



Elkay Commercial: The Leader in Water Cooler Filter Solutions ***The Development of the Visual Filter Monitor***

Water coolers have evolved from simply relying on a compartment of ice for cooling in the late 1800s, to meeting strict health, sanitation and environmental standards mandated by the Safe Drinking Water Act. However, manufacturers still have to educate users' perceptions that water coolers may be unsanitary and unhealthy, despite the vast improvements to the industry, such as filtration systems.

Having begun its long-standing tradition of pioneering high-quality water coolers in 1969, Elkay Commercial Products successfully developed a water cooler that squashes any misgivings regarding the cleanliness and purity of water from a cooler with the hands-free WaterSentry® Cooler with Visual Filter Monitor.

Need/Opportunity

As mounting quality, cost and waste concerns flood the bottled water industry, consumers are demanding alternative water sources that are clean, green and inexpensive, shifting focus back on public water coolers. However, many are hesitant to use a water cooler due to a perceived fear of unclean water, uncertainty of cooler maintenance and the potential spread of germs. Consumer research indicated the vast majority do not know that water coolers can come equipped with effective filtration systems. Therefore, a system that clearly signals the presence of a filtration process would help alleviate these concerns. This would benefit maintenance and facility managers by notifying them when a filter needs replacing in an easy, cost-effective way.

Target User

Educational facilities, medical facilities, health clubs and public venues; maintenance personnel and facility managers.

Goals/Objectives

Develop the industry's first-ever water cooler that provides end-users with visual reinforcement of an extensive filtration process.

Create a hands-free water cooler utilizing Elkay's electronic eye technology to ensure hygienic operation.

Enable plumbing contractors and specifiers to expand their offerings and profit margins through pull-through sales opportunities for replacement filters.

Ensure water cooler benefits maintenance or facility managers with ease of replacement, visual indicator of filter quality and accurate measurement of filter life.

Solution/Overview

Leading the charge in bringing cool, clean and inexpensive water to the public, Elkay Commercial Products introduced the industry's first hands-free WaterSentry Cooler with Visual Filter Monitor. This all-in-one water cooler product line is engineered to enhance the quality of water using a hands-free mechanism and filter monitor. The unique LED display on the interface visually communicates the presence of a built-in WaterSentry filtration system, designed to reduce unpleasant tastes and odors frequently detected in unfiltered water. It also decreases the amount of harmful impurities, such as lead, cysts and sediment, from reaching an end-user.

The lights along the display notify maintenance personnel when the filter needs replacing. Due to the filter's quick, quarter-turn "bayonet style" auto shutoff feature, facility managers do not have to turn off the water during a filter change, resulting in an efficient and speedy change-out. Since the filter is completely encapsulated, maintenance never has to touch the filtration media, ensuring no contaminants enter the drinking water stream.

Elkay is the first manufacturer to offer a highly featured, electronic filter monitor. Most competitive filters are only rated between 500-750 gallons while the WaterSentry filters up to 1,500 gallons of water before requiring a change-out.

The Elkay WaterSentry Cooler with Visual Filter Monitor enables end-users to confidently enjoy a crisp, clean drink at the water cooler for just pennies per gallon while generating an opportunity for plumbing professionals to provide and install the ideal product for their customers' needs.