

Karlspring Mineral Water Corp.

3. Introduction

Karlspring Mineral Water, probably the finest mineral water discovered to date in North America, flows from a deep and ancient underground volcanic aquifer of immense but undetermined size in the pristine Cariboo Mountains of British Columbia, Canada. When Karl Post emigrated from Germany in the 1980's he purchased an acreage on McNeil Lake, 60 kilometers east of 100 Mile House in the beautiful Cariboo Region of the interior of British Columbia. The Central Plateau of British Columbia is one of those rare places in the modern world where the natural beauty and unspoiled nature are largely intact. Although on a different continent this aquifer shares many of the natural protection similarities of the aquifers that house the famous high quality European water sources in volcanic areas.

In the beginning, all Mr. Post was looking for was clean drinking water for his planned hunting and fishing lodge. As a European, with a taste for mineral water, he recognized that what bubbled out of his well was one of the finest naturally carbonated mineral waters in the world. This was confirmed by analysis with several laboratories both in North America and Europe.

The well property is in a heavily forested area perched high above the surrounding lakes and forests. There are no sources of industrial, agricultural or human pollution for many hundreds of square kilometers. This ensures the water source is unique amongst competitors worldwide.

Karlspring Mineral Water flows from a 150 m deep well at a steady temperature of 12 degrees Celsius where it has been sealed under pressure deep within a volcanic rock formation protected by more than a 100 m thick layer of bedrock.

To our knowledge there is no other mineral water of comparable quality or taste available in the United States, Canada, Central or South America.

Competition

Some multinational beverage companies acquired well-known European Natural Mineral Water brands for the purpose of consumer recognition and increasing the status of their portfolio.

Some reputable and well-marketed brands are imported from Europe to North America as classic mineral waters, supplying the high end of market segments on

many levels such as retail, restaurant, hotel and convenience. The reason for this temporary dominance is the ongoing lack of any North American equivalent.

A real mineral water of highest quality and purity, like Karlspring, located in North America, would have an immense competitive advantage over any import, as the higher import price levels can and will guide the wholesale and retail pricing; and ensure a strong and profitable position.

Global Market Readiness

In this first and second decade of the 21st century populations worldwide are becoming aware of future water problems in general and drinking water problems in particular. As well, the recognition of the need for clean and healthy sources of water is increasing, while the numbers of these qualified and desired sources are declining.

For more than 30 years, we have been aware globally that the situation with past and present pollution is irreversible. Pollution in all populated urban areas will continue to seep into the ground water tables and contaminate existing unprotected aquifers.

Good clean water sources, continually and perpetually regenerated by the natural water cycle, especially water sources like Karlspring, totally protected as it is by the natural environment, geography and altitude, are a precious and desirable commodity in the 21st century.

Next: [4. Nature of Offer](#) or [Karlspring Web Site](#)