



B2C MARKETING CAMPAIGN

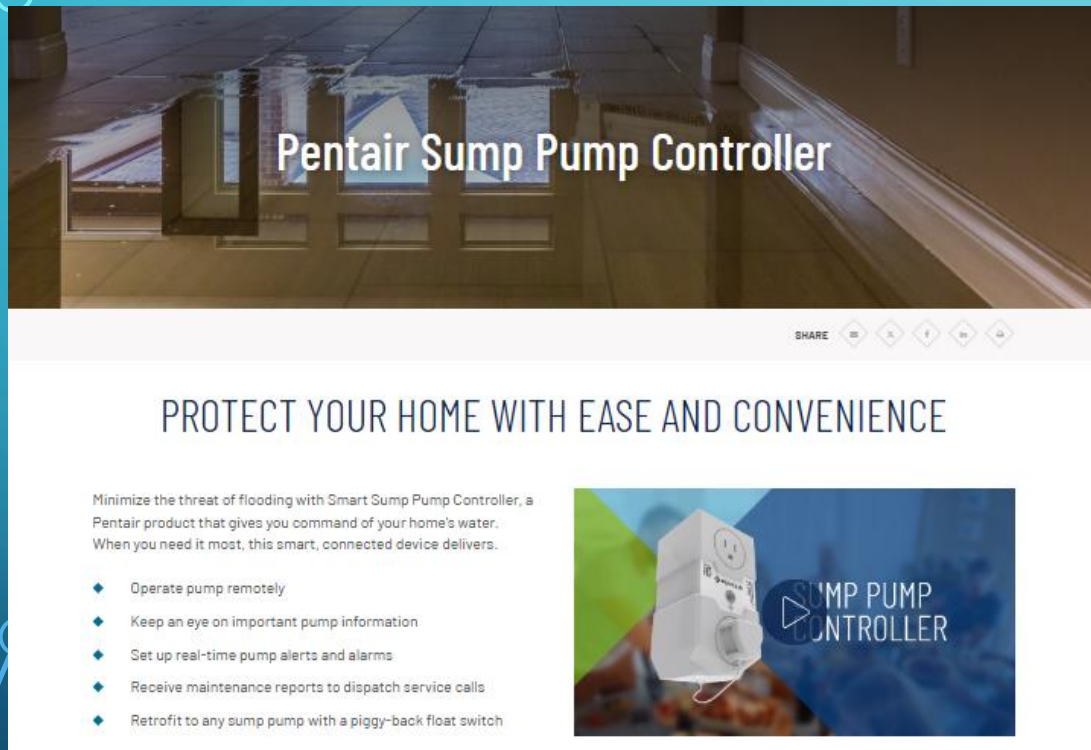
PENTAIR SUMP CONTROLLER MARKETING CAMPAIGN

ASSETS DEVELOPED:

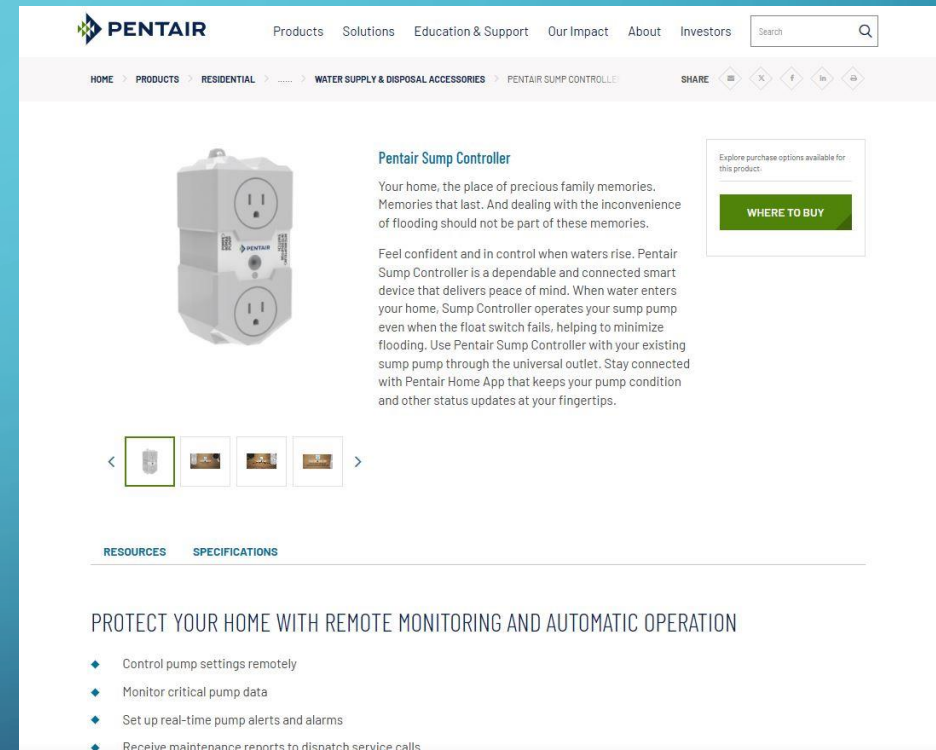
- LANDING PAGE – WEB COPY
- PRODUCT PAGE – WEB COPY
- PROMO AND OPERATION VIDEO
- SALES SHEET
- HOMEOWNER'S GUIDE
- PRESS RELEASE
- PRODUCT PACKAGING
- SOCIAL MEDIA ADS

DIGITAL PORTFOLIO

Assets developed: Web copy



Pentair Sump Controller Landing Page



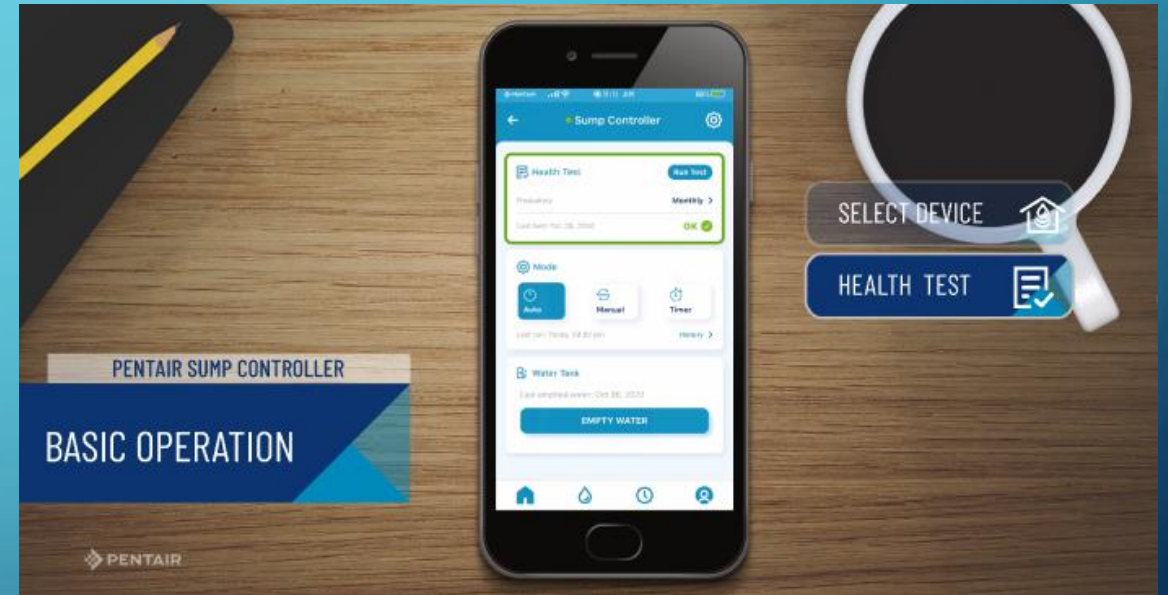
Pentair Sump Controller Product Page

Control + click on each image to access webpages

Promotional Video



Basic Operation Video



Sales Sheet

Homeowner's Guide

Press Release

Sump Controller

Home Flooding Relief. Plug In, Connect and Relax.

Flooding can happen unexpectedly and without warning. You need to be prepared. Help minimize damage to your home and deliver convenient relief for your family with Pentair Sump Controller.

This smart connected device will inform you of any abnormal condition or issue with your sump application. With remote monitoring and system diagnostics, be empowered to protect your property and stay in control. Anytime, anywhere.

Sump Controller can detect primary float switch failure and operate your pump using a secondary high water alarm, stepping in to reduce the risk of flooding if necessary.

-  **PUMP SETTINGS**
Control pump settings remotely from your phone.
-  **SYSTEM ANALYTICS**
Monitor your device with system diagnostics and analytics.
-  **HIGH WATER ALARM**
Stay aware and take action with a high water alarm.
-  **PUMP CONDITION**
Be informed with abnormal pump condition detection.







Easily retrofittable and simple to connect!

Model		Description	Weight (Lbs. / Kg)	Dimensions (in. / mm)			Master Pack Quantity
				L	W	H	
SSPC	Pentair Sump Controller	Controller	0.9	2.8	3.1	6.2	15
		Carton with Controller	1.1	8.5	7.1	5.4	
		Controller with plug	0.5	88.9	100.8	135.9	
		Controller depth with plug	3.55"	90.1mm			

PENTAIR Insist on Pentair to Stay in Control When Flooding Occurs. Visit [Pentair.com/sumpcontroller](https://www.pentair.com/sumpcontroller)

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PENTAIR HOME

SUMP CONTROLLER


Homeowner's Guide

ENGLISH: 1-14 • ESPAÑOL: 15-28 • FRANÇAIS: 29-42









FOR IMMEDIATE RELEASE

New Pentair Smart Sump Controller Helps Protect Homes from Flooding
User-Friendly, Connected Device Empowers Homeowners to Take Preventive Action Anytime, From Anywhere

LONDON – April XX, 2021 – Pentair (NYSE:PNR), a leading provider of water treatment and sustainable solutions, introduces its versatile sump pump controller to help minimize the risk of flooding at home. The [Pentair Sump Controller](#) is a smart, connected device that offers ease and confidence to homeowners by providing real-time pump alerts via the Pentair Home app, and activating the sump pump when waters rise in the home during a weather event.

"For most people, their home is one of their biggest investments. Our new Sump Controller is the ideal solution to provide peace of mind and help protect your property when potential flooding and unwanted water put your home at risk," said Greg Claffey, Vice President of Pentair Residential and Irrigation Flow. "At Pentair, we are dedicated to providing smart, sustainable solutions that deliver convenience and ease of use while empowering homeowners to better manage home water needs."

The new Pentair Sump Controller is one of a range of smart solutions on the Pentair home app that help homeowners stay connected and manage their water from the convenience of their mobile device. Designed with an emphasis in convenience, the sump controller paired with the Pentair Home app enables the user to operate their sump pump remotely, access important performance information and receive real-time alerts. In the event the basement starts to take in water, the sump controller activates the sump pump and will operate the pump even when the primary float switch fails, helping lower the risk of flooding and damage to property. It also counts the number of cycles the pump has completed and the amount of run per cycle, helping detect failures before they occur. The universal outlet allows the user to retrofit the Pentair Sump Controller with most existing sump pumps.

Additionally, maintenance reports through Pentair Home allow the user to stay connected with a local pump dealer to fix any potential issue. With remote monitoring and system diagnostics, the homeowner is empowered to protect their property and stay in control anytime, anywhere.

To learn more about the Pentair Sump Controller, please visit [pentair.com/sumpcontroller](https://www.pentair.com/sumpcontroller).

About Pentair
Pentair makes the most of life's essential resources. From our residential and business solutions that help people move, improve and enjoy their water, to our sustainable innovations and applications, we deliver smart, sustainable solutions for life.

Pentair had revenue in 2020 of \$3 billion, and trades under the ticker symbol PNR. With approximately 9,750 employees serving customers in more than 150 countries, we work to help improve lives and the environment around the world. To learn more, visit www.pentair.com.

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PRODUCT PACKAGING



SOCIAL MEDIA ADS



Pentair
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You can't always be home. Pentair Sump Controller can. Get sump pump data, flood alerts and peace of mind. Feel confident we'll take care of the fort for you.



When You Get Back Home, Know What to Expect



Pentair
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Remote pump monitoring now fits in a small box. Pentair Sump Controller can help you be in control and feel confident when water threatens to flood your basement.



Unbox Home Flood Protection and Peace of Mind



OTHER VISUAL SAMPLES

Animation Video



Grinder Pumps Infographic

PENTAIR MYERS Cutting Edge Performance. **FOR LIFE.**

82% of domestic clogs at home. This produces large plugs of solid waste that often times end up in basement drains and municipal wastewater systems.

47% of reported sewer clogs also come from "household and industrial waste."

WHAT NOT TO FLUSH

- Diapers
- Paper Towels
- Dental Floss
- Feminine Products
- Wet Wipes

Flushing or flushing nonacceptible items down the drain can cause clogs and backups.

IN 2011 AN EIGHT-PERSON CREW WORKED SEVEN DAYS A WEEK TO CLEAR A 130-TON (EQUAL TO 11 DOUBLE-DECKER BUSES) SEWER BLOCKAGE IN LONDON.

WET WIPES ARE A \$2.1 BILLION INDUSTRY AND MOST OF ITS PRODUCT ARE LABELED "FLUSHABLE".

These products greatly contribute to the FSSO problem in wastewater systems, creating clogs and incumescencing communities.

Disinfectant pumps which are typically located inside lift stations, grind the waste into small pieces to help prevent clogs as it travels to the sewage treatment plant. These pumps may be performance and other technology.

Fighting clogs puts a strain on maintenance crews who work long hours and are on-call.

Combating clogs is expensive. Cities like New York City have spent \$200 million over five years to repair their 7.5 million residents spend half a million dollars a year.

Sewer system clogs and damaged pumps are expensive to repair, incumescencing the community. Get ahead of them with Pentair Grinder Pumps that will perform efficiently and cut through the toughest solids.

Featuring Pentair Patented Axial Cutter Technology that easily slices through FSSO and trash without tearing or changing. Its curved leading edges create a scissor action, cutting material and pushing it away.

Pentair Patented Axial Cutter Technology

Pentair Myers HX200, HX250, & HX300 Centrifugal Grinder Pumps
These pumps efficiently eliminate challenging sewage solids in one action. They are ideal for commercial, industrial and municipal applications.

Pentair Myers HX150 & HX180 Centrifugal Grinder Pumps
Engineered from the ground up to help you overcome the increased volume and higher pressure required in today's wastewater environment.

Pentair Myers V Series Vertical Grinder Pumps
Easily slices through solids and trash found in wastewater without grinding. It features our early warning system that saves you downtime and maintenance costs.

When to consider your next Pentair Myers V Series Grinder Pump:

- Apartment Complex
- Public Works Parks
- Gas Stations
- Truck Stops
- Hotels
- Wastewater Systems
- Lift Stations

FOR MORE INFORMATION VISIT PENTAIR.COM/VEERES-GRINDERS

Tradeshow Booth



TRADITIONAL MEDIA PORTFOLIO

ProStop-E Print Ad

PENTAIR HYPRO

Smart precision spraying. Simplifying work in the field.
Cut Straight Lines to Potentially Save Time and Money

When spraying, the choice to drive around borders and water ways or drive straight through will result in either overapplication or application waste. Increase the performance of your application and reduce over-spraying with individual nozzle control. Take advantage of Pentair Hypro™ Precision Application Solutions tailored to your needs.

HYPRO PROSTOP-E SINGLE NOZZLE BODY

- Increase precision application with individual on/off nozzle control
- Optimize spray delivery and nozzle selection automatically while spraying

HYPRO PROSTOP-E DUAL NOZZLE BODY

- Apply individual nozzle control with A, B, A+B functionality for similar distribution pattern as speed changes
- Switch between two nozzles to cover a wide range of operating speeds while maintaining constant spray quality and eliminate misapplication

To learn more about what our solutions can do for you, visit pentair.com/precisionagriculture

"The overlap savings and just the time savings are astronomical. I can get in there and cut straight lines and be out of there in 20 minutes."
— Chad Reiback - Country Farms Cooperative

Nozzle Countertop Display

Assembly Instructions

PENTAIR HYPRO

SPRAY NOZZLE SELECTION

SELECT YOUR NOZZLES WITH EASE.

FERTILIZER	HERBICIDE	POST-EMERGE PLANT HEALTH
Hi-Flow The choice for precision application with herbicides for burndown. PFR system compatible	ESI Six Stream Ideal for spraying liquid herbicides with a wide spray range. PFR system compatible	Ultra Lo-Drift Ideal for spraying herbicides that require a wide spray range and low drift. PFR system compatible
Ultra Le-Drift Ideal for spraying herbicides that require a wide spray range and low drift. PFR system compatible	Ultra Le-Drift Max Ideal for spraying herbicides that require a wide spray range and low drift. PFR system compatible	3D Alternating between horizontal and vertical spray patterns to cover the entire field. PFR system compatible
GuardianAIR Twin Capable of alternating between horizontal and vertical spray patterns to cover the entire field. PFR system compatible		

PENTAIR HYPRO

SPRAY MORE EFFICIENTLY AND GAIN PEACE OF MIND.
pentair.com/hypro

Intellidrive Trifold Brochure

UPGRADE YOUR HOME'S MOST IMPORTANT APPLIANCE

Today's homes are getting smarter every day, providing you with the dependability and performance you demand. Enjoy a great shower with constant water pressure. With Pentair Pentek Intellidrive, the power and control are yours.

- Increased protection
- More control over your water pressure
- Constant connectivity with Pentair Home App, alerting you of problems with your system

BE IN CONTROL WITH CONSTANT CONNECTION.

- STATUS**
View system status and drive settings remotely when troubleshooting.
- PRESSURE**
Check actual system pressure at any given time.
- FAULT CONDITION**
Take action when alert notifies the drive has stopped running.
- INTERNET CONNECTION**
Stay always connected with notifications that the drive is online.
- CONNECT WITH A PROFESSIONAL**
Connect Pentek Intellidrive and Pentair Home App with your contractor to share system information and decide what action to take.

Enjoy peace of mind knowing this precious resource can always be there when you and your family need it. Also, be informed of the condition of your water pressure and control system.

Visit www.pentairhome.com for more information.

PENTAIR

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Ph: 805.363.7887
Ontario Fax: 888.406.5446

YOUR HOME'S WATER: VITAL. INVIGORATING. UNDER CONTROL.

PENTAIR PENTEK INTELLIDRIVE with PENTAIR HOME

LEVERAGE CONNECTIVITY WITH PENTAIR HOME APP.

DIGITAL DISPLAY ADS



Insist on Pentair Agricultural Spray Nozzle Solutions!

PENTAIR
HYPRO

Agricultural spray nozzles.
Small in size. Big in application
efficiency and accuracy.
Leverage their full potential.

[Shop Now](#)



Insist on Pentair Agricultural Spray Nozzle Solutions!

PENTAIR
HYPRO

Because this is how you get things done.
Cruise around your field with confidence while spraying
accurately, efficiently and with minimum droplet drift.

[Shop Now](#)



Insist on Pentair Agricultural Spray Nozzle Solutions!

PENTAIR HYPRO

Is part of your spraying gone with the wind?
Help minimize droplet drift and maximize peace of mind
for a highly efficient agricultural pesticide application.

[Shop Now](#)



Insist on Pentair Agricultural Spray Nozzle Solutions!

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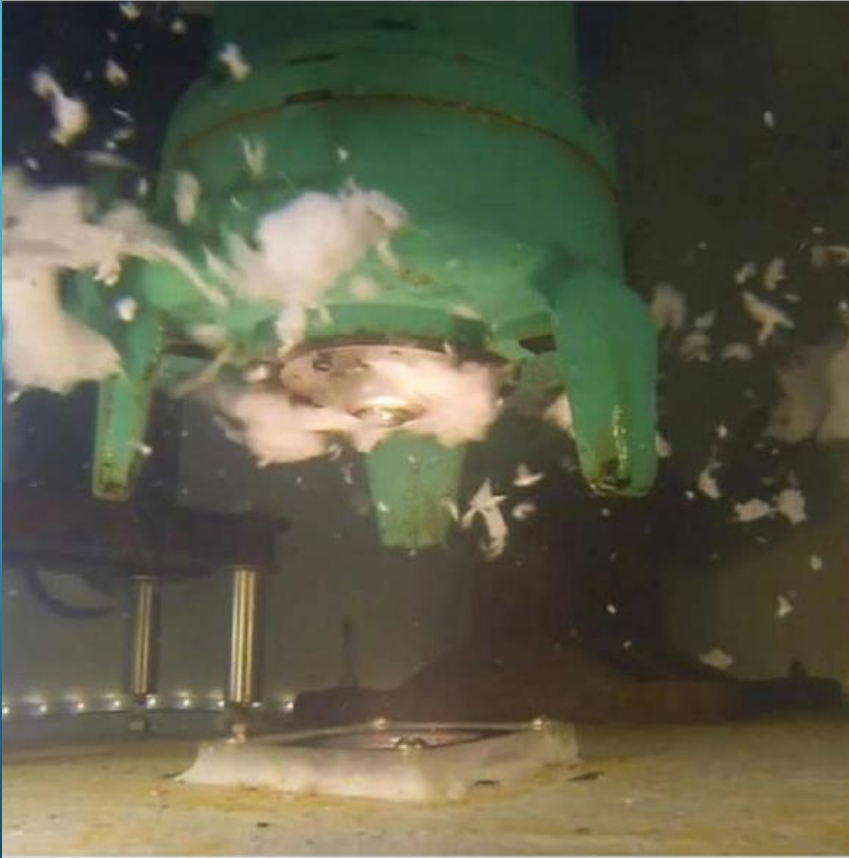
Have a specific agricultural
spraying task at hand?
We have a specific nozzle for that.
Highly engineered for your demands and for
effective and precise applications.

[Shop Now](#)


CREATIVE /FUN TONE SAMPLES

 **Pentair**
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Register for our Grinder Pump Virtual Demo. Watch as we feed our hungry grinder pump jeans, mop heads, rope and swiffer pads.



PENTAIR.COM
Let us handle the feeding frenzy for you [Learn More](#)

 **Pentair**
Sponsored [Like Page](#)

As water rushes in, money rushes out. If you don't rush to clear it out of your home, it'll cost you. Remove unwanted water quickly with Pentair Utility Pump Solutions.




Pentair Flotec FPOF360AC Cyclone™
Water Removal Utility Pump


★★★★☆ Amazon customers star rating

What enters as water doesn't have to exit as money.
[Your Description Here](#)

Examples of Positive Tone

 **Pentair**
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Canned food, water, flashlights, sump pump... sump pump? Don't have a sump pump to help keep your basement dry? Don't know where to start? Consider Pentair Water Disposal Pumps to help you prepare!



PENTAIR.COM
Your Hurricane Preparedness List [Learn More](#)

 **Pentair**
Sponsored · 🌐

Once the high winds let up and your basement is still dry, have a sigh of relief knowing that Pentair Sump Pump Solutions have helped protect your home and your family.



PENTAIR.COM
Are You Prepared for Hurricane Season? [Shop Now](#)