

## **A COMPETITOR TO BLUE CAN IS CIRCULATING FALSE CLAIMS ABOUT BLUE CAN WATER**

Instead of doing what normal companies do and tout the advantages of their own product, a competitor took a different approach. They are engaging in a false and misleading marketing campaign. If you have been contacted by them, please call us for further clarification of the facts. - Thank you.

### **50-Year Shelf Life**

Competitor is saying that Blue Can 50-Year Shelf Life cannot be substantiated.

**FACT:** Blue Can Water's 50-year shelf life has been tested by a certified laboratory using an accelerated age process for scientific verification. Each can of water is pressurized during the canning process, which removes all oxygen before hermetically sealing for long-term storage. This gives Blue Can the unique advantage of protection from UV light and all other possible contaminants, making the water safe for decades. Blue Can has done extensive testing from a certified laboratory. Blue Can Water is the only scientifically certified long-term shelf life emergency water on the market today. Please review our file: "Blue Can 50-Year Shelf Life Basis & Technical Review of Blue Can Water Stability Testing:."

website: <https://www.bluecanh2o.com/frequently-asked-blue-can-water-emergency-storage-questions/>

- Competitor is marketing that they are the only Bacteria free emergency water.

**FACT----** To be licensed to sell bottled water in the State of California/FDA all bottled water manufacturers must pass weekly bacteria tests to stay licensed and operating.

Bacteria Free is a very odd claim to brag about since all bottled water manufacturers must test weekly and submit these tests to the California Health Department. However, the competitor's claims regarding bacteria have not been published by an FDA Certified Lab. There are no weekly or monthly tests published that match their claims. The competitor references a test done by a water filter testing company they claim is the 'greatest lab which in fact is not sanctioned by the California Health Department or the FDA. The Federal Guidelines Title 21 regulations state specifically the analysis must be done by an FDA Certified water analysis laboratory.

- Competitor claims that Dents ruin cans.

**FACT----** small dents do not harm the integrity or pressure of an aluminum can.

However a large dent could damage the can and cause it to break open. This is why Blue Can packages our cans in double thick heavy duty cardboard to ensure integrity of our product. In the majority of storage situations the sealed double thick boxes provide

**protection and stacking strength to the cans and pallets.**

- Competitor claims beverage cans that water "vaporizes" through seams and skins of pop cans. Competitor references "Water Vapor Transferring (WVTR) as if this is something that actually exists.

**FACT----** Beverages do not magically vaporize through a hermetically sealed container. Under a GOOGLE search.....there is no such thing as "WVTR" related to aluminum canned beverages to be found.

- Competitor claims that aluminum can enter the water and specifically they state "As much as you think the aluminum in an aluminum can won't get to your water over time, it's not true. The aluminum gets in and heavy metals in water make the water un-healthy and sometimes un-safe".

**FACT ----** This a completely false claim stated to create alarm and fear. Every aluminum container contains a coating to separate the water from the aluminum, and now in that coating is BPA- free. However if the water did touch aluminum...what would be the effects? Aluminum is not harmful to humans. It is the most abundant metal on Earth. Many drinking containers and cooking utensils are manufactured from aluminum. The Canadian Department of Health did an exhaustive 10 year studying on heated aluminum and found no

detrimental affects to humans\*. As well many common over the counter digestible medications contain aluminum in them.

- Blue Can is going out of business

**FACT: Blatantly not true and wishful thinking.**

- One of their employees claimed that "one of his friends" put in our purification system and that is nothing special, in fact, it is the same purification system that one of their distributors has and uses for their boxed water product.

**FACT - This company mentioned does great work and highly recommended. However, that was the initial basic system put in 5 years ago. Much has been added and changed since then. I would recommend this competitor upgrade his "nothing special" system to stay up with technological advances in water filtration.**

- Blue Can cannot be stored in colder temperature climates because when it freezes the cans burst.

**FACT - Cans do not burst when stored in moderate cold where freezing is gradual unlike a Refrigerator Freezer which freezes quickly. Additionally, Blue Can does not recommend storing the water in freezing temperatures as stated on every can and case sold. (All water freezes in certain circumstances regardless of the container it is in.)**

- There are 3 points of weakness in aluminum cans.

**FACT - This explosive new Science should be taken to Coke, Pepsi and the Beer Manufacturers.....they have Billions of dollars at stake.**

- Blue Can Water has bacteria in it and they had cans at their warehouse that "bulged" out because of bacteria in the water.

**Scientific Fact.....bacteria does not make pressurized cans bulge.**

**This was a fabrication created by the competitor to defend why they suspected they should test for HTPC general non harmful bacteria. HTPC is a water industry term that mainly manufacturers and Water Analysis Laboratories know about. This competitor learned about HTPC testing because Blue Can told them before they were terminated as a Distributor that we had a sterilizer that had temporarily malfunctioned and educated him on what HTPC actually is and how we use that test to calibrate sterilizers.**

**This competitor was secretly working on a competing product to Blue Can while posing as a friendly Blue Can Distributor and decided Blue Can's sterilizer issue in 2016 was something he could leverage against Blue Can when marketing his new product.**

**Any Blue Can's with a bulge happened during over pressurization at the factory. Blue Can's pressurization system was updated and redone in October 2016. Very rare to have an over pressurized can now.**

\* <http://healthycanadians.gc.ca/publications/healthy-living-vie-saine/water-aluminum-eau/alt/water-aluminum-eau-eng.pdf>

<http://www.bottledwater.org/content/hpc>

IF QUESTIONS PLEASE CALL:



50 Year Shelf Life  
Pure Emergency Water

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Authorized Distributor  
BLUE CAN WATER

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