blue direct mailer_health 3/5/06 12:02 Page 1



The healthier way to drink water

Blue direct's service to the healthcare sector.



blue direct

"BUPA Leicester Hospital use Blue direct for all their drinking water machines. The machines meet all our needs and we are very pleased with the quality and taste of the filtered water. If there are queries or problems they are always dealt with very promptly and Blue direct are straight on the case. I would be happy to recommend Blue direct to other companies."

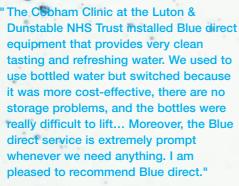
The healthier way to drink water

Infection control is a big issue for today's healthcare providers. Are you providing your staff, patients and visitors with safe, hygienic, chilled drinking water?

Blue direct helps hospitals and healthcare providers benefit from the latest "direct chill" and UV technology to reduce health and safety risks from bacterial contamination.

Emma Smith,

BUPA



Kirstie Nicholls,

Luton & Dunstable NHS Trust

Other reference customers are available on request.

The Best Water Comes out of the Blue

Blue direct are one of the leading suppliers to local authorities, clinics and hospitals in the UK. Blue direct is also a member of the European Point-of-use Drinking Water Association (EPDWA), the industry trade body.

Blue direct offer one of the widest ranges of equipment in the UK. As experts in point-of-use water systems, Blue direct have selected equipment most suited to the healthcare environment:

- Quality Approved Equipment our equipment is approved by the Water Regulations Advisory Scheme (WRAS) the UK mark of safety and quality for water coolers.
- No tanks and UV screening this removes the issue of standing water and contamination from airborne bacteria.
- Attractive, easy to use, easy to clean, durable water dispensers
- Guaranteed Service Levels Blue direct are the only company in the UK to guarantee their standards of equipment, responsiveness, maintenance and repair see back page.



blue direct mailer_health 3/5/06 12:02 Page 4

Drinking water with sparkling service

Blue direct provides the most comprehensive service package in the UK.

We have never lost a customer through poor service.

Our Service Guarantee*

- We guarantee to give you the best solution to meet your needs or we change your machine for free.
- We guarantee to be contactable seven days per week (8am-8pm) or you receive one week's free rental.
- 3. We guarantee to fix or replace a faulty machine within 2 full working days, or your next maintenance service is free.
- 4. We guarantee that you only pay for service visits where you are completely satisfied.
- 5. We guarantee that all our work is carried out by people accredited by the European Point-of-use Drinking Water Association, the industry governing body, or we refund a full year's rental.

No other UK supplier offers these guarantees!

* Subject to Terms and Conditions

Phone us now on





blue direct

THE WATER PEOPLE

Blue Direct Ltd Montpelier Chambers 61 High Street South Dunstable Bedfordshire LU6 3SF T: 08703 30 70 60 F: 01582 660 999 E: local@bluedirect.co.uk W: www.bluedirect.co.uk Regional Offices: Leeds - York - Birmingham - Oxford