



## Product Sales Training – For Preparedness

**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](http://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](http://www.waterbrick.org/product-uses.php)

1. **Types of Emergencies Needing Water, Food or Ammo Storage**
  - a. Earthquake
  - b. Tornado
  - c. Water Contamination
  - d. Fire
  - e. Snow or Ice Storm traps you on the road
  - f. Hurricane / Tsunami
  - g. Flood
  - h. Stranded in your car
2. **Why Do Emergencies Require Water Storage?**
  - a. Flooding occurs in many emergencies and it contaminates the local water source
  - b. Earthquakes, tornadoes, fires and hurricanes can break the water lines
  - c. Winter Weather will freeze water lines or well water making stored water necessary
  - d. Power Loss impacts wells
  - e. Stranded in your car is obvious but freezing weather dehydrates as fast as hot weather so carrying water is important due to weather or if you are living in remote areas
  - f. Forced to evacuate your home, you will need to carry water with you
3. **What can be Stored in WaterBrick containers?**
  - a. Water, Tea, Soda, Beer, Wine
  - b. Food
  - c. Ammo
  - d. Chemicals approved for HDPE Plastic
  - e. Toys such as lego's or match box cars
  - 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>.