



**Welcome to  
“The World’s Best Drinking Water” ®**

**ISBRE**  
THE WORLD'S BEST DRINKING WATER®

# Isbre Norwegian Glacier Spring Water

Our Benefits:

- **Isbre is the purest natural water ever tested**
- Isbre is trademarked in the US and EU as “The World’s Best Drinking Water” ®
- Isbre is packaged in a upscale bottle with an award winning label
- Isbre provides local support staff for your sales-force, including sales to large supermarket chains
- **Isbre will generate a healthy long-term profit margin for you**
- Isbre is participating in local community events and sponsorships

# Isbre “The World’s Best Drinking Water”®



## SOURCE

The Isbre source is located at the end of the Hardanger Fjord in Ulvik, Norway.

The source is beneath a massive 5,000 year old glacier in a pristine and protected mountain wilderness.

The Isbre spring flows at a rate of tens of millions of gallons per day.

The current bottling facility is located at the source.

# Isbre “The World’s Best Drinking Water”®



Hardanger Fjord, Norway

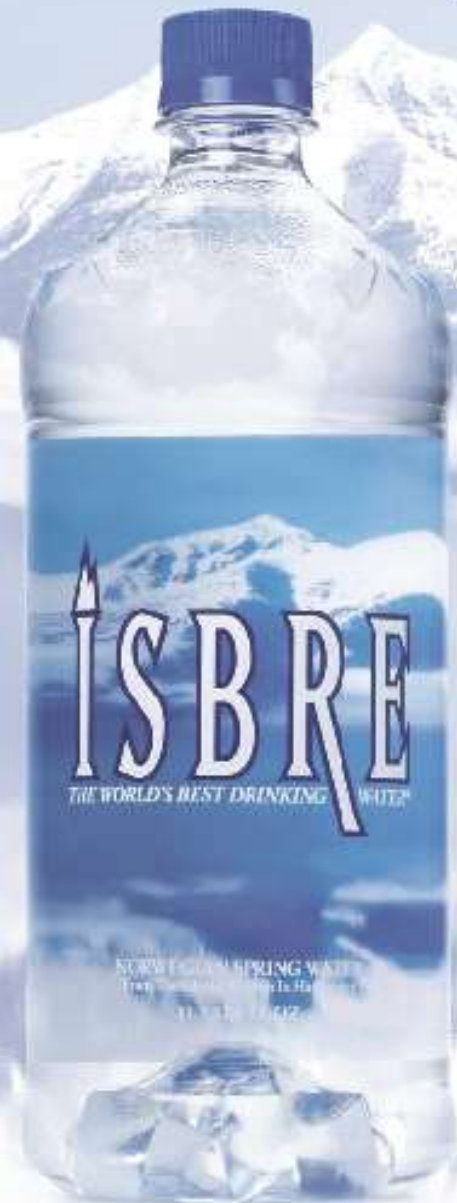
ÍSBRÉ

# Isbre Norwegian Glacier Spring Water

## Water Analysis

- Isbre's TDS (total dissolved solids) are less than 4 ppm, the lowest TDS ever measured for natural (untreated) water.
- This makes Isbre very Crisp & Clean Tasting.

# ISBRE, "THE WORLD'S BEST DRINKING WATER®"



## "IN WATER, NOTHING IS EVERYTHING"

Scientists use objective criteria to measure the quality of drinking water. Microbiological tests assess the purity of water and Isbre excels, as you would expect for water from the pristine glacier region in Norway. Tests for Total Dissolved Solids (TDS) measure the quantity of salt, mineral and metal compounds contained in water. Again, Isbre's results are simply extraordinary: Isbre has the lowest amount of TDS in any natural water, giving it high purity and excellent taste.

In water, purity is the key to crisp, perfect, refreshing flavor. Purity not from filtration, but from the source.

For Isbre, that source is a deep, sub-glacial artesian aquifer in Norway's protected Hardanger mountain wilderness.

For consumers who've tasted it, Isbre's purity is astonishing.

And Isbre's purity is measurable, too. No more than 4 parts per million of TDS is found in Isbre. Almost nothing.

And in water, that's **EVERYTHING**.



## TDS COMPARISON CHART (ppm)

Isbre	4
Deja Blue	28
Iceland Spring	42
Crystal Springs	44
Poland Spring	54
Voss	64
Deer Park	72
Vermont Pure	72
Icelandic Glacial	74
Trump Ice	74
Ice Mountain	76
Saratoga	90
Sparkletts	120
Crystal Geyser - CA	120
Panna	130
Volvic	140
Crystal Geyser - Tenn.	150
Dannon	160
Tynant	180
Zephyr Hills	200
Tynant Carb	200
Fij	230
Arrowhead	270
Evian	310
Vittel	400
Perrier	480
San Pellegrino	990
San Faustino	1200
Gerolsteiner	1500
Appolinaris	1800

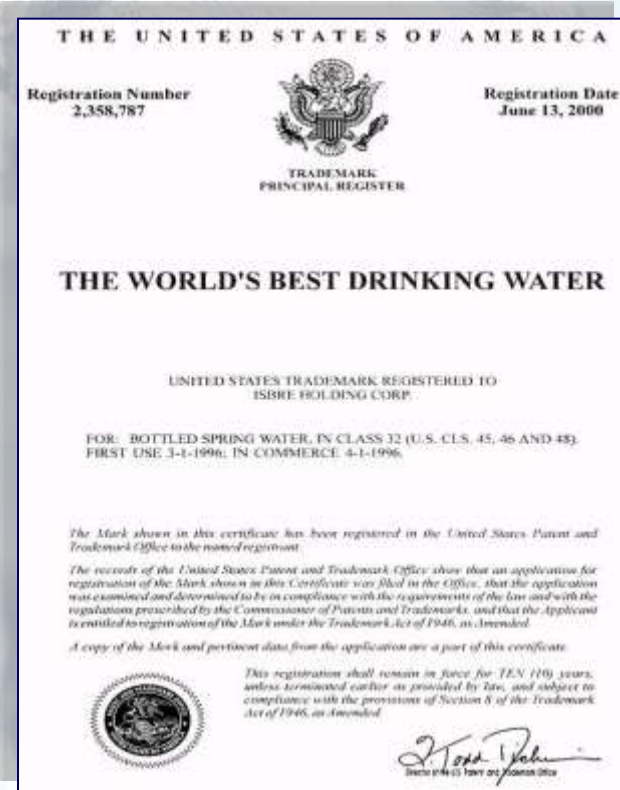
\*ppm - parts per million

\*\* Lab Tested by Groundwater Analytical, Inc. and Eurofins Norge



# Isbre “The World’s Best Drinking Water”®

## U.S. Patent and Trademark Office



## European Union



ISBRE

# Isbre Water Packaging

Proprietary Bottle with  
Mountain/Glacier Cut in the Bottle



1 liter



0,5 liter



0,5 liter sport

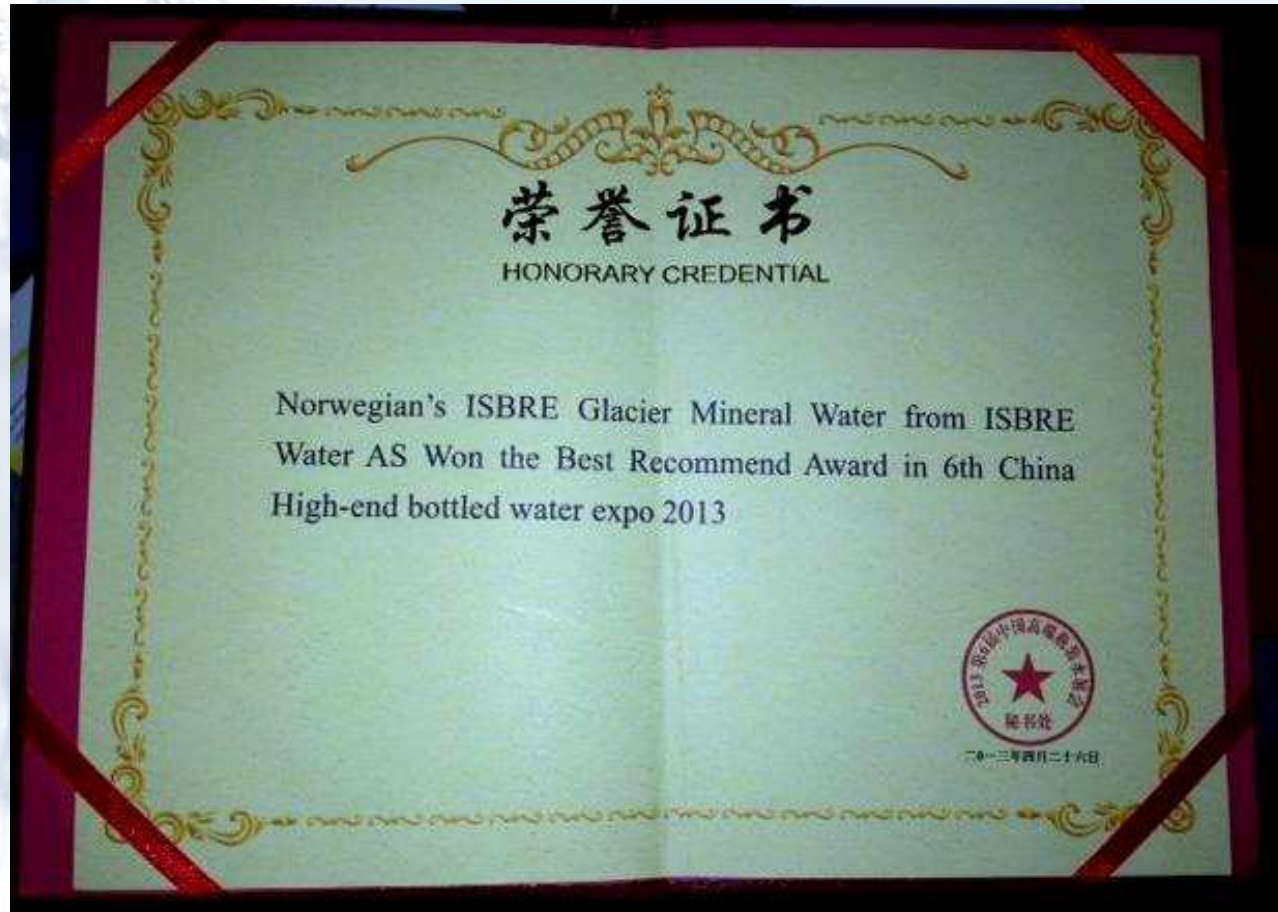


# **Isbre Water in the World Market**

**Norway  
Denmark  
Kuwait  
Bahrain  
Dubai  
UAE  
Germany  
England  
Greek  
Ukraine  
Rep. of Moldova  
Lithuania  
Japan  
South Korea  
France  
Belgium  
Spain  
Bulgaria  
USA**

# Isbre Water Awards

1st price to ISBRE Water, Shanghai High-End water fair 2013



ISBRE

**Isbre's  
New  
Four-Color  
Premium  
Packaging**



# Isbre Contact Information

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**ISBRE**  
*THE WORLD'S BEST DRINKING WATER®*



**The Hardanger Fjord – Osa Valley – Norway.**

# Norwegian Glacier Spring Water

What makes Isbre the purest  
natural water on the planet?

# WHAT ARE GLACIERS?



Glaciers form where more snow falls during the winter than melts in the warmer months. The extra snow gradually builds up in layers and its increasing weight causes the snow crystals beneath the surface to compact and press down on the ground. As more snow accumulates, the snow becomes increasingly packed and the flakes lose their shape. The air is expelled from the flakes and the flakes turn into ice. As the years pass, the ice field grows deeper and stronger, eventually becoming so thick it moves as a dense liquid under the pressure of its own great weight. As the ice field slowly moves, the friction of rocks dragging underneath causes some of the ice to melt. The full process from snow flake to melt water can take thousands of years.



**This photograph shows the Isbre bottling plant in the Osa Valley in Ulvik, Norway. The Isbre source - the Hardanger Joekulen Glacier - rises in the background.**





**Taken from a different vantage point, this photograph gives a better view of the Hardanger Joekulen Glacier. The glacier is believed to be over 5,000 years old.**

# ISBRE'S JOURNEY OF PURITY

## **Isbre's unmatched purity begins with the glacial process...**

- Isbre water is comprised of glacier melt, rainfall, and snow melt.
- When the glacier retreated, it stripped the mountaintops of vegetation; consequently, there is little plant life that would put organic contaminants in Isbre water as it begins its journey atop the mountain wilderness.
- When the glacier retreated, it left behind large gravel and sand deposits that serve as natural filters for Isbre water.
- Normally, when water percolates through rock, the minerals in the rock leach into the water. Because the climate where Isbre's source is located remains cold year round, this mineral infiltration does not occur.
- In the Osa Valley beneath the mountain range, Isbre water collects in a subterranean aquifer. Thanks to the deposits left behind by the glacier, this aquifer is a rare "encapsulated" artesian formation, protecting Isbre water from ground contamination.
- As a result, Isbre water completes its geological journey as pure as it began.

# ADVANTAGES OF ISBRE WATER

- **Better Tasting:** Consumers judge the quality of the water mainly by its taste and aesthetic properties. If the water tastes and smells bad they believe it is not safe to drink. Since Isbre water does not have any impurities to affect its taste, it tastes extraordinarily good and does not have a bad odor.
- **Better Quality:** A unique geological phenomenon assures that Isbre glacial water is completely free of pollutants. There is no chemical purification, no distillation, no ionization and no reverse osmosis needed. Microbiological testing and independent laboratory analysis have shown that Isbre glacier spring water is purer than any other natural water ever tested. Isbre has the lowest total dissolved solids content (4 ppm) ever recorded for a natural unprocessed water.

<b>ISBRE</b>	<b>4</b>
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Evian	310
San Pelligrino	990
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