



# Create Wonders Out of Water





# Company Profile





## About us

### Creating wonders from water and improving your quality of life



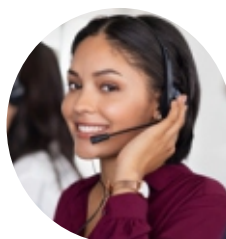
Water expertise, guaranteeing the highest quality and tastiest water



Enjoyable user experiences and excellent service



Investment in reliable, smart and friendly products for the entire family



Fair business practices, transparency and long-term customer relationships

For more than 40 years, Strauss Water, part of the Strauss Group ([www.strauss-group.com](http://www.strauss-group.com)), has been a global leader in drinking water solutions. We develop, produce and market drinking experiences, including personalized servings of hot, cold and sparkling water by the most advanced 5-star purification and filtration point-of-use (POU) systems. Our innovative and forward-thinking solutions awarded us dozens of patents in water treatment, purification, heating and cooling. Water dispensers by Strauss Water contribute to healthy living by encouraging people to drink more water, thanks to their attractive design, clever features and innovative technology.

Our technological developments include MAZE™ water purification technology, "which keeps the good and takes out the bad" from water – confirmed by experts as the most advanced technology in water treatment. Our products meet the strictest standards, including NSF, in many of our products. Our design gets high ratings for its compact and modern look that complements the kitchen décor.

## A market leader

We have an installed base of more than 1 million units worldwide. According to independent customer testing, we provide the tastiest and healthiest water.

Thanks to our reputation as an extremely reliable brand and our profitable business model, Strauss Water is the market leader in Israel. With a penetration rate of more than 25% of Israeli households, we have changed the way Israelis drink water in their homes.

Our products are sold all over the world through business collaborations. We operate globally, including in China, UK, Israel and Cyprus. In China we collaborated with Haier Group to introduce water solutions to the Chinese market under the brand Haier Strauss Water. We partnered with Virgin Group to market our products in the UK under the "Virgin Pure improving life with Strauss Water" brand.

## Doing good with water



Today Strauss Water offers a variety of water dispensers that meet the highest international standards for water purification.

We create a tastier, healthier, simpler and more exciting water-drinking experience so we can make sure you always have great-tasting hot, cold and sparkling water that meets your family's daily needs.

## Social responsibility

As a leading water company, we are aware of our social responsibility. With this in mind, we use our capabilities and influence to make a positive, long-lasting impact on the locations in which we operate.

We make sure to employ as many people as possible from the communities in which we operate, to provide new employment opportunities. We give to our communities by sharing our ideas, and through our honest and fair relationships with our customers, employees and all stakeholders.



**Our corporate culture welcomes creativity and is open to everyone's ideas. Diversity is an integral part of our talent management, recruitment and development processes.**

By introducing sustainability measures, in our corporate office alone, Strauss Group reduced paper consumption by 1 million pages/year, and reducing disposable cup usage by 245,000 cups/year. Upgraded lighting and air conditioning policies and digital pay slips and customer invoices also reduce our carbon footprint. Since 2016 we have lowered greenhouse gas emissions per ton of product by 13% and reduced water consumption by ton of product by 10%. In 2019 we invested \$13 million in our facilities and operations to lessen our negative impact on the environment, recycled 88% of our waste and devised new packaging to reduce the consumption of resources and our environmental impact.



# The Reason **Why**







## Healthiest water for a healthy life

Staying hydrated is crucial for health and well-being – yet most people do not drink enough fluids each day. According to research, a growing number of households do not trust their tap water and are buying alternative solutions. Some of these solutions do not fully address water quality concerns.



With more than 40 years' experience developing innovative water technologies, we set the gold standard for water dispensers for the home, enhancing our customers' lives with a better water-drinking experience. Our clients state that they and their families drink 40% more water as a result of having our water dispenser in their home.

**Water Dispensers by Strauss Water are the healthy choice, providing the best water treatment and highest quality water in its category and an unlimited supply of water.**

It is easy to use and environmentally friendly – and the best way to ensure that everyone in your household drinks plenty of high quality, tasty water, whenever they want, in any temperate that they choose.

Children also appreciate the fast, easy access to delicious water the way they like it, and will choose to drink water from the Strauss Water Dispenser rather than sweetened beverages.





## Strauss Water Values



Dual-filtration system complies with the strictest purification standards to produce the cleanest, tastiest water



Your family will drink 40% more water, on average\*

\*According to an independent study





## What's in your water?

Access to safe drinking water is a major challenge worldwide. As a result, some areas rely on desalination, which produces water lacking in healthy ingredients. Other areas use natural tap water, which includes the natural minerals and salts our bodies need, but it can also contain contaminants from agriculture and industrial sources and from personal use, such as dirt, chemicals, heavy metals, rust, plastic, medical waste, hormones, viruses and bacteria. Most contaminants people cannot detect, as they have no impact on color, taste or smell, but some like E. coli affect not only the taste and smell, but also the safety of the water you drink.

Even in locations where the local municipality supplies good quality water, old pipes in the "last mile", for example, or in your home can leach impurities into the water.

## Why filtering isn't enough

There are many types of water filters. Simple water filters remove sediment from your water. Carbon filters also remove chlorine, which improves taste, but they don't remove most harmful chemical or biological contaminants. Reverse osmosis filters remove heavy metals as well as other contaminants, but at the same time they remove vital minerals and they waste water.

Designed with the world's most advanced MAZE™ water filtration and purification system together with UV technology, Strauss water Dispensers keeps essential minerals such as calcium and magnesium in your water while removing chemical, biological and other contaminants.

Strauss Water's Dispensers conform to NSF/ANSI 42, 53, and 401 standards, some of the stringent water treatment standards in the world.





## Experts' opinion



### Dr. Gary Hatch



*"There are no products that can compete with Strauss Water's MAZE™ under the Water Bar/Dispenser category. Therefore, the MAZE™ is still the best and most advanced product technology available."*

PhD, Chemistry with a focus on Water Disinfection; patent owner and expert on drinking water treatment standards; possesses more than 40 years' experience in water treatment and filtration industry.

### Dr. Richard Danielson



*"Strauss POU water dispenser can be considered an advanced and superior solution for a microbiological barrier relative to other water dispensers in the Water Bar category."*

PhD, Public Health; former Chief of the Environmental Microbial Diseases section of the Microbial Diseases Laboratory, California Department of Health Services; Laboratory Director of microbiological testing laboratory.

100% of the water is treated without waste





## The greenest way for a sustainable lifestyle



Many households are turning to bottled water as their drinking-water solution. However, plastic bottles involve the hassle of carrying, and harm the environment by producing pollutants and a larger carbon footprint.

The manufacturing process of plastic bottles releases carcinogens and other air pollutants, as well as greenhouse gases that contribute to global warming. Packaging and shipping bottled water further increase its carbon footprint.

Moreover, when you buy bottled water your supply is limited. But with the Strauss Water Dispenser, there is no need to worry about running out of drinking water.

To further increase their sustainability, Strauss Water Dispensers can be set to Sleep Mode to reduce energy consumption when you're going away on a holiday, and to Energy Saver mode to control the heating of the water. These settings can be activated easily by the user, at any time.

When you dispense water from the Strauss Water Dispenser, less plastic is produced, less energy is consumed, less waste is generated – and you, your family and our planet are better off.



**50 billion**

bottles of water  
bought each year



**80%**

aren't recycled and  
end up in landfills



**120 million**

tons of waste a year



**450 years**

to decompose

### Dr. Noam Gressel



*"Based on these findings, collected data and acceptable assumptions, I made calculations which imply that for a family of four, with a drinking water consumption of approximately 2,500 liters per year (6.8 liters per day), drinking water from Strauss Water's Dispensers saves around 70% of the full lifecycle greenhouse gas emissions compared to drinking water from 1.5 liter plastic bottles. This reflects savings of around 1,654 plastic 1.5-liter bottles per year".*

Ph.D. Environmental Science, Policy & Management at the University of California at Berkeley and B.Sc. Agriculture, Soil & Water at the Hebrew University; Co-founder and CEO of ECO-OS, an online sustainability accounting platform serving manufacturers, suppliers and various service sectors

## Reducing Energy Consumption

We strive to minimize the environmental impact of our Water Dispensers throughout their lifecycle. Since 2013, Strauss Water products have been Energy Star® certified for meeting the strict energy efficiency criteria set by the US Environmental Protection Agency or the US Department of Energy. Consumers who purchase our water dispensers can be confident they have chosen a product that will save money and energy in their homes and was produced at an energy-efficient facility.

### Strauss Water Values



Low carbon footprint reduces global warming



Eliminates pollutants generated by plastic bottle manufacturing and shipping



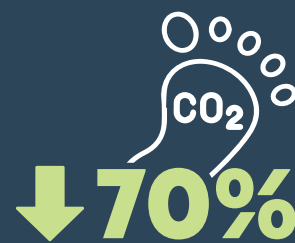
Reduces plastic waste



Family of 4



Drinking water from the Strauss Water Dispenser



Saves around 70% of the full lifecycle greenhouse gas emissions



Sustainable lifestyle





## The intelligent choice: Cutting-edge personalization technology



With dozens of patents for water purification, design and ease of use, Strauss Water develops the most intelligent Water Dispensers on the market. The patented MAZE™ water filter installed in the Strauss Water Dispensers produce the freshest, healthiest water. MAZE™ water filters treat all 5 categories of water contamination: aesthetics (taste and smell), heavy metals (lead and mercury), chemical contaminations (including asbestos and atrazine), contaminations from personal use, and microbiological contaminations. They remove contaminants according to the world's most stringent water purification standards set by NSF/ANSI standards institutes.

The Water Dispensers meet the diverse needs of your entire family. Each family member can set their preferred cup size and temperature for coffee, tea, or any beverage they like. You can request boiled water for cooking, slightly warm water at a precise temperature for baby formula, and cold water for drinking exactly the way you like it. Whatever your needs or preferences, you can configure the temperature and water amount – including cup, bottle, jug and pot sizes. The concave front surface hugs pots for easy filling with water for cooking. No more waiting for water to boil or for a filter pitcher to fill.

The smart, modern design and personalization options of the Strauss Water dispensers encourage your family to drink more water and reach their hydration goals. In addition, the selection of several levels of energy efficiency such as Sleep Mode and Energy Saver mode protect the environment.





A chip embedded in the MAZE™ water filter records water usage, providing you with information about your water consumption as well as the lifespan of the filter. Innovative design provides easy access to the filter, with simple replacement without the need for tools.

Artificial Intelligence (AI) in the Edge plus's Smart Heating feature learns your family's daily hot water drinking patterns and boils water when you want it, saving energy while serving the right drink when you want it. A convenient Push-to-Drink button makes the device accessible to children and to people with disabilities.

The compact footprint of the Water Dispensers saves counter space, and an adjustable tray on the Edge and a folding tray on the Edge plus accommodate cups or jugs of any size. The large buttons on the ergonomically designed control panel make it easy for users to select hot, cold, and mixed temperature water and enjoy their favorite beverages. For nighttime use, an illuminated strip on the Edge water dispenser aids the user. A proximity sensor on the Edge plus detects when someone is nearby and turns on a small light if the room is dark, for easy nighttime operation.

## Strauss Water Values



Your water the way you like it



Energy saving on several levels



Know how much water you consumed and when it's time to replace the consumables at any moment is an easy and transparent way



Easy to operate, including built-in accessibility for people with disabilities and for children



Never run out of water



## Forward-thinking design

Strauss Water's Water Dispensers, which have won several awards for their beautiful and user-friendly design, are a welcome addition to any kitchen. Their shape resembles a water droplet, and they come in a variety of colors to match any decor.

Beyond their pleasing appearance, the Water Dispensers include clever design elements that lead people to drink more water. The compact countertop units do not take any floor space. The small footprint increases the usable kitchen area. A drip tray of adjustable height enables convenient, splash-free dispensing into glasses and bottles of any size, and can be removed completely to accommodate larger receptacles such as pitchers and pots. The concave front surface hugs pots for easy filling with water for cooking.

The large buttons on the ergonomically designed control panel make it easy for users to select hot, cold, and mixed temperature water and enjoy their favorite beverages. For nighttime use, an illuminated strip on the Edge (WDC-E-32) Water Dispenser and a motion-activated nightlight on the Edge plus (WDC-E-34) Water Dispenser helps the user easily place the cup in the right position underneath the pour spout, even in a darkened room. Even the periodic maintenance was designed to be simple. The water filter and UV lamp, which are replaced once or twice a year, are easily accessed and replaced in minutes, without the need for tools.





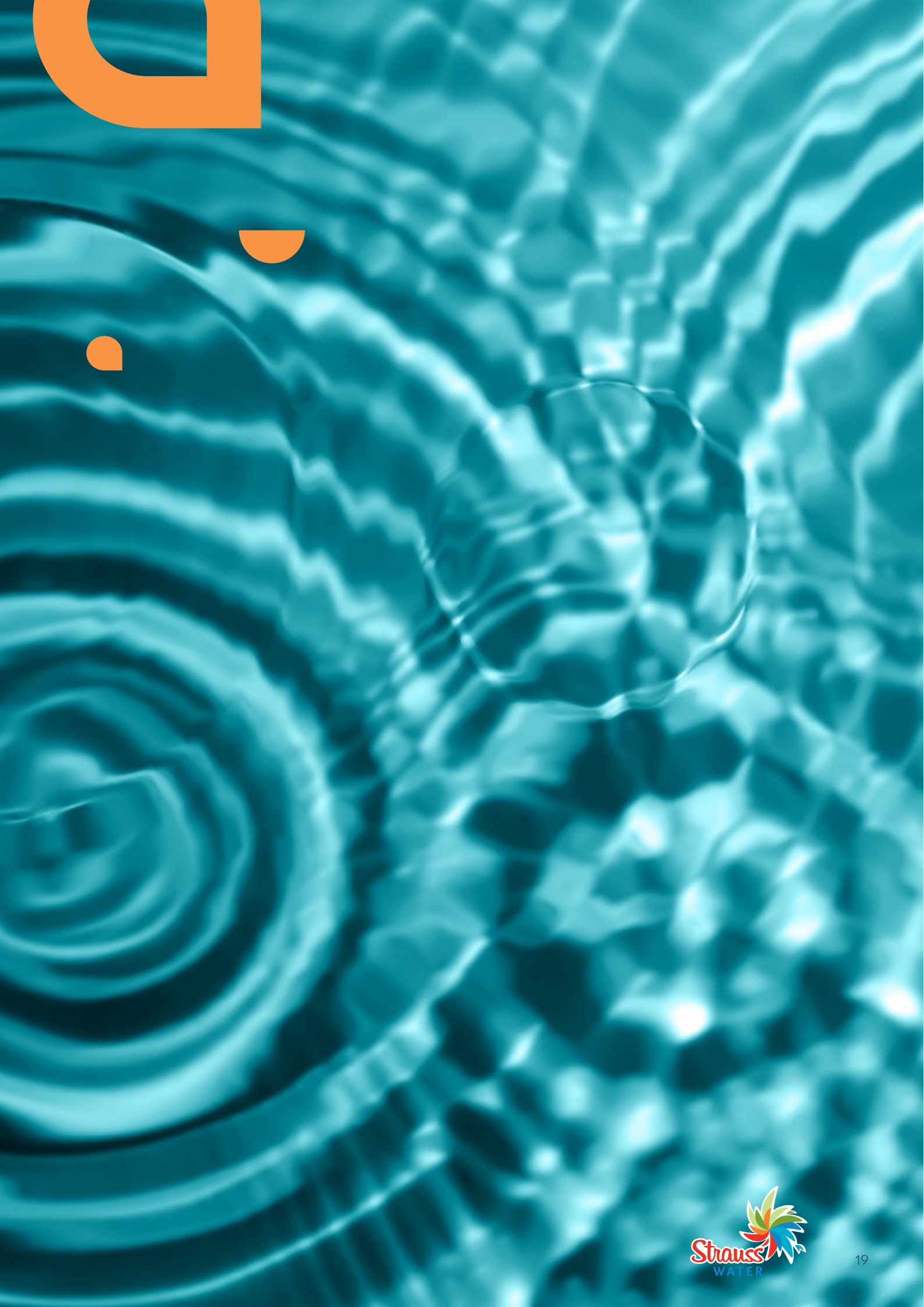


Beyond their pleasing appearance, the Water Dispenser include clever design elements that lead people to drink more water.





# **Strauss** **Water** **Solutions**

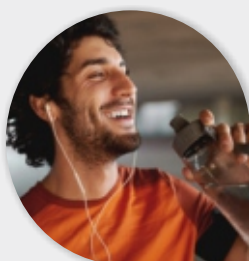




## Strauss Water Solutions



Edge (WDC-E-32)



UV

MAZE™







Edge plus (WDC-E-34)





## Water Dispensers



Edge (WDC-E-32)



Edge plus (WDC-E-34)



# Filtration and Purification

## MAZE™ water filters

MAZE™



## UV purification

UV





## Water Dispensers

### Connected Water Dispensers

#### Edge (WDC-E-32)

Strauss Water's Edge (WDC-E-32) Water Dispenser is the healthy choice, providing the best water treatment and highest quality water in its category and an unlimited supply of water. It is easy to use and environmentally friendly - and the best way to ensure that everyone in your household drinks plenty of high quality, tasty water, whenever they want. The E-32 dispenses water in a wide range of temperatures: hot, cold and mixed, and can be configured with your personalized drinks.

- **Increased water consumption:** Your family will enjoy the water-drinking experience and will drink 40% more water, on average
- **Better tasting, healthier water:** Strauss Water's unique MAZE™ water filter and UV lamp produce the purest, safest and most delicious glass of water by removing all contaminants, including 99.99% of bacteria and viruses
- **Personalized experience:** Easily customizable by temperature and volume, effortlessly receive the water you want
- **Lower cost:** Saves the cost of buying bottled water, which is 1,000 times more expensive
- **Environmentally friendly:** Low carbon footprint reduces global warming; eliminates pollutants and plastic waste
- **Easy-to-use, compact design:** Built with convenience in mind, the space-saving countertop unit is simple to operate
- **Energy efficient:** The UV lamp uses about the same energy as a 60 watt light bulb
- **Low maintenance:** A set-it-and-forget-it system that works flawlessly. Simply change the UV bulb once a year and the water filter every 6 months or after 2000 liters



**You'll save money compared to the cost of buying bottled water**





Description	Specifications
Water options	Cold, Extra Hot, Hot and Mixed
Temperatures	Cold: 4–12°C Hot: 89–99°C Mixed: 10–85°C
Countertop dimensions	270mm (W) x 360mm (H) x 360mm (D)
Weight	12 kg
Water supply	Mains water supply (municipal tap water)
Microbiological treatment	Dual-barrier cyst reduction certified by NSF UV (Ultraviolet) treatment bacterial reduction
Dispense area height	238mm, Dispensing area accommodates cups, jugs, pots and sports bottles
Drip tray capacity	250 ml
Filter and UV lamp lifespan	MAZE™ filter 2,000 liters or 6 months (the earlier of the two) UV lamp 1 year
Indicators	System, MAZE™, UV lamp
Tank capacity	Hot: 0.9 liters Cold: 1.1 liters
Flow rate	Flow rate under normal working conditions: 1.6 LPM. Flow may vary between 1.5 – 6 bar

for additional colors - please contact us





## Edge plus (WDC-E-34)

The Edge plus (WDC-E-34) provides an endless supply of the purest quality, crystal clear water through a double filtration and UV purification system. It conforms to NSF/ANSI 42, 53 and 401 standards, the most stringent water treatment and purification standards in the world. No more buying, carrying and storing bottles or running out of water. Our solution provides a continuous supply of cold and boiling water at the press of a button. You'll reap major cost savings. It's cheaper than buying bottles, and better for the environment.

The smart, modern design and other options of the Edge plus Water Dispenser encourages your family to drink more water. At the touch of a button you get fresh, healthy water at your preferred temperature and amount, including cup, bottle, jug and pot sizes. The Smart Heating feature of the Edge plus Water Dispenser automatically learns your daily hot water usage patterns. It's always ready with piping hot water when you want it, saving you time while reducing your energy consumption.

- **Increased water consumption:** Your family will enjoy the water-drinking experience and will drink 40% more water, on average
- **Better tasting, healthier water:** Strauss Water's unique MAZE™ water filter and UV lamp produce the purest, safest and most delicious glass of water by removing all contaminants, including 99.99% of bacteria and viruses
- **Personalized experience:** Easily customizable by temperature and volume, effortlessly receive the water you want
- **Lower cost:** Saves the cost of buying bottled water, which is 1,000 times more expensive
- **Environmentally friendly:** Low carbon footprint reduces global warming; eliminates pollutants and plastic waste
- **Easy-to-use, compact design:** Built with convenience in mind, the space-saving countertop unit is simple to operate
- **Energy efficient:** Eco friendly water dispenser with contains : Energy saving mode and Sleep Mode
- **Low maintenance:** A set-it-and-forget-it system that works flawlessly. Simply change the UV bulb once a year and the water filter every 6 months or after 2000 liters
- **Smart Heating:** The water bar learns when you use hot water through the day and heats up the water accordingly, so you will always have hot water when you need it
- **Push-to-Drink button:** The Water Dispenser allows dispensing water through a dedicated button at the back of the folding tray. Convenient for children, the water will start dispensing when the button is pressed and will stop when it is released



**Reduces global warming**



Description	Specifications
Water options	Cold, Extra Hot, Hot and Mixed
Temperatures	Cold: 4-12°C Hot: 89-99°C Mixed: 10-85°C
Countertop dimensions	270mm (W) x 360mm (H) x 360mm (D)
Weight	12 kg
Water supply	Mains water supply (municipal tap water)
Dispense area height	238mm, Dispensing area accommodates cups, jugs, pots and sports bottles
Drip tray capacity	250 ml
Filter and UV lamp lifespan	Filter 2,000 liters or 6 months (whichever comes first) UV lamp 1 year
Indicators	System, MAZE™, UV lamp
Tank capacity	Hot: 0.9 liters Cold: 1.1 liters
Flow rate	Flow rate under normal working conditions: 1.6 LPM. Flow may vary between 1.5 – 6 bar.

for additional colors – please contact us





## Water Treatment

### MAZE™ water filter

The patented MAZE™ water filter uses the world's most advanced water purification technology, producing the cleanest glass of water. It conforms to NSF/ANSI 42, 53 and 401 standards, the most stringent water treatment standards in the world.

Unlike simpler water filters that usually only remove sediment and chlorine, the MAZE™ water filter also removes harmful chemical and biological contaminants - including asbestos, pesticides, hormone residue, pharmaceuticals, heavy metals such as lead and mercury, and 99.99% of cysts. It also reduces limescale that can build up in heavy water. At the same time, it leaves in the vital salts and minerals your body needs, such as calcium and magnesium.

The MAZE™ water filter maintains consistently effective purification throughout its lifespan. It achieves the highest ratings according to the strictest quality standards and international regulations. The MAZE™ water filter ensures that you and your family will enjoy high-quality, safe, tasty and satisfying clean water.

The patented MAZE™ water filter was recognized by experts as the world's most advanced water purification technology in the countertop water dispenser category and has been certified by the NSF. It removes the bad and keeps the good in water, has zero water waste, and provides the tastiest and healthiest glass of water according to local research.

The MAZE™ filter is a smart filter. It records water usage, provide trackability to the assembly line and indications and alerts which are then displayed on the water dispenser panel and app.

- Certified by NSF for NSF/ANSI 42, 53, and 401 standards, the most stringent water treatment standards in the world
- Improves taste and odor
- Reduces health concerns by eliminating heavy metals such as lead and mercury, and contaminants from agricultural, industrial, and individual use sources such as drugs and hormones
- Easy, tool-free maintenance
- Replace every 6 months or 2,000 liters/528 gallons, whichever comes first
- Automatic notification when replacement date approaches

\*MAZE - Removes 99.99% of cysts, 99.99% of bacteria and viruses



**Certified by the NSF**





Aesthetic Effects	Tested according to standard	Minimum reduction	Overall % reduction	Results
Chlorine reduction	SI 1505 Part 1*	> 75%	> 97.4%	Pass
	NSF 42	≥ 50%	> 97.4%	Pass
Particulate reduction of ≥1 micron size	SI 1505 Part 1	≥ 85%	> 99.9%	Pass

Microbiology	Tested according to standard	Minimum reduction	Overall % reduction	Results
Reduction of bacteria (health concern)	SI 1505 Part 1**	≥ 99.99999%	> 99.99999%	Pass
Cyst reduction	NSF 53	≥ 99.95%	> 99.99%	Pass

Health Effects	Tested according to standard	Minimum reduction	Overall % reduction	Results
Asbestos reduction	NSF 53	≥ 99%	99.8%	Pass
Atrazine reduction	NSF 53	≥ 66.6%	97.9%	Pass
Lead	NSF 53	≥ 93.3%	> 95%	Pass
Mercury	NSF 53	≥ 66.6%	80.9%	Pass

Emerging Compounds / Incidental Contaminants	Tested according to standard	Minimum reduction	Overall % reduction	Results
Bisphenol A	NSF 401	≥ 85%	> 99.1%	Pass
Nonylphenol	NSF 401	≥ 85.7%	96.43%	Pass
Linuron	NSF 401	≥ 85.7%	> 96.6%	Pass
TCEP	NSF 401	≥ 50%	>99.9%	Pass
DEET	NSF 401	≥ 85.7%	97.5%	Pass
TCPP	NSF 401	≥ 50%	>99.9%	Pass
Metolachlor	NSF 401	≥ 85.7%	>98	Pass
Estrone	NSF 401	≥ 85.7%	> 96.9%	Pass
Naproxen	NSF 401	≥ 85.7%	> 96.3%	Pass
Atenolol	NSF 401	≥ 85%	> 95.1%	Pass
Carbamazepine	NSF 401	≥ 85.7%	> 98.5%	Pass
Trimethoprim	NSF 401	≥ 85.7%	> 96.5%	Pass
Phenytoin	NSF 401	≥ 85	>95%	Pass

#### Performance Data Sheet for the Strauss Water MAZE™ Purifier

Model	Operating pressure range	Rated capacity	Operating temp. range	Rated flow
MAZE™	1.5 Bar to 6.0 Bar	2,000L	4°C to 40°C	2 L/Min

- Testing was performed under standard laboratory conditions, actual performance may vary
- Not all contaminants listed may be present in your water

\*The MAZE purifier SI 1505 Part 1 testing was performed using a Strauss Water's water bar

\*Refer only to MAZE for the IL and US countries.

**Do not use with unsafe water such as water that is microbiologically unsafe or of unknown water quality without adequate disinfection before or after the system**

- Testing Performed in standard laboratory conditions and according to NSF/ANSI Standards 42, 53 and 401 and/or Israeli Institute of Standards SI 1505 Part 1.
- This purifier has been tested for reduction of the substances listed below. The concentration of the indicated substances in water entering the purifier was reduced to a concentration less than or equal to the permissible limit for water leaving the system, as specified in NSF/ANSI 42, 53, & 401, and/or SI 1505 Part 1.





## Water Treatment

### UV Purification

UV light is the most effective water purification treatment for cold and room temperature water. Strauss Water's UV destroys 99.99% of disease-causing microorganisms, including bacteria and viruses, without adding chemicals or changing your water's taste or odor.

The Strauss Water UV provides an extra layer of protection. Pairing with the MAZE™ filter and UV lamp creates a complete purification process, for the safest drinking water. Used together, the Strauss Water MAZE™ water filter and UV lamp produce the purest, safest and best-tasting glass of drinking water.

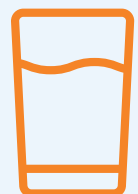
The UV role in the Water Dispensers is to sterilize the bacteria that originate in the tap water or your pipes. It even helps prevent the breeding of bacteria. (The hot water tank does not need a UV lamp, as the boiling process itself purifies the water.)

While the MAZE™ water filter effectively eliminates contaminants such as chlorine, heavy metals and organic compounds, the UV lamp sterilizes harmful bacteria and viruses without leaving harmful byproducts like chlorine.

Intelligently controlled, the Strauss Water UV lamp considers the drinking habits of the users. It performs not only regular, periodic treatment, but also personalized treatment based on the needs of the system. It individually treats each glass of cold or room temperature water, helping to serve the freshest and highest quality drinking water.



**Strauss Water's UV lamp produce the purest, safest and best-tasting glass of drinking water.**



## UV Light Values



Meets the most effective water purification treatment standards



Performs as needed automatically to maintain best water geared



Individually treats each glass of cold or room temperature water, assuring freshness

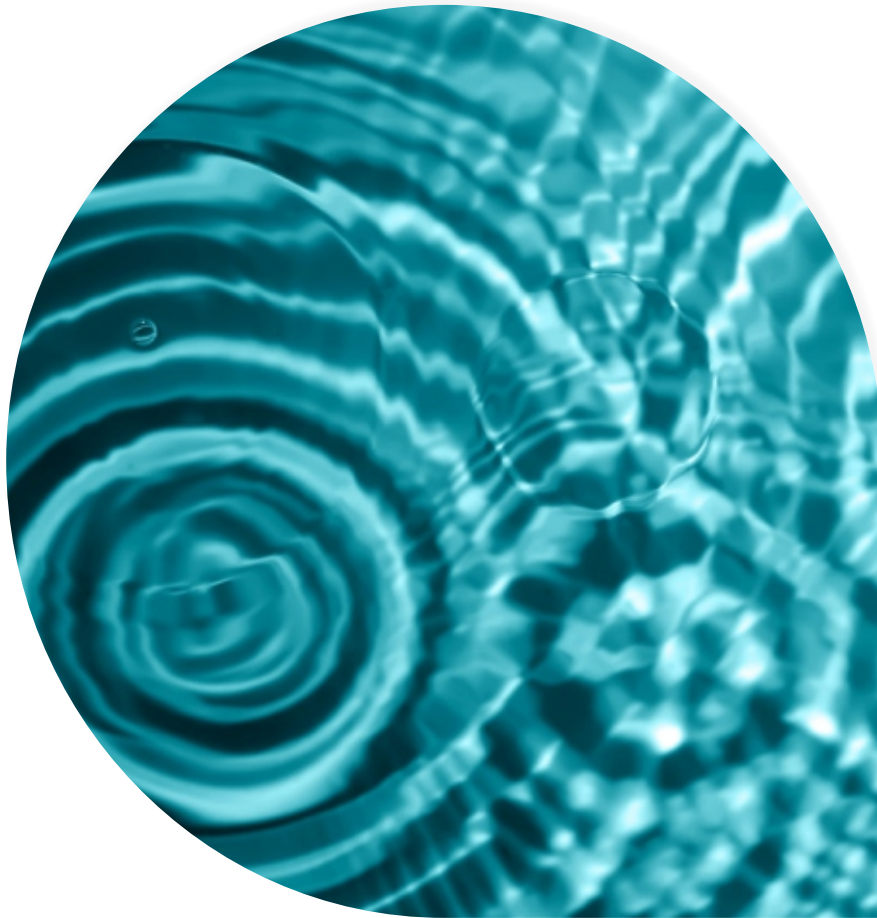


Replaced without tools or technician

Strauss Water's UV light and unique MAZE™ water filter create a double-stage microbiological barrier that removes all types of contaminants, including 99.99% of bacteria and viruses.



# Doing good with water



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