

C. Robin Howlings

President, Danamark WaterCare



Robin Howlings, Owner and President of Danamark WaterCare, has been recognized as one of the Top 100 Women Entrepreneurs in Canadian business for the past five years, while leading Danamark to a market-leading position in the increasingly important water filtration business.

After joining Danamark in 1978, Robin worked in all areas of the company. In a sales position representing Everpure Foodservice Products, she helped grow such accounts as McDonald's Restaurant's of Canada, The Second Cup, Cineplex, Famous Players, Shell Canada and Petro-Canada, moving Danamark to its' current pre-eminent position in the commercial foodservice point-of-use filtration field. This is illustrated by the growing roster of Danamark's foodservice clients, which include some of Canada's leading companies such as Van Houtte, Aramark, Timothy's, Via Rail, Burger King, A&W, 7-Eleven, Empire Theatres, Michel's Baguette and Mac's Milk, to name a few.

Robin assumed 100 percent ownership of Danamark in 2004 and under her leadership Danamark's client base has continued to expand. At the same time Robin has initiated new corporate growth strategies including the development of a new expanded line of water coolers including our patented point-of-use conversion products, and led expansion into the United States market.

Danamark's product innovation on behalf of clients has been realized both in Canada and abroad. In addition to serving over 1300 locations in Canada, Danamark was awarded by McDonald's Restaurants for providing nearly 1000 outlets with reverse osmosis filtration systems in 2005. In 2007, Danamark was appointed as the Master Distributor for A.J. Antunes Ultrafiltration Systems, Harmsco Filtration Products and Shelco High Purity Products, in Canada.

At the Canadian Armed Forces Base in Kandahar, Afghanistan, the new and unique Tim Horton's 'outlet' also uses a premium filtration system, supplied by Danamark.

In October 2006, Robin was invited to participate in the third annual "Corporate State of Canada; A Women's CEO and Senior Management Summit" to discuss the trends shaking the corporate Canada and a socially conscious world.

Robin is a board member of the Canadian Water Quality Association (CWQA) and MADD Canada, Mothers Against Drink Driving, a member of the advisory board for Canada's Most Powerful Women-Top 100, a member of The International Women's Forum (IWF), The Women's Executive Network (WXN) and Entrepreneurs Organization (EO). She is active in Ronald McDonald's House Charities, and has recently founded The Robin S. Howlings Foundation for Clean Water, in memory of her father and founder of the company.

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