

HAIR STUDIO 52 AND DAY SPA

BOTTLE WATER JUST DIDN'T CUT IT

The Situation

Hair Studio 52 and Day Spa is a fast-paced trendy salon in Rochester, MN serving a wide range of clients. They are committed to creating a relaxing atmosphere where clients can rejuvenate themselves away from the demands of daily life. Maintaining the highest standards in every service they provide is core to their business.

So, when it came to the drinking water they were providing their employees and clients, the bottle water jug system wasn't cutting it. "The water bottles were just plain tacky," stated Kristin Thibodeau, Office Manager for Hair Studio 52 and Day Spa. "Everything we do at our salon is at the highest degree and standard, and the large water bottles just didn't fit that."

The appearance of the water bottle units wasn't the only problem at the salon. The large water bottles, both full and empty, took up valuable storage space. Additionally, changing the bottles was cumbersome and difficult. With the number of clients in the salon on a daily basis and the different services they were there for, stopping to change an empty water jug was a challenge. Factor in how heavy the full jugs were and the reality that it sometimes took two people to accomplish the task, the challenge was often daunting.

Thibodeau also had problems with delivery of water bottles. "Often we would be completely out of full bottles and I would have to call to get more," she said. "That was time consuming, took me away from more important things, and we would be without water while we waited for a delivery."



The Pure Water Technology unit at Hair Studio 52 and Day Spa in Rochester, MN.



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Customer Success Story

HAIR STUDIO 52 AND DAY SPA



THE PUREST DRINKING WATER ON THE PLANET

Pure Water Technology – a Welcome Solution

Hair Studio 52 and Day Spa love their Pure Water Technology system. They have one unit conveniently located for both staff and clients.

“The unit looks great, so much better than the bottled water, and really fits the image of our salon,” Thibodeau said. Additionally, the salon has gained valuable storage space for salon needs now that they don’t have to make space for water jugs. **Everyone appreciates no longer having to lift heavy water jugs to change out the bottles.**

Thibodeau also likes having one flat fee every month. “The invoices for the water bottles varied each month,” she said. **“It is reassuring to know what our fee is with Pure Water Technology and have the confidence that it will not change.”**

It’s Healthy

Maybe the greatest gain for Hair Studio 52 and Day Spa in switching to Pure Water Technology is that the water is so healthy. Pure Water Technology’s state-of-the-art purification system delivers pure drinking water. The systems are tested and certified to the highest North American and European standards for safety and performance. “The very nature of what we do at Hair Studio 52 and Day Spa is about health and feeling good about yourself,” Thibodeau said. “Pure Water Technology helps us deliver that promise to both our staff and clients.”

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KRISTIN THIBODEAU, OFFICE MANAGER,
HAIR STUDIO 52 AND DAY SPA

Business Profile

HAIR STUDIO 52 AND DAY SPA provides complete hair and spa services. Clients choose among a full range of services: hair salon services, massage and spa treatments, skin care, nail care, waxing, and preparing for weddings or other special events. Located in Rochester, MN, Hair Studio 52 is one of the larger salons in the area. The salon has 19 stylists and a total of 25 employees and recently moved into a new facility in Rochester.



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