

WATERA
INFINITY
BOTTLED AT SOURCE

sub



sub



SUB (Sarah Ulmer Brand) is a woman's active lifestyle brand headed by Olympic Gold Medalist Sarah Ulmer. SUB has a portfolio of 4 primary products and services:

Bikes

Clothing

Events

Water

SUB's aim is to deliver accessible products and services that exude the down to earth nature of Sarah Ulmer and her understated New Zealandness, and inspire women to lead active lifestyles.

The SUB brand's primary target market is females 25-49, and uses it's key tag line of "Find a Reason, not an excuse" to encourage women to adopt the philosophy of a healthy active lifestyle. The brand's values reflect what Sarah herself stands for – authenticity, integrity, warmth, fun, hard working, approachable, trustworthy and respectful.

WAIWERA INFINITY

SINCE 1875

Sarah Ulmer has chosen Waiwera Infinity as the water source for SUB bottled water. Waiwera Infinity Water is a 100% New Zealand-owned and operated company. Waiwera water is drawn from a geothermal aquifer located 1500 metres beneath the Waiwera Thermal Valley, 45 minutes north of Auckland, New Zealand.

The design of the SUB bottle has been personally overseen by Sarah, to ensure it perfectly complements the SUB range of sporting equipment and apparel. The bottle verifies the source with the 'Waiwera Infinity' embossing, while fitting easily in the hand - designed for easy hydration for people on the go. The new easy-flow sipper and flip-top cap is all the rage in Europe and is a first in the New Zealand water market.

Waiwera Infinity Water is the perfect water for active people and those who take their health and well-being seriously. Benefits include:

- Ionic micro water – reduced hydrogen clusters aid faster hydration
- pH of approx 8.5 – alkaline water counters the acidic conditions of the body
- Select trace elements added (magnesium, potassium) to facilitate cell repair
- Low sodium, no cholesterol, no additives, zero calories

Product Dimensions

Individual Product dimensions			
	Height	Width	No. per case
400ml	205mm	64.9mm	24
600ml	231mm	73.4mm	24

Case Dimensions			
	Height	Width	Length
400ml	212mm	268mm	398mm
600ml	237mm	301mm	448mm



Sales Contact detail:

Customer Service Tel: +64 9 448 2483 Fax: +64 9 448 2596 Email: water@waiwera.co.nz

Please visit www.subwater.co.nz for more information