

# Karlspring Mineral Water Corp.

## 2. Mineral Water in North America

The North American water market primarily serves Spring Waters, Surface-Glacier Waters, processed tap water, or other low mineralized waters down to the non-recommended distilled drinking water. Currently all these products fight for market share on a price basis with little or no consideration for adequate profit, quality or taste. We believe this is the result of not just an almost universal ignorance of quality mineral water but also because there has been a lack of existing traditional European Style mineral waters on this continent.

In Europe, traditional natural mineral waters like Vichy, San Pellegrino, Apollinaris and Gerolsteiner compete with hundreds of similar quality products.

In North America, whoever has possession of a North American sourced, high quality

### **“Naturally Carbonated Mineral Water”**

has the fundamental building blocks for being the industry leader on this continent and gaining absolute dominance in the higher-priced segments of all imported and domestic waters, based on taste, quality and - last but not least - higher profit margins.

Karlspring Mineral Water is the only Natural Mineral Water in North America that matches or exceeds traditional European Mineral Waters. Karlspring Mineral Water does not need to compete with low-priced spring water, glacier water or re-manufactured tap water, but rather on the level of selected imports, as it is equal or superior to all of these European or worldwide brands.

Next: [3. Introduction](#) or [Karlspring Web Site](#)