



Since 1975, more than one-third of Canadians every day experience products distributed by Danamark WaterCare. A true Canadian success story, Danamark has grown to become a leader in innovative WaterCare solutions, with sales and distribution throughout Canada.

One hundred percent Canadian owned and operated, Danamark was started by Robin Howlings, Sr., who began his career in the foodservice industry as a jams and marmalade salesman. In 1975, he founded Danamark Industries Ltd. as a distributor of coffee brewing equipment. Amongst his astute observations, Howlings identified an industry need for the guarantee of pure, clean, fresh water long before it was recognized as an essential part of any foodservice operation. As a result in 1979, Danamark added water filtration products to our business and in 1989 streamlined our business to focus exclusively on WaterCare Solutions, for Foodservice, Commercial, Industrial and Residential markets.

Danamark WaterCare is the leading WaterCare provider to such clients as McDonald's Restaurants of Canada, Second Cup, Timothy's, Via Rail, Cineplex/Famous Players, A&W, 7-Eleven, Mac's Milk, Shell Canada, Petro-Canada and Van Houtte Coffee, to name a few.

Amongst its' recent achievements, Danamark WaterCare won a contract and Top Supplier Award by McDonald's Restaurants for providing nearly 1000 outlets with reverse osmosis filtration systems. In 2006, Danamark was appointed as Master Distributor for Antunes Ultrafiltration in Canada and launched into the US market with DanaPure Point-of-Use Water Coolers.

Danamark's influence has also extended to Afghanistan, by providing WaterCare solutions for Tim Horton's at the Canadian Armed Forces Base in Kandahar.

Corporate Social Responsibility

As part of our company mandate to make a difference, we have formed **The Robin S. Howlings Foundation for Clean Water**, in memory of our Founder, who passed away on Sept. 15th, 2006 in his 75th year.

On Sept. 15th of each year, we set aside 10% of our revenues and the proceeds are used to fund the donation of drinking water systems to worthwhile causes, such as homeless shelters and non-profit organizations dedicated to brightening the lives of sick children and their families, in addition to other worthwhile community causes.

Our Vision

Water is a precious resource and every Canadian should have access to safe drinking water. There are numerous types of technologies out there, but are they sustainable and responsible for our tiny planet? Watercare is a vital health choice, and we understand the gravity of these decisions. We're part of our customers' families and recognize our role in the community and we will play our part for a better future

Our Mission

To make clean, safe drinking water accessible to every Canadian by 2020.
To build a great company based on mutual respect and integrity.
To give back to the community through The Robin S. Howlings Foundation for Clean Water.

Our Team

We have many different ideas and many different people throughout our organization. Yet we are one company, one team, with one care...Water.

We aspire to be an organization that reflects the globally diverse audience that our products serve. We believe that in addition to hiring the best talent, the diversity of perspectives, ideas, and cultures leads to the creation of better products and services. This diversity serves as the foundation for us to better serve our clients.