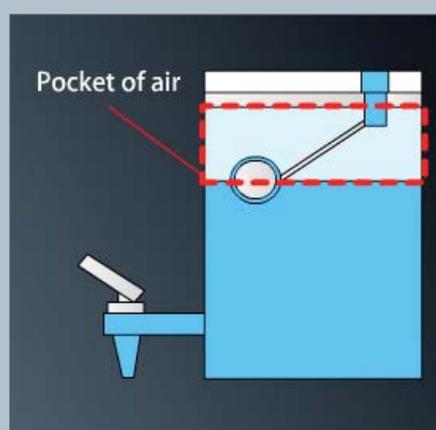
Our removable WaterTrail™ replaces all water contact parts, and is the only system available to offer true 100% sanitisation every time.

Steam cleaning and Ozonation methods of sanitisation do not clean the watercooler - they only disinfect it - although they do kill the bacteria, they do not remove the biofilm. Therefore these methods do not comply with BWCA regulations which state that the cooler must be cleaned, not just disinfected - making coolers based on these methods of sanitisation non-compliant with the BWCA.

The WaterTrail™ is fully compliant with the BWCA as all water contact parts are replaced.

Traditional reservoirs also have an additional risk, as the way they are designed means a pocket of air sits above the water (see Fig 1.2). This creates more favourable conditions for bacterial growth when compared to the WaterTrail™ in which water does not come into contact with air at all.

Fig 1.2 Traditional Reservoir Air Contact



3. Discover A New Market

SlimCool allows you to enter new markets and reach new customers – it has been designed to specifically to appeal to the needs of small and home office users. Slimmer, cheaper



and easier to maintain than competitor coolers - SlimCool is designed to meet the exact requirements of the small and home office user.



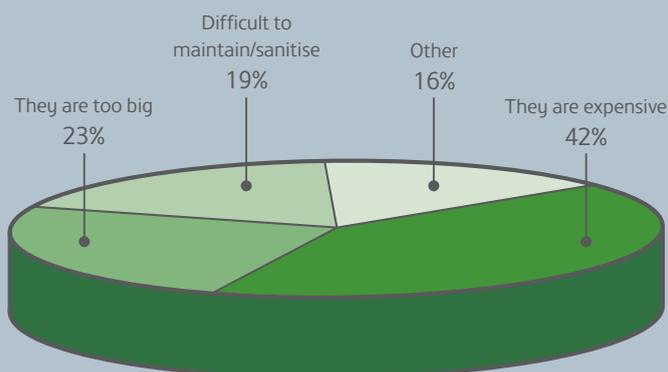
Market Research

One of the biggest opportunities that exists at the moment is the small and home office market - there are over 3.9 million small businesses in the UK (and 23 million SMEs in Europe), 97% of which do not have a watercooler. When developing SlimCool, we surveyed a large number of small businesses in the UK - they cited the following as their main reasons for not having a watercooler:

- | | |
|----------------------------------|-----|
| • They are too big | 23% |
| • They are expensive | 42% |
| • Difficult to maintain/sanitise | 19% |
| • Other | 16% |

From this research we have developed SlimCool from scratch to specifically meet the requirements of these small businesses - the market reaction to SlimCool so far has been extremely positive with 62% of small businesses that we surveyed reporting that they would be interested in a watercooler that has been specially designed to fit into their office environment.

Fig 1.3 Small Businesses - Reasons for not owning a Watercooler



Designed For Small Businesses

From the research that we conducted, SlimCool was developed to be:

26% Slimmer - SlimCool is 26% slimmer than the average watercooler, with a diameter of just 20cm - which means it will fit effortlessly into even the smallest of offices without taking up excessive space (see Fig1.4) .

Easy to Maintain - The Cassette WaterTrail™ makes 100% Sanitisation incredibly simple and can be removed and installed in a matter of seconds with no complex training required.

Value for Money - Small businesses need to have a very tight reign on their finances, and they can be cautious about spending additional money on watercoolers. Therefore we have set the price-point for SlimCool extremely competitively at a price that small businesses will find very affordable.

Fig 1.4 SlimCool - 26% slimmer than an average watercooler





4. Good Looks That Last

Combining good looks with impeccable reliability - the SlimCool features stylish curves to fit into the modern office environment and is constructed from ultra-durable ABS polymer to ensure it withstands many years of use and keeps repair and replacement costs down.



Robust Construction

Customers are increasingly demanding a Watercooler that fits in with their modern office, and the SlimCool is the perfect cooler to meet their requirements. During construction we use 3 or 4 times more material than we need to at weak points to ensure the watercooler withstands years and years of constant use.

Designed to be stylish, modern and practical, the SlimCool is built from ultra durable ABS Polymer. This exceptional durability - four chassis can support the weight of a vehicle - means that the cooler will take what ever your worst customer throws at it - it will never rust, and will therefore save you time and money in repair and replacement costs.

To offer your customer maximum choice and reduce the costs associated with cooler damage, the SlimCool is available in a choice of 4 different colours.



Changeable Panels

The SlimCool also features a choice of 4 changeable side panels, meaning you can win more customers by offering a customised cooler to suit their own office, and you will also save money on replacements as damaged panels can be easily interchanged without having to replace the entire cooler.

The SlimCool is available in the following colours:

- Beech
- Cream
- Silver
- Black

Fig 1.5 The SlimCool's changeable side panels.



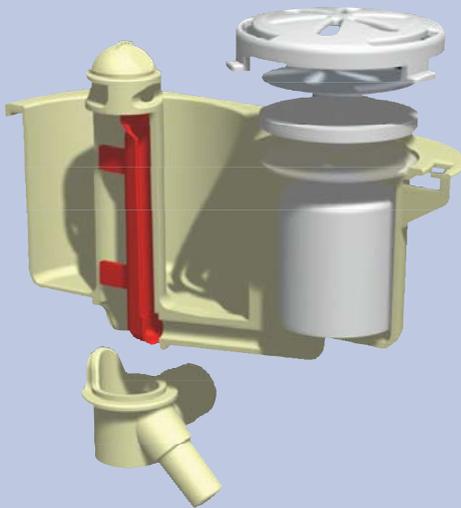


5. Product Features

With its slim design, low running costs and easy to manage sanitisation system - the Slim Cool is the perfect cooler for small businesses or the home office user.

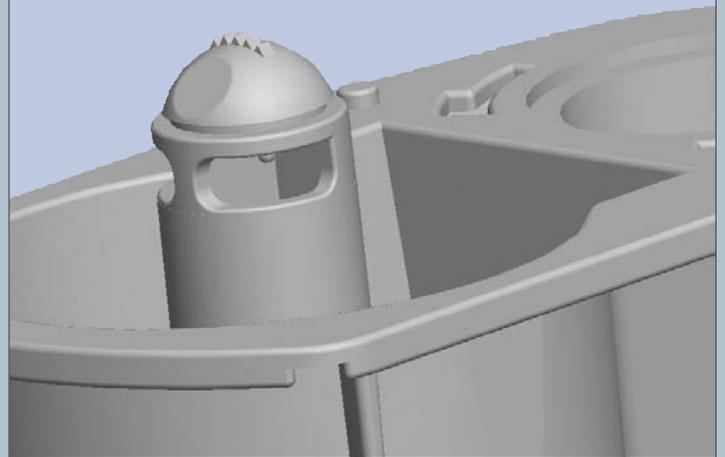
No Leak Manifold

Ensures that drips from the bottle cap do not contaminate the water reservoir or cause leaks.



Patented Label Splitter

With our Hedgehog Spike the water bottle label is pierced but never dislodged - this ensures that labels are never pushed up into the bottle.



High Dispense Point

Customers have easier access to water with our High Level Dispense Point - no stooping or bending is required to dispense water.



Customisable Side Panels

SlimCool also features a choice of 4 changeable side panels, meaning you can win more customers by offering a customised cooler to suit their own office.



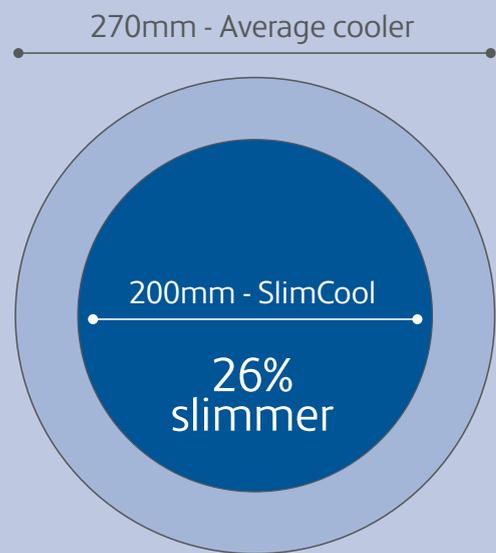
Adjustable Drip Tray

Enables larger containers such as Sports Bottles to be filled.



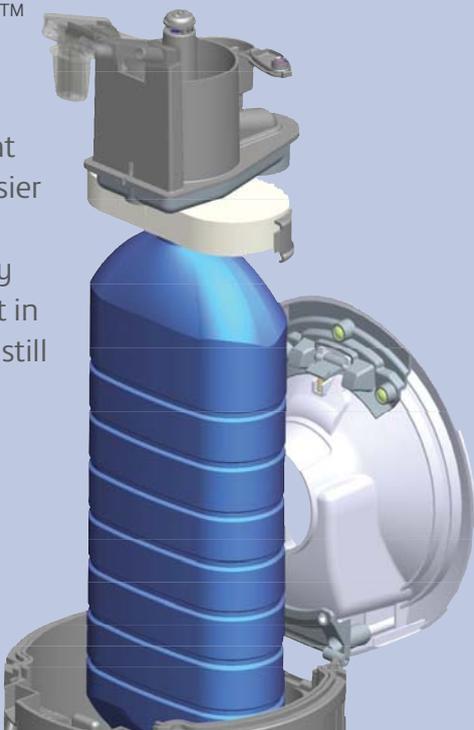
Slim Design

Specially designed to fit into the small home office, the SlimCool is 26% slimmer than a typical watercooler to ensure it fits easily to any office environment.



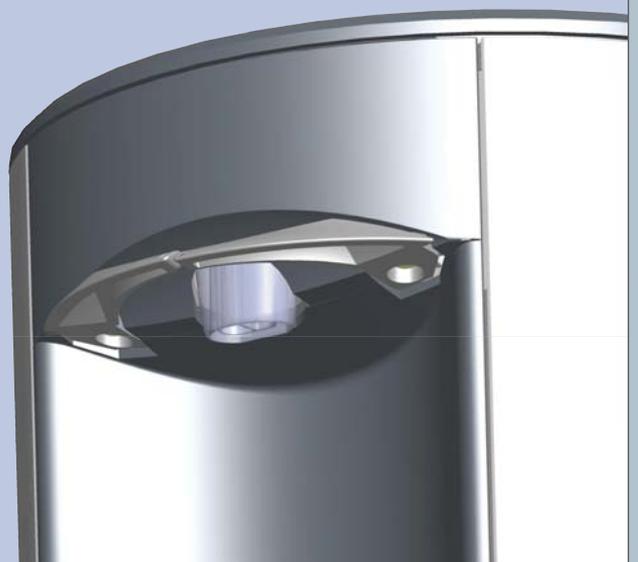
Cassette WaterTrail™

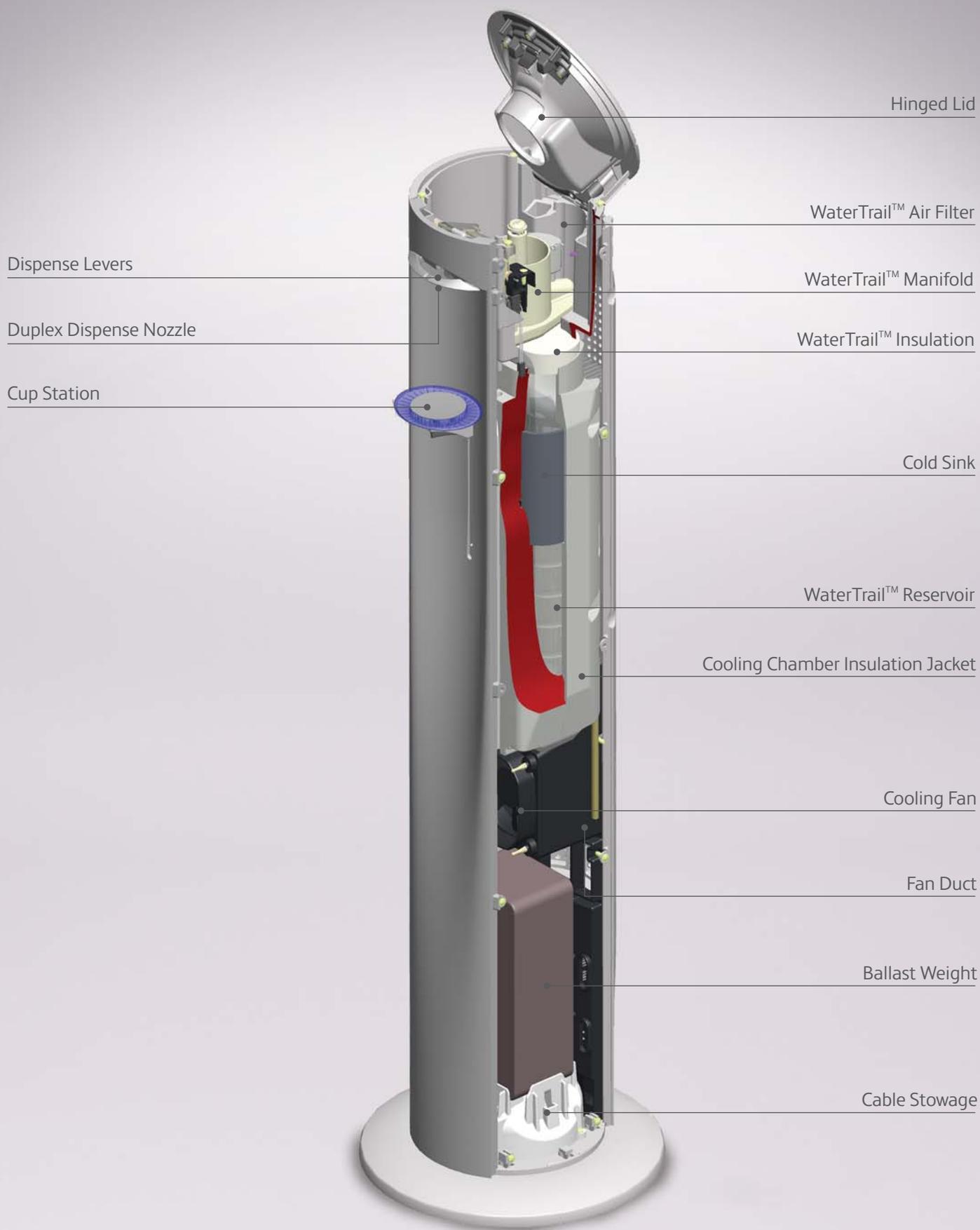
Our newest WaterTrail™ in Cassette format that is even easier and faster to change - simply slots in and out in seconds whilst still offering 100% sanitisation.



Duplex Dispense Nozzle

Prevents contamination - customers fingers and hands can never come into direct contact with the point of water dispense.





Hinged Lid

WaterTrail™ Air Filter

Dispense Levers

WaterTrail™ Manifold

Duplex Dispense Nozzle

WaterTrail™ Insulation

Cup Station

Cold Sink

WaterTrail™ Reservoir

Cooling Chamber Insulation Jacket

Cooling Fan

Fan Duct

Ballast Weight

Cable Stowage

6. Technical Specification Comparison

The following table compares all Ebac Watercooler models to help you understand the differences and similarities between each cooler.

	SlimCool Filter	SlimCool Bottled	EMax	EMax POU	FMax	FMax POU
Specifications						
Height (cm)	95.5	95.5	100	100	110	112
Width (cm)	20	20	33	33	26	26
Depth (cm)	20	20	33	33	39	39
Weight (kg)	13	13	17.5	17.5	20	23
Approvals - CE, CB	✓	✓	✓	✓	✓	CE
Refrigeration Type	Electronic	Electronic	R134A	R134A	R134A	R134A
Air Filtration (Microns)	0.5	0.5	0.5	0.5	0.5	0.5
Water Filter Type	Brita Maxtra	-	-	Carbon block	-	Carbon block
Water Filter Life (weeks)	4	-	-	26	-	26
Hot Tank Energy Consumption (standby) (KWh)	-	-	0.03	0.03	0.03	-
Hot Water Temperature (°C)	-	-	86°C / 94°C	86°C / 94°C	86°C / 94°C*	-
Hot Tank Heat Up Time (minutes)	-	-	15	15	15	-
Sanitisation Features						
WaterTrail™ Sanitisation System	✓	✓	✓	✓	✓	-
Cassette WaterTrail™ Sanitisation System	✓	✓	-	-	✓	-
Duplex Dispense Nozzle	✓	✓	-	-	✓	✓
Direct Dispense System	-	-	-	-	-	✓
Functional Features						
Adjustable Drip Tray	✓	✓	-	-	-	-
Drip Tray Evaporation	-	-	-	-	✓	✓
Built In Wheels	-	-	✓	✓	✓	✓
Integrated Cup Dispenser	-	-	✓	✓	✓	✓
Height Adjustable Feet	-	-	✓	✓	-	-
Quick Change Side Panels	✓	✓	-	-	✓	✓
High Dispense Point	✓	✓	-	-	✓	✓
Hedgehog Spike	-	✓	✓	-	✓	-
Additional Features						
Burst Rate (no. of consecutive chilled cups)	12	12	10	10	14	20
Hot Tank Burst Rate (no. of consecutive hot cups)	-	-	6	6	6	-
No Leak Manifold	-	✓	✓	-	✓	-
ABS Polymer Body	✓	✓	✓	✓	✓	✓



Ebac Limited, St Helen Trading Estate, Bishop Auckland, County Durham, DL14 9AL

Tel: 01388 605061 ext. 424 or 432 Email: watercooler@ebac.com
www.ebacwatercoolers.com

Details are correct at time of going to press. All specifications and features are subject to change at Ebac's discretion.