

FROM “MINIMAL” TO MAX-REDUCED:

How Hydr8 Transformed Lead Concerns Into ATHLETIC Advantage

09/19/2025



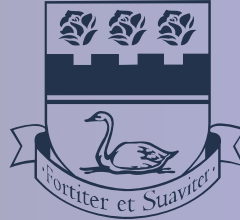
FAIRLEIGH DICKINSON UNIVERSITY



OVERVIEW



"Why are students walking across campus just to fill Their water bottles at the gym?"



**FAIRLEIGH
DICKINSON
UNIVERSITY**

- Based in NY & NJ
- Top Provider of Hydration Solutions and Office Amenities
- Founded in 2017
- Sustainability Champion
- Located in Teaneck, NJ
- Leading private university
- serving thousands of students, faculty, and staff.
- Commitment to health, wellness, athletics, and sustainability across its campuses.

The Challenge

Bergen County's drinking water averages 11.04 ppb of lead, approaching the EPA's 15 ppb action level—yet the EPA's safety goal is zero.

The Solution

Fairleigh Dickinson University installed Hydr8's NSF-certified FloWater system in their athletic facility to enhance hydration for the FDU Knights, achieving 95–99% lead reduction.

The Unexpected Results

Students, faculty, and staff from across campus began making special trips to the gym just to refill their water bottles—organic behavior that revealed the true demand for quality water.

The Impact

FDU's investment elevated their athletic program while inadvertently creating the most popular hydration destination on campus.

THE CHALLENGE



FDU faced 3 primary challenges:

- *Outdated Infrastructure*
- *Recruitment and Retention*
- *Sustainability Goals*



OUTDATED INFRASTRUCTURE

FDU's athletic facility relied on standard water fountains and bottled water delivery, creating burdensome costs while failing to meet hydration quality expectations that modern athletic programs demand for optimal performance and recovery.

RECRUITMENT AND RETENTION

Competing Division I athletic programs increasingly showcase amenities including specialized hydration systems, putting FDU at a disadvantage when recruiting top talent.

SUSTAINABILITY GOALS

The university's environmental commitments conflicted with the athletic department's heavy reliance on single-use plastic bottles, creating tension between providing adequate hydration and reducing campus-wide plastic waste.

The athletic department's plastic bottle consumption directly contradicted FDU's campus-wide reusable initiatives.

HYDR8'S SOLUTION



WHY FDU CHOSE HYDR8

- Strategic Partner, Focused on Excellent Service and Delivery
- NSF-certified reverse osmosis
- 95-99% lead reduction with 0.0001 micron filtration
- Removes PFAS, microplastics, heavy metals
- Electrolyte enhancement for athletes
- Sustainability Expertise & Education

STRATEGIC INSTALLATION

- Athletic facility placement For service support
- High-flow for heavy usage
- Showcase design for recruitment

STATE-OF-THE-ART HYDRATION:



HYDR8

HOME OF THE
ZERO WASTE PANTRY™

HEALTHIER PRODUCTS | SUSTAINABLE
SOLUTIONS | 5-STAR SERVICE

 STILL  SPARKLING  SODA  ICE  COFFEE  SNACKS  FACILITIES

www.Hydr8.us | [@Hydr8us](https://www.instagram.com/Hydr8us) | 718-313-0113

FLOWATER



PATENTED
SIX INTERNATIONAL PATENTS

WHY FLOWATER?

-  HIGHEST GALLON AND FASTEST WATER
FILL CAPACITY ON THE MARKET
-  STATE-OF-THE-ART FILTRATION
& PURIFICATION TECHNOLOGY
-  OPTIMAL DISPENSE HEIGHT AND
BOTTLE FILL AREA TO FIT ALL BOTTLES
-  ORGANIC ANTI-MICROBIAL COATING HELPS
MAINTAIN THE CLEANLINESS OF TOUCH-PAD
-  24/7 DIAGNOSTIC CENTER ENSURES SYSTEM
PERFORMANCE AND WATER QUALITY
-  CERTIFICATIONS: ENERGYSTAR, UL, ISO 9001-14001,
WQA ACCORDING TO NSF/ANSI 42, 58, AND 372



Naturally
brilliant
water



RESULTS



ATHLETIC BENEFITS

- ✓ Showcase amenity for recruitment & tours
- ✓ **Performance-grade** hydration
- ✓ Demonstrable value for athletes & parents

SUSTAINABILITY BENEFITS

- ✓ **Thousands** of Water bottles eliminated from use
- ✓ Reduced bottled water costs
- ✓ Environmental + performance aligned

THE UNEXPECTED CAMPUS-WIDE ADOPTION

Students, faculty, and staff across campus began visiting the gym specifically for water. A single departmental upgrade became a **university-wide attraction**, validating that people can taste and feel the difference when water quality exceeds standards.

CLICK BELOW TO HEAR IT FROM FDU THEMSELVES:



CONCLUSION



WHAT FDU'S STORY REVEALS:

For Athletic Programs: Premium hydration is a **competitive necessity**. Quality infrastructure demonstrates a commitment to athlete success and experience.

For Administrators: **Water quality investments delivers returns** beyond initial scope. One strategic installation serves multiple constituencies.

For Facilities: Ongoing costs convert to capital investments and Visible quality drives organic adoption.

THE BROADER IMPLICATION

When universities upgrade to medical-grade filtration, communities respond because difference is immediate.

FDU's partnership with Hydr8 proves that **strategic infrastructure investments deliver returns**.

THE HYDR8 DIFFERENCE

FDU's installation transformed an upgrade into a campus-wide wellness initiative.

When you install water quality that exceeds expectations, people notice.

Is your institution ready to transform water from a baseline utility to a competitive advantage?

CONTACT US



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