

## **WaterPulse Announces New Vice President of Strategic Accounts**

**Longmont, Colo.—Oct. 16, 2015**—WaterPulse Inc., a company that provides products to improve profitability and reduce water use across the horticulture industry, today announced internal changes that will strategically affect the company and its major accounts. Former National Retail Sales Manager, Pat Beare has been promoted to Vice President of Strategic Accounts.

Beare brings more than 25 years of sales management experience in consumer goods and the horticulture industry. Beare's sales experience to large, international retailers includes working with the largest retailers in the world, such as Walmart, Home Depot and Lowe's. Especially notable is his work supporting Walmart in sales, marketing and merchandising to help accelerate their expansion efforts in lawn, garden and live goods product sales.

Before he joined the WaterPulse team, Beare held sales management positions with Navajo Agricultural Products Industries and Earthstone/Growstone, a unique horticulture growing medium, where he helped grow the company from a startup to a multi-million dollar operation. He was also the Vice President of Business Development at SPAR Group, Inc., the world's foremost international in-store merchandising firm, where he worked with the leading U.S. big box and grocery retailers.

In his new role, Beare will draw on his extensive experience in general retail and garden center markets to build strong relationships and support the needs of the worldwide big box retailers in their lawn and garden center operations and live goods sales.

WaterPulse is known for manufacturing and selling patent-pending capillary action irrigation mat systems that dramatically reduce water use in greenhouses, nurseries and retail garden centers.

### **About WaterPulse**

WaterPulse, Inc., offers garden centers, greenhouses and nurseries a new patent-pending irrigation technology that both increases profitability and dramatically reduces water consumption, particularly important in the drought-conscious western part of the United States. The WaterPulse suite of products uses patent-pending technology to mimic the natural capillary action of soil to move water to plants in the most efficient manner possible. They are the first irrigation mats that can be configured for efficient use in a retail environment. Use of WaterPulse's capillary action mats leads to healthier plants, more sales and ultimately better profits for WaterPulse customers. The company's continuing focus is to create innovative irrigation solutions to drive further improvements in the horticulture industry. WaterPulse mats are proudly manufactured in the USA. For more information, please see [www.waterpulse.com](http://www.waterpulse.com).

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