



Partnership offer

join our international network



water is our business...




water is our business...

Pure water to fit needs...

Water is the key element of our environment but less than 1% of the world's water resources can be used without treatment. Our business revolves around the purification of water for domestic or industrial use on a daily basis.

Our operations and success around the world are underpinned by the ongoing support and involvement of the BWT group (Best water Technology), of its partners, subsidiaries and end users.

The company's Europe-built success is relayed worldwide by an international network of agents and distributors..



BWT France,
has behind it a century's
experience of water purification
for domestic use, for local
communities and for industrial
processes..

- Workforce of 500
- 60 millions € 15% of which are exports
- 3000 customers
- 50 000 softeners manufactured per year



A forward-looking and diversified business.

BWT France's ongoing growth is based on its many, varied and universal water treatment operations.

The dwindling natural water resources of our planet coupled with more exacting user demand mean that most human activities and all regions of the globe are the assurance of present and future profitability of point-of-use water treatment market .

A combination of the company's experience, expertise and know-how, its lines of equipment and products place BWT in a good position to bring you the resources required for the development of a dynamic and high value-added business.

1922 Founding of PERMO - **1985** PERMO subsidiary of Benckiser - **1987** Buying of Cillit by Benckiser - **1990** Founding of the BWT group (Best Water Technology) - **1992** Permo and Cillit integrates the BWT group's French subsidiary - **1999** Absorption of Aquafrance by BWT - **2000** Buying of CPED - **Presently** BWT is a world leader at the point of use water treatment. Consolidated BWT group turnover 360 millions €.

Water treatment with BWT... a great opportunity !

we offer you...

exclusive partnership and resources

Greats brands

- BWT worldwide well-known in the water treatment business throughout its several brands.
- Leading water softeners manufacturer in the French market.

A comprehensive, original and reliable offering.

- Well-designed equipment to meet all water treatment requirements.
- Our industrial certification is your guarantee.

Comprehensive management of its operations is a guarantee of reliability

From design through to commissioning, an uninterrupted line of excellence.



An agent-based policy formalized by a distribution contract

Commercial loyalty inherent in the status of distributor.

An organized structure

- An export department and a specialist contact dedicated to the development of your business.
- A production plant covering 11,000 m² near Paris.
- A logistics platform serving all parts of the world.
- An approved training centre.

Key advantages
for sustainable development.

3-stage BWT training program (appendix 1)

- Technical.
- Marketing.
- In the field.

A show-room pack (appendix 2)

Communication assistance

- Advertising.
- Corporate brochures, price lists, mailings.
- Exhibitions.
- Seminars.

Frequent promotional initiatives

Appropriate reporting tools proven in many markets

Sales conditions in accordance with your local market, capable of encouraging sales growth.

Remote support to facilitate the relevance of prescriptions with your customers

- Prescription tools...
Commercial and data sheets



A leader's experience,
the keys to a market of the future.

what we expect from you :

laying the foundations for success

Commercial persuasion and analytical capability relative to potential openings for BWT products.

- Monthly reporting on the evolution of the business and markets.
- Marketing and competition intelligence.
- Analyses of markets or growth segments.

Franchise obligations

- Formal undertaking of participation in BWT training scheme in 3 separate stages : technical, marketing, in the field.
- Setting up of a showroom package under the terms described in the attached document.

The water treatment business must in the short-term take the form of a dedicated structure or department.

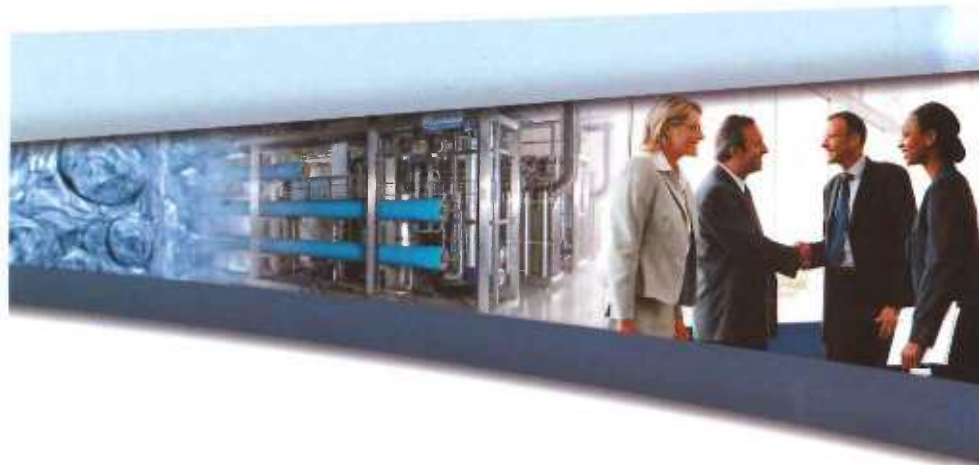
- Balanced development of all our product families : Domestic, Local community, Industry in general, Chemical industry.
- A sales team to underpin the growth of the business.
- A trained team of technicians to underpin the perennality of the business.

A specialist company and/o contact in charge of the water treatment business

- Commercial autonomy.
- Capacity of action in line with the growth of the business.
- Recognized as specialist.

Existing and credible Sales and After-Sales structure for the sale of special purpose products

- Recognized professionalism and reliability.
- Efficient and organized After-Sales.
- Setting up of a water treatment.
- Sufficient product storage space.



Promotion of the BWT image and products with customers and prescribers across the country.

- Mailing campaigns.
- Arranging training seminars.
- Participating in trade shows.
- Advertising.
- Visiting customers, canvassing.

Respecting the geographic area and commercial restrictions.

Join our International network.

**A shared project,
open-ended partnership.**

BWT
BEST WATER TECHNOLOGY

Our products, your markets the scope of BWT operations.



RESIDENTIAL

MARKETS

Houses, flats...

EQUIPMENT

Softeners, Scale removers,
Filters, Miniature Osmosis
machines, U.V. units...

TARGETS

Private users, Distributors,
Installers...

LOCAL COMMUNITY

MARKETS

Hospitals, Hotels, Office blocks,
Special purpose enclosures for
Industry...

EQUIPMENT

Softeners, Filtration, Sand filters,
Dosing pumps, UV, Chlorine kits,
Swimming pools...

TARGETS

Installers, Design offices...

CHEMICAL PRODUCTS

MARKETS

Hospitals, Hotels, Office blocks,
Special purpose enclosures for
Industry...

EQUIPMENT

Products for the treatment of
steam boilers, air-conditioning
and heating systems...

TARGETS

Installers, Operators...

INDUSTRIAL

MARKETS

Dialysis and sterilization in hospi-
tals, Process waters for the phar-
maceutical industry, Food indus-
try, Cosmetics...

EQUIPMENT

Filters, Softeners, UV units,
Osmosis machines...

TARGETS

Industry, Hospitals...

SPARE PARTS





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