

For immediate release

\$100 REBATE AND SPECIAL DISCOUNT FOR WATER SENSORS NOW AVAILABLE AT CANADIAN TIRE

WELLAND, ONTARIO, April 26, 2018 - Alert Labs, a smart sensor company, announced that it is now offering the Flowie water sensor and Floodie flood sensor at Canadian Tire on 158 Primeway Drive in Welland. Residents can now visit the in-store display and take advantage of exclusive Canadian Tire pricing as well as the Flowie Incentive Program with the City of Welland.

“We’re offering Flowie and Floodie to bring value to our customers. They’re easy-to-install, they help lower water bills, and they detect leaks and floods,” said Mike Dockrill, General Manager at Canadian Tire. “As a large Canadian retailer, we support Canadian technology, products and services.”

Canadian Tire originally partnered with Alert Labs through their Innovation Lab at Communitech, an initiative that puts the Canadian retail giant in close contact with new tech startups. Welland Canadian Tire also joins store locations in Guelph, Burlington and Kitchener where customers can purchase Alert Labs’ products.

The Flowie Incentive Program from the City of Welland, which started in 2017, offers a \$100 incentive for residents to purchase a Flowie water sensor. The regular price of Flowie is \$395 online, along with a \$95 annual monitoring fee. The first 100 Welland residents to participate in the Flowie Incentive Program can purchase Flowie at Canadian Tire for \$169 and will receive 15 months of monitoring for free. Canadian Tire now offers the best deal for Welland residents to purchase Flowie and Floodie.

“The Flowie Incentive Program was started to provide Welland water customers with early notification of water leaks or other wasted water,” said Erik Nickel, Acting General Manager of Infrastructure Services with the City of Welland. “Real-time water use data is not a service that the City currently offers; however, with the installation of the Flowie, customers can be alerted of leaks to their phones or email.”

The Flowie water sensor straps onto residential and commercial water meters. It detects real-time water use and sends alerts to the customer’s phone when it identifies high or unusual water consumption. Flowie can also detect silent water leaks, frozen pipes, temperature, and high humidity. It also generates detailed water usage reports and continues to work during a power outage.

For homeowners with flooding or water damage concerns, Flowie has an optional companion sensor, Floodie, that alerts homeowners to the presence of unwanted water. Floodie fits easily

under a hot water tank, dishwasher, washing machine, or beside a sump pump to help protect against water damage.

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