

# The benefits of an **open water market** on product innovation

## DID YOU KNOW?

An **open water market** will not only provide more transparency for business customers, but it will also mean product innovation.

### PRODUCT OPTIONS



#### Retail-Minus

- A percentage discount off the published retail price
- **Suitable for smaller sized businesses**



#### Tracker

- A market-reflective price that tracks the wholesale market
- Provides transparency for medium to large businesses

## The benefits of tracking the water market

A market tracker product allows businesses to benefit from wholesale rates, providing the choice that an open water market should enable.

### Competitive prices

A market tracker follows the annual wholesale rate, which is the lowest cost permitted by the Water Act. This means that your business has access to the most competitive prices in the market.

### Total clarity

With a market tracker you know exactly what you're paying for. You'll pay wholesale rates for your water and one simple charge for the services that you ask us to provide - that's it.

### No penalties

We know that businesses need flexibility. That's why when you choose our **Wholesale Tracker Plus**, we'll offer you a 28 day exit option rather than a locked-in contract.

Choose **Wholesale Tracker Plus** from SES Business Water

At SES Business Water, we see the open water market as a chance to offer our customers more innovative solutions to managing their water supply.

Our newly launched **Wholesale Tracker Plus** product offers customers a unique approach to water management - customers buy at wholesale price and create a tailored service package at a separate, pre-agreed fee.

We're looking forward to bringing transparency and low prices to even more businesses

If you're interested in our Wholesale Tracker Plus solution, register to switch to **SES Business Water** today and feel the benefits from April 1st.

[www.sesbusinesswater.co.uk](http://www.sesbusinesswater.co.uk)

