

# Swiss Water Talk

## Editorial

Dear Katadyn Friends

Mike Horn, the famous extreme adventurer, trekked alone around the northern polar circle and was the first human to ever swim all the way down the Amazon. To be sure his adventure would not turn into hell because of contaminated drinking water, he always carries Katadyn products along with him in his expedition equipment.

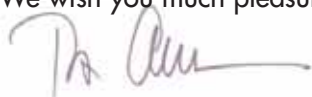
We are welcoming new customers daily to our loyal community of fans. This is borne out by the outstanding business result that Katadyn achieved last year. As the global Number One in the field of individual water treatment systems, we finished the year 2005 with record profits and turnover (sales revenue). This development shows we are heading in the right direction in the market for mobile water treatment systems. We are committed to Switzerland as a production site. All Katadyn water treatment products are one hundred percent Swiss made. This fills us with special pride.

Now, here's a secret we want to tell you: At this year's European Outdoor trade show in Friedrichshafen (a 90-minute drive from Zurich), we will present a new filter that people will speak of for a long time to come. Therefore, be sure to reserve a date between 23 and 26 July in your agenda. We are looking forward to seeing you.

In addition, our completely revamped Katadyn website will go live even before the summer holidays. It will cover the various users' needs better than ever before and offer much more up-to-date infos. Of course, we will inform you in good time so you won't miss the roll-out.

Our first issue of the Swiss Water Talk Newsletter was a huge success. This is proved by the large number of positive responses we received and the rising number of new subscribers. Despite our success, we'll remain what we have always been: innovative, systematic, responsible and world champions.

We wish you much pleasure reading this issue! I really would appreciate hearing from you!



Trix Ammann / CEO

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**Have you heard?**



**The risk of travelling is in the drinking water**

As the travelling season gets under way, we increasingly hear recommendations to guard against diarrhoea – considered an inevitable affliction in many countries – by taking appropriate medication. A much better approach would be to prevent such a disorder from occurring in the first place by drinking purified water rather than swallowing drugs with side effects after the fact. The globally tested Micropur Forte water sterilisation tablets and Katadyn filters are used for this purpose by thousands of tourists, relief organisations and special army units.

According to the World Health Organisation WHO, contaminated drinking water accounts for over 80 percent of all diseases contracted during trips. Micropur Forte is a fast and effective way of sterilising water when travelling. This germ killer will destroy harmful bacteria and viruses within a short time. As an addition, many seasoned travellers also use Micropur Antichlor, a liquid that restores the natural taste to drinking water. It is also applied for neutralising the taste of chlorinated tap water in hotels.

When you take water from fountains and natural waters, we advise you to use the Katadyn Bottle, which will effectively kill noxious viruses, bacteria and protozoa. You can easily stow it away in your backpack, saving you a lot of weight compared with conventional drinking bottles.

**A fridge around your head**

PremiumVoyage is a headband that Katadyn recently launched for keeping heads cool. Instead of allowing your sweat to evaporate uselessly from your forehead, micro-capsules woven into the headband will absorb your transpiration and cool you for up to 24 hours. The headband is part of the Premium Voyage Comfort-Line, a range of innovative travel accessories that Katadyn has rolled out in Switzerland. It also includes additional items such as a bracelet to fight travel-sickness, a Dentanurse first-aid tooth set, a hygienic inner sleeping bag of pure silk and an extremely absorbent micro-fibre travel towel.



**Sleeping weightlessly on trips**

Something only space travellers were able to enjoy so far is now also available to terrestrial globetrotters: the innovative PremiumVoyage travel pillow. Its filling is based on a material resembling Tempur. Tempur was originally developed for NASA astronauts to protect them from the pressure in the Space Shuttle. Thanks to its pressure reducing properties, the travel pillow adjusts perfectly to your head, giving you the feeling of being weightless.



This space pillow is an ideal companion on lengthy business journeys and private holiday trips. The body's temperature causes the material to rapidly adjust to the natural, relaxed position of the head. When not loaded, the travel pillow will be restored to its original form. It prevents headaches and pains in the neck and throat as well as tensions. It takes up little space and can easily be tucked into a travel bag. Packed into the pouch that comes with the pillow, its volume is reduced to a fraction of its normal size.

**Fuel for the bloodstream**

John Wiggerman and Herman Roddeman won the bronze medal during the 24-hour Survival Race in Belgium. During the competition, the two top athletes subsisted on Peronin, a liquid speciality food also consumed by astronauts. This high-tech Trekking-Mahlzeiten food can be prepared within a short time. It enters the bloodstream immediately, is available for a long time and – unlike conventional food – has a very low weight. It should not be confused with off-the-shelf energy drinks.

Peronin is prepared by adding water and stirring. It is absorbed by the body to a degree of 96 percent within six minutes. In contrast to standard foods, it does not first have to be decomposed in the stomach, but is assimilated directly. It also prevents the feared fatigue caused by a lack of oxygen in the blood during extreme missions and minimises the amount of stool. In specialist circles, Peronin is already known as “fuel for the bloodstream”. It is applied especially by people engaging in extreme sports such as triathlons, marathons, ironman contests, desert runs and high-altitude mountaineering. Peronin comes in three flavours: Vanilla, Cocoa and Neutral.

**Winners of the Atlantic Rowing Race with Katadyn desalinator on board**

Seafarers share a particular horror vision – that of being cast adrift in their boats in an endless sea and dying of thirst despite the ocean of water surrounding them. The winners of the world’s toughest rowing regatta, the Atlantic Rowing Race, relied on the PowerSurvivor 40, a desalinator from Katadyn. In this toughest of all rowing competitions, rowers cross the Atlantic from the Canary Islands over a distance of more than 4,700 kilometres to Antigua. The two extreme rowers Clint Evans and Chris Andrews struck out from St. Sebastian on La Gomera on 30 November 2005 and reached English Harbour on Antigua on 20 January 2006.



**Marketing and events**

**PharmaVoyage – putting an end to the medication mess on trips**

PharmaVoyage is a new health product line that Katadyn rolled out in France. Conventional first-aid kits no longer meet modern travellers’ ever-rising needs. Katadyn now offers a remedy with its smart first-aid kit from the PharmaVoyage product line. It is available in seven versions with varying contents to cater for the specific environment where it is going to be used – family outings with small children, the tropics or the high seas. The first-aid kit contains all the essential first-aid products and offers sufficient space for accommodating additional items such as Micropur tablets for sterilising drinking water, personal anti-allergy drugs or contact lens cleaning agents. Each version includes a recommendation list enumerating the medication that should always be taken along to the different areas in which the kit will be used.



Besides this smart first-aid kit, Katadyn also presented innovative mosquito nets and efficient anti-insect agents of the Biovectrol line to the media and the public.

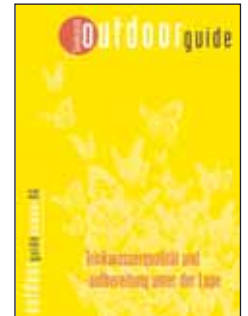


### **Outdoor-University**

As part of an Outdoor University event, Katadyn USA invited over 600 clients to attend a continuing education course teaching them how to handle contaminated drinking water. Encouraged by its huge success, the event will now be held nationwide.

### **Katadyn filters turn the Rhine into drinking water**

The Swiss magazine "outdoor guide" took a closer look at the water quality between the source of the Rhine and Lake Constance, testing various filters and water sterilisation tablets. The Katadyn filters passed the tests with flying colours. They are rugged and compact and have been designed with outdoor applications in mind. Moreover, they do entirely without trouble-prone frills such as electronics and batteries. Upon request, we will be pleased to send you the special reprint in English or in German.



## **Markets and customers**



### **Bächli Bergsport**

Bächli Bergsport, a mountaineering sports specialist, now offers customers a Water Corner with Katadyn products and additional information in its subsidiary in Zurich-Oerlikon. Its purpose is to raise customers' awareness of drinking water issues and to make it easier for them to handle drinking water when on the road and travelling.

### **Sportler Alpin**

Sportler Alpin has opened a new centre in Bludenz, Austria which covers over 2,000 square metres. Among its other items, this outdoor and sports specialist also offers Katadyn, Trekking-Mahlzeiten and Premium-Voyage products.

### **Oktal Pharma**

Croatia's third-biggest pharmaceuticals wholesaler, Oktal Pharma, is extending its range of Micropur products. The company, which was set up in 1992, has been growing vigorously over the past years, serving its customers throughout the country out of its base in the Croatian capital of Zagreb.



### **Credit Suisse**

Staff from the headquarters of Credit Suisse, a global financial services company, were offered the opportunity to buy Katadyn products from the PremiumVoyage travel accessory line. This event met with lively interest.

## **Katadyn in-house news**



### **Corporate DVD**

You can now order the new corporate DVD from Katadyn in English or German. If you wish to receive your own personal copy, please contact: [info@katadyn.ch](mailto:info@katadyn.ch). It is free of charge. The film introduces Katadyn and its products and is addressed primarily to dealerships and the media.

### **Katadyn achieves record turnover**

Katadyn ended the year 2005 with a record result. The operating income increased by ten percent to CHF 5.1 million from a year ago. Katadyn also achieved top grades in terms of turnover (sales revenue): It rose to CHF 32.3 million, which translates into seven percent growth over the previous year.

For the current year, the company expects additional orders for water treatment products from relief agencies and armed forces. The rise in the number of environmental disasters and political conflicts is increasing global demand for sterilisation agents, mobile water filters and desalinators. In order to further strengthen its position in the individual travel market, Katadyn launched its PremiumVoyage travel accessories line in Switzerland early this year. The freeze-dried Trekking-Mahlzeiten outdoor foods complete the product portfolio.

### **Katadyn exhibition calendar 2006**

- Eurosatory in Paris, France (12 to 16 June)
- European Outdoor trade show in Friedrichshafen, Germany (23 to 26 July)
- Outdoor Retailer Summer Market in Salt Lake City, USA (10 to 13 August)
- Caravan Salon in Düsseldorf, Germany (25 August to 3 September)
- Suisse Caravan Salon in Bern, Switzerland (26 to 30 October)
- Marine Equipment Trade Show METS in Amsterdam, Netherlands (14 to 16 November)

### **Heads**

#### **Maurizio Doro**

Katadyn is supporting Maurizio Doro, an extreme sportsman from Arco on Lake Garda (Italy), with water filters and Trekking-Mahlzeiten expedition foods. Among other things, he is the originator and organiser of Naturaid, an unaccompanied non-stop mountain bike race through the Sahara without any authorised escorting vehicles and with the contestants carrying their own food supplies. Katadyn wishes Maurizio Doro much success when he embarks on his next adventure. (<http://www.mauriziodoro.it>)



#### **Pavel Rezvoy**

Pavel Rezvoy from Odessa, age 65, is the oldest solo Atlantic rower of all times. He recently won the Best of ExplorersWeb Award for his exceptional performance. A geologist by training, he rowed alone in his cockleshell "Marion Lviv" from the Canary Islands to Barbados in the ORSARR contest – a gruelling 4,678 kilometres and the world's longest rowing race. He crossed the Atlantic in 61 days, arriving second behind the winner, who is 42 years his junior. His constant companion on board the cockleshell was a Katadyn emergency desalinator.

### **Imprint**

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