



HIGHLIGHTS

June 2008 Newsletter

CENTRAL KENTUCKY'S WATER SOLUTIONS COMPANY FOR MORE THAN 25 YEARS

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FROM THE PRESIDENT'S DESK

One of the efforts that Highbridge is pleased to be associated with is the Troubadour Concert Series, held at the Kentucky Theatre in downtown Lexington. This is an ongoing collection of stellar musical concerts presented by outstanding artists from across the country who spend an evening on the stage performing with great success. It is a popular event and the crowds prove it. The assortment of artists seems designed to appeal to varied musical tastes and that is what makes it interesting.

Looking ahead to the summer performances, Troubadour on June 19 features a reunion concert by Exile, an amazing group from our area which really hit it big with a number one rock hit not too many years ago. You can be sure this one will draw a big crowd to see J. P. Pennington and the boys.

A few weeks later, Troubadour presents Jakob Dylan, as in son of the
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Highbridge Water: From Spring to You

Have you ever wondered how Highbridge water gets from a spring in the back of a Limestone quarry in the bluffs above the Kentucky River to your door? I know you realize that it is brought to you in a big truck by one of our smiling drivers, or that you pick it up from the shelf at one of our grocery customers. But how does it get from the spring into that bottle? Well, it goes something like this. . . .

Sitting under the spring is a 3500 gallon tank that says Highbridge Springs on the side – that tank serves as a catch basin for the natural flowing water which comes from an underground aquifer. From that catch basin we have several hundred feet of pipe that carries the water to a nearby reservoir. Actually we built a 10 foot high dam that created this reservoir which holds several million gallons of Kentucky's finest spring water. From the pump house we move the water through about 750 feet of pipe to the "water plant" as we call it. This is where we process and bottle the water.

The first steps are to send the water through our reverse osmosis system as well as an ozonation treatment. Through these steps we eliminate 99.5% of the dissolved solids found naturally in the water and turn it into the great tasting drinking water you have come to know as Highbridge.

We then pipe the water once again into one of several large holding tanks where it is stored until it is channeled into one of various sized bottles. As our on-hand inventory is depleted we schedule and plan our production runs to restock our storage areas so that we never run out of water. We have production lines for each size container. The pure, clean water is delivered from the storage tanks directly to each of those production areas as needed.

Each production line has its own packing station. The bottles are put into cartons or in cardboard trays, wrapped, sealed and then palletized. From there they go into storage to await shipping/delivery. In a boost to recycling, we reuse the three and five gallon jugs. When they are returned to us for refilling they are thoroughly cleaned and sanitized in our mini car wash, a combination bottle cleaner and filling machine. Once filled they are capped and stored in racks until our route trucks are loaded for delivery.

When Bill Griffin began operations in Wilmore 25 years ago he was told the cave wouldn't be much good unless he figured out some way to get rid of that water in the back. Well, it took him a while to figure it out, but we think he came up with a pretty good idea – and we hope you agree.

CUSTOMER FOCUS: Stratton Lumber

FAMILY OWNED FOR GENERATIONS

Stratton Lumber and Hardware Company in Nicholasville has been supplying local builders and area farmers with building supplies and hardware since 1947. The current owners, Bill and Lee Baker, are the third generation of the family to own the business and they are active members in the community as well. They stay busy with their involvement in Habitat for Humanity and keeping up with their other business, Advantage Window Center in Lexington, across from Sam's Club. In their spare time they like to collect antique cars and miniature dollhouses.

As long time customers of Highbridge Springs they have 4 water coolers in place to provide Highbridge water for their 40 employees. The Bakers are firm believers in supporting locally owned businesses. When asked about being Highbridge customers, Lee states, "I really just like the taste of Highbridge water, so much so that I also use it when making our coffee."

The next time you're in Nicholasville we encourage you to stop in and visit the kind folks at Stratton Lumber and experience the feeling of days gone by, from the era of the family owned business. Tell them Highbridge sent you.



FROM THE PRESIDENT'S DESK

(continued from front)

legendary Bob Dylan. Jakob has been featured on the cover of Rolling Stone and his new album is selling well. Another hot night on the town. Mark your calendar for July 1.

And then, speaking of legendary, on July 8, the great blues master Taj Mahal returns to play for what is certain to be a sell-out crowd. His past standing-room only concerts have left audiences mesmerized and this one should be no exception.

And to complete the July lineup, one of America's most provocative songwriters, Steve Earle, will come to town for what promises to be a grand night on the stage, especially since he will be preceded by another top songwriter, Allison Moorer.

The Troubadour Concert is a product of an all-volunteer staff. It is a community-run music series and it has become a model for other communities around the nation. This is the kind of community involvement we are pleased to be associated with.

Highbridge is happy to be the title sponsor of this important asset to Central Kentucky: the Troubadour Concert Series.

Linda Slagel

Our Redesigned Website

Write this down: www.highbridgesprings.com

That is our internet address, and the changes we are making to our website are pretty amazing. For example, we have had new photographs made of just about every product we offer, from the various-sized bottles to the wonderful array of coolers we have for sale, a few of which are pictured here.



Unfortunately, they are in black and white in this newsletter, but the good news is that you can see them in their dazzling colors by logging on to our new website. A note of caution: The site is under construction and may not be available for viewing until the first week in June, but it is definitely something worth watching for.

We will welcome your thoughts and comments on it, and hope you will share them with us. Thanks for being Highbridge aficionados!

URGENT NOTICE

TO ALL HIGHBRIDGE COOLER CUSTOMERS

A customer has reported that a filtration company is visiting Highbridge customers claiming they are authorized by Highbridge to replace our water coolers with their filtration units.

THIS IS NOT TRUE.

The only authorized replacement for a Highbridge water cooler is a Highbridge filtration unit and our customers tell us if they want that done.