



Company Profile

From modest beginnings 31 years ago, 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 the water treatment product category, with sales and distribution throughout North America.

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 purification and filtration products for the office coffee/vending and foodservice industries.

In 1978 Howlings' daughter, Corinne (Robin) Howlings, joined the Company and has expanded Danamark's operations into the United States and grown the Company to reach its' influence into the commercial, industrial, marine and residential markets.

Danamark WaterCare, representing Everpure Foodservice Products, is the leading WaterCare provider to such clients as McDonald's Restaurants of Canada, The 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 was awarded 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.

So far in 2007, Danamark has introduced three exciting new WaterCare Technologies:

- DanaPure AM filters for algae control, to help address the ever growing challenges of global climate change
- DanaPure Ultrafiltration for cyst, viruses and bacteria reduction
- DanaPure Deferum Technology for Iron Removal

With a reputation for excellent customer service and top quality products, Danamark WaterCare is perfectly positioned to expand its' reach and markets through a measured and strategic corporate growth strategy.

Visit us at www.danamark.com and look for our new residential website, www.danamarkhome.com, slated for an April 2007 launch.

Danamark WaterCare – Guiding WaterCare Innovation