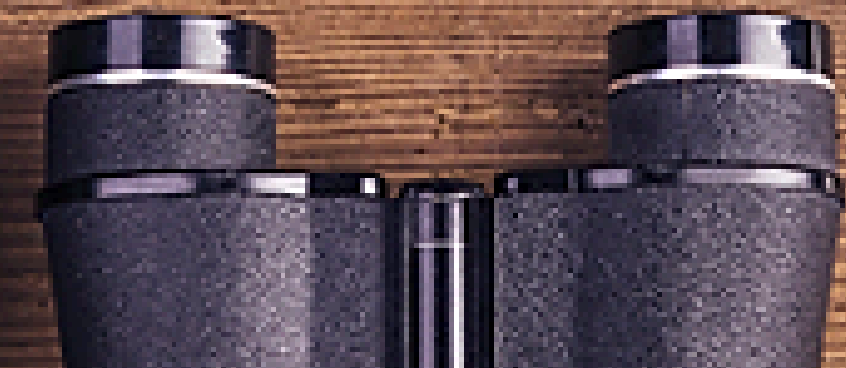




Now Available !!!  
**JMC Trade Link**

📍 Kathmandu, Nepal  
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🌐 [jmctradelink.com](http://jmctradelink.com)

# Potable Aqua®



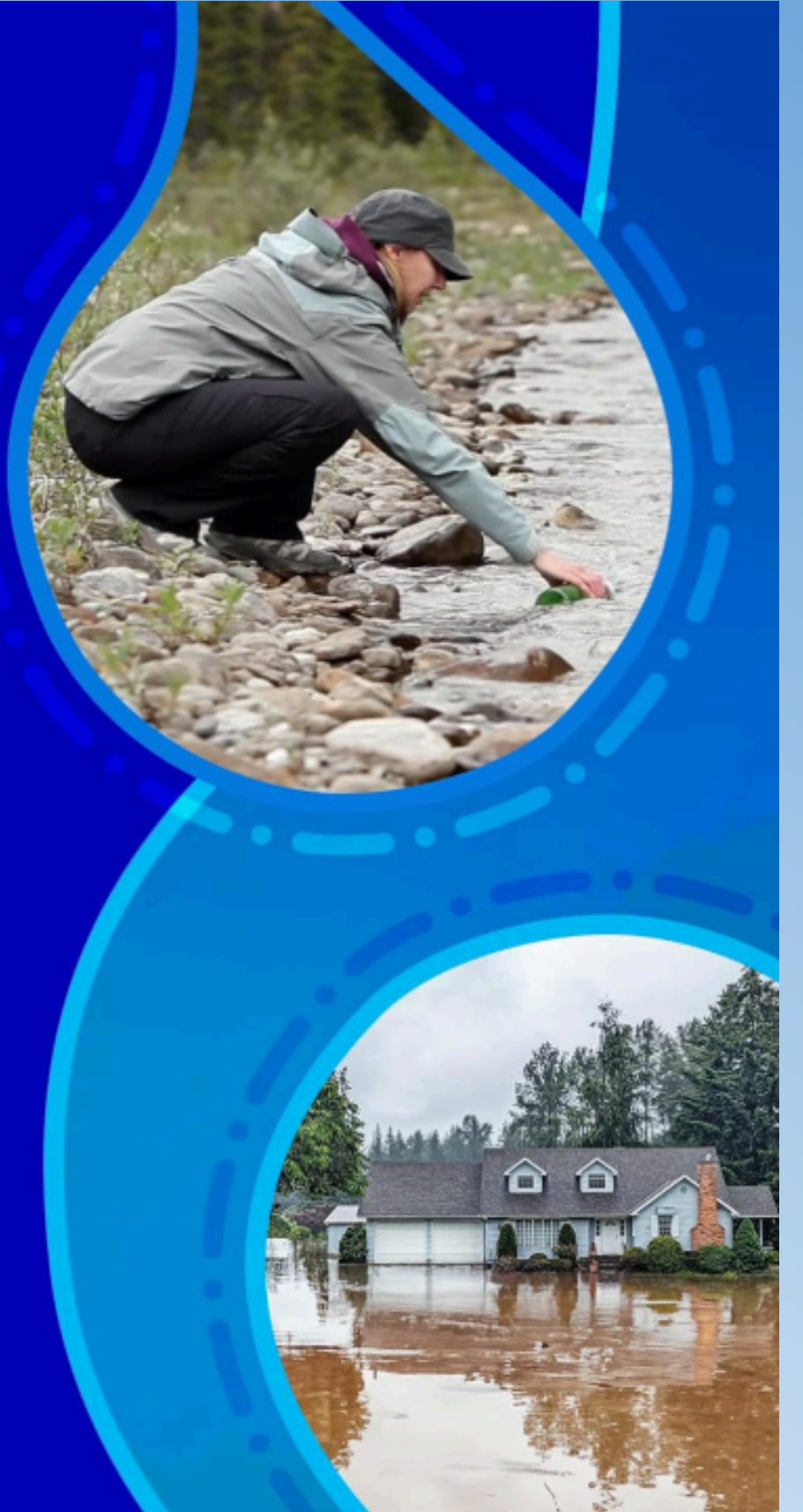
# Legacy of the Potable Aqua Brand

- Potable Aqua, the most trusted name in water purification, offers time-tested, easy to use water treatment products to campers, backpackers, travelers, relief organizations and militaries around the world.
- Potable Aqua Iodine Tablets disinfect contaminated drinking water in any situation, making it bacteriologically safe to drink.
- Potable Aqua Chlorine Dioxide Tablets are effective against Bacteria, Viruses, and Cysts such as Cryptosporidium – making it an ideal choice for most users as a “near-term” solution to ensure safe drinking water is readily available
- Fast, effective, and easy to use – Proven long-term retail item across multiple segments
  - Camping / Outdoors
  - International Travel & Adventure
  - Emergency Use / Hurricane Preparedness
  - Disaster Prepping & Planning
- **Top rated product with over 30,000+ 4.7/5 Star Reviews!**

**Potable Aqua** 

**ONE OF THE MOST TRUSTED NAMES IN WATER PURIFICATION**

Developed by Harvard University in conjunction with the U.S. Army in the 1940s, Potable Aqua has since been used in situations around the world to make water bacteriologically suitable to drink. Potable Aqua products provide time-tested, easy-to-use water treatment options for outdoor enthusiasts to natural disaster situations.



# Potable Aqua Multi-Uses

No matter the activity, the country, or the disaster, Potable Aqua has products to protect you from parasites, viruses, and bacteria found in water.



**Outdoor  
Enthusiast**



**International  
Travel**



**Natural  
Disasters**



**Emergency  
Preppers**

# International Travel: 187 Countries Where Tourists Should NOT Drink Tap Water

Safe drinking water remains a significant concern for international travelers.



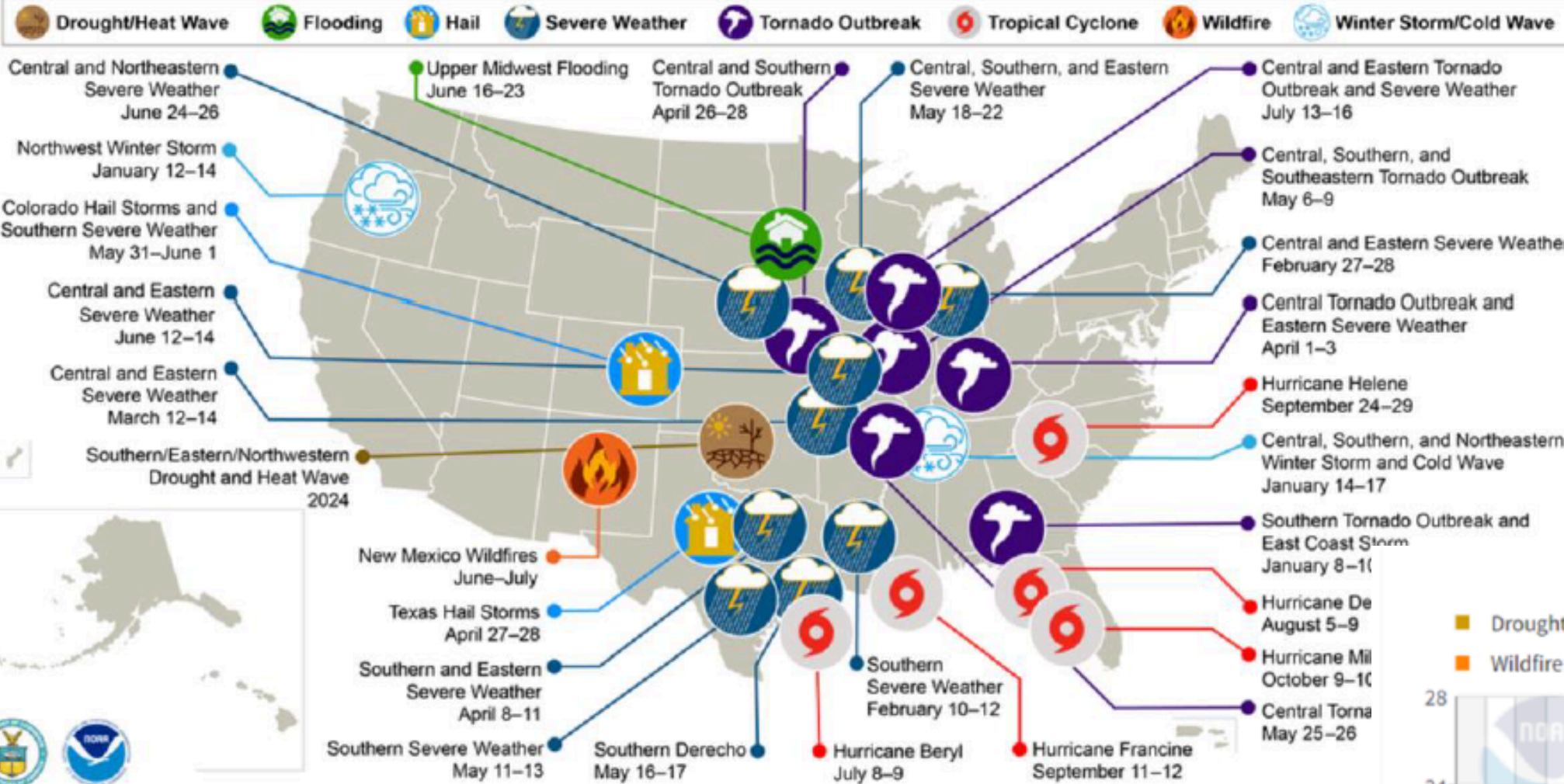
**WHERE YOU CAN'T DRINK TAP WATER**

**FULL LIST OF COUNTRIES:**

Afghanistan, Albania, Algeria, American Samoa, Angola, Anguilla, Antigua and Barbuda, Argentina, Armenia, Azerbaijan, Azores, Bahamas, Bangladesh, Barbados, Belarus, Belize, Benin, Bhutan, Bolivia, Bonaire, Bosnia and Herzegovina, Botswana, Brazil, British Indian Ocean Territory, British Virgin Islands, Brunei, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Canary Islands, Cape Verde, Cayman Islands, Central African Republic, Chad, China, Christmas Island, Cocos (Keeling) Islands, Colombia, Comoros, Cuba, Cyprus, Democratic Republic of the Congo, Djibouti, Dominica, Dominican Republic, East Timor, Easter Island, Ecuador, Egypt, El Salvador, Equatorial Guinea, Eritrea, Eswatini, Ethiopia, Falkland Islands, Faroe Islands, Federated States of Micronesia, Fiji, French Guiana, French Polynesia, Gabon, Georgia, Ghana, Gibraltar, Grenada, Guam, Guatemala, Guinea, Guinea-Bissau, Guyana, Haiti, Honduras, Hong Kong, India, Indonesia, Iran, Iraq, Ivory Coast, Jamaica, Jordan, Kazakhstan, Kenya, Kiribati, Kosovo, Kyrgyzstan, Laos, Latvia, Lebanon, Lesotho, Liberia, Libya, Lithuania, Macau, Madagascar, Madeira, Malawi, Malaysia, Maldives, Mali, Marshall Islands, Mauritania, Mauritius, Mayotte, Mexico, Moldova, Mongolia, Montenegro, Montserrat, Morocco, Mozambique, Myanmar, Namibia, Nauru, Nepal, Nicaragua, Niger, Nigeria, Niue, Norfolk Island, North Korea, Northern Mariana Islands, Oman, Pakistan, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Pitcairn Islands, Qatar, Republic of Macedonia, Republic of the Congo, Romania, Russia, Rwanda, Saba, Saint Barthelemy, Saint Kitts and Nevis, Saint Lucia, Saint Martin, Saint Pierre and Miquelon, Saint Vincent and the Grenadines, Samoa, São Tomé and Príncipe, Senegal, Serbia, Seychelles, Sierra Leone, Sint Eustatius, Sint Maarten, Solomon Islands, Somalia, South Africa, South Georgia and the South Sandwich Islands, South Sudan, Sri Lanka, Sudan, Suriname, Syria, Taiwan, Tajikistan, Tanzania, Thailand, The Gambia, Togo, Tokelau, Tonga, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Turks and Caicos Islands, Tuvalu, Uganda, Ukraine, Uruguay, Uzbekistan, Vanuatu, Venezuela, Vietnam, Wake Island, Western Sahara, Yemen, Zambia, Zimbabwe.

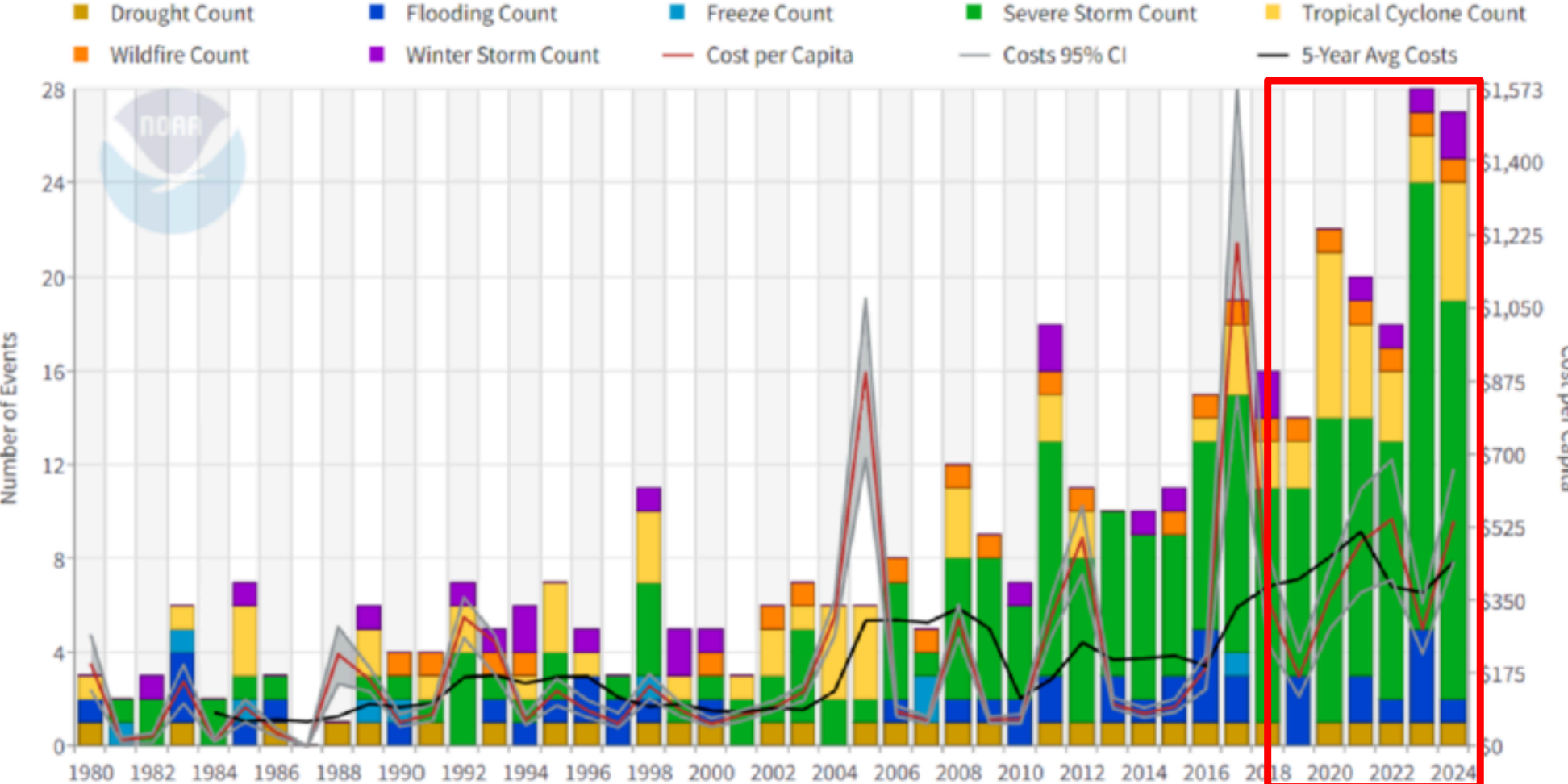
# Natural Disasters: Vast and More Frequent

U.S. 2024 Billion-Dollar Weather and Climate Disasters

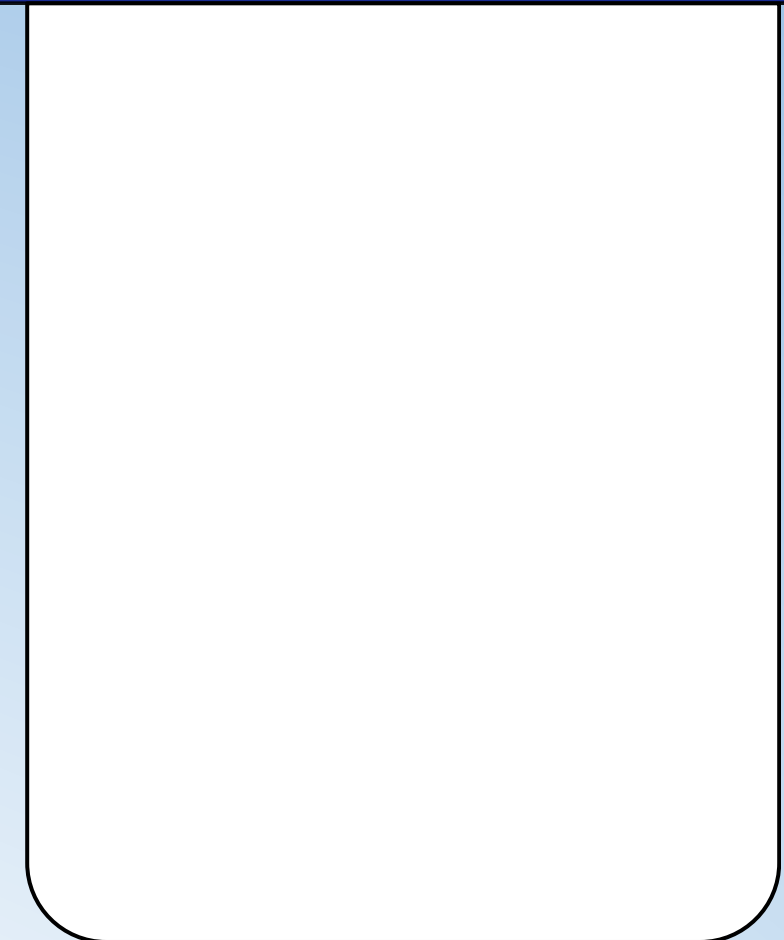


Natural disasters cover the entire country and are becoming more frequent, especially in the last 5 years. These disasters include hurricanes, wildfires, flooding, draughts, and winter storms.

United States Billion-Dollar Disaster Events 1980-2024 (CPI-Adjusted)



# Potable Aqua is sustainable!



# Potable Aqua® Water Purification 50 Germicidal Tablets

- Makes questionable water bacteriologically suitable to drink
- Easy to use – ready in 35 minutes
- 50 tablets per bottle treats 25 quarts



## Item



PA  
Tablets

## Benefits

- Two iodine tablets make 1L of water bacteriologically suitable to drink
- Safe, effective, and easy to use – a logical consumer choice
- NO EXP – makes PA Iodine an excellent choice for short-term use and long-term availability

## Who and Why?

- Excellent choice for fast, effective water purification
- Lower price-point for consumer who understand value / efficacy
- Safe and easy to use – anytime water is of questionable bacterial quality

# Potable Aqua will drive growth

## Customer Fit

- Potable Aqua buyers tend to be 35-54 years old, HH income \$50-100k, educated (some college or graduate), and married
- Opportunities to bring new users (outdoor enthusiasts, preppers, emergency response) into stores

## Retail Locations

- A national footprint would make it easier to respond to natural disasters such as hurricanes, floods, tornadoes, earthquakes, etc. Retailer Xs customer base unquestionably covers additional water related needs – making the Potable Aqua Brand a viable option

## Strategic Fit

- Adding PA to the assortment rounds out the water segment – giving customers opportunities to choose between bottled water, and purification readiness
- More sustainable product – helping to alleviate issues with single use plastic

## Product Fit

- A robust portfolio of products from short term needs to long term storage
- Safe portfolio with EPA registered ingredients
- **Top rated product with over 30K 4.7/5 Star Reviews!**

**PURIFIED WATER.  
NO MATTER THE  
SOURCE.**

Lightweight water purification tablets make questionable water bacteriologically suitable to drink.



Effective Against Bacteria and Giardia Lamblia



Treats up to 25 Quarts



Ready in 35 Minutes

