



Product Sales Training – For Outdoor & Social

Selling Points: WaterBrick is unique and here is why!

Portable: Easy to Carry and Secure in Cars, Boats or ATV's

- **30% Less Carry Weight:** Our 3.5 gallon WaterBrick filled with water weighs 30 pounds; 30% less carry weight than a standard 5 gallon container.
 - **Selling Point?** Key for most but we've especially heard this from women and older consumers.
- **Comfortable Easy Grip Carrying Handle:** Easy to carry as a Grab & Go 72 hour kit!
- **Easy to Secure in Transit:** Cross stack to secure in a car or boat or tie down easily with a bungee cord through the designed column holes in the container.

Stackable: Securely Stacks or Grab & Go

- **Better than Other Containers:** Our 3.5 gallon WaterBricks can cross stack and interlock up to 4 feet high. Other containers on the market claim to be stackable but many stores will tell you they are not safe as they can easily be knocked over and they can not stack more than 2 containers high.
- **Better than Other Bulk Storage Drums or Tanks:** WaterBricks stack like bulk storage but are individually easy to move for Grab & Go taking your water where you need it. Compare WaterBrick to typical filled 55 gallon drums or tanks that are impossible to move or take with you if you are forced to leave your home during an emergency.
 - **Selling Point?** Lots of emergencies force you to leave your home. Plus, emergencies happen in your car so the ability to carry and stack or strap down WaterBrick containers is key.

Customizable: To Maximize Limited Storage Space

- **Stack & Store Any Where, Any How You Need:** Perfect for small spaces or for those that want to keep their water containers discrete; put them where other containers, drums and tanks can not, or use them to make space you did not have before (a coffee table like in our brochures).
 - **Example:** We were used in a Tiny House that was featured in a Yahoo story. See it at www.facebook.com/waterbrick posted on April 7, 2014.
 - **Selling Point?** No house is ever designed for water and food storage and storage for normal items is at a premium. WaterBrick's ability to make good use of space is a key selling point.

Product Uses: For more, go to www.waterbrick.org/product-uses.php

1. **Types of Outdoor Activities to use WaterBrick**

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|-----------------|--------------------------------|
| a. Boating | e. Camping or R.V. |
| b. Rafting | f. Making Beer or Wine |
| c. 4 Wheelers | g. Sporting Event or Tailgate |
| d. Snow Mobiles | h. Work Vehicle is your Office |

2. **Why Do Outdoor Activities Require Water Storage?**

- Heat and cold can dehydrate you. Exposure to the elements requires excess water.
- Stranded or having fun, water is key in remote areas or on the water. Bringing bottled water may be a solution but it uses more space vs. WaterBrick and creates more waste.
- Want cold water but don't want to lose the cooler space? Freeze a WaterBrick filled with water so that you have cold water longer into the day.
- Limited storage requires efficient stacking; whether on a boat or an R.V.
- Need to tie down your water? WaterBrick can tie down through both of the 2 designed column holes; to a truck, 4 wheeler, snow mobile, boat or raft.

3. **What can be Stored in WaterBrick containers?**

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|---------------------------------|--|
| a. Water, Tea, Soda, Beer, Wine | d. Chemicals approved for HDPE Plastic |
| b. Food | e. Toys such as lego's or match box cars |
| c. Ammo | f. Anything you want to keep dry |

❖ Gasoline or oil **can NOT** be stored in WaterBrick containers; this is NOT a fuel can.

More Product Information and Marketing - including Brochures, Videos and Pictures, go to <http://waterbrick.org/reseller-manual.php>.