



## COMPANY PROFILE



A product of **Fluid Technology International (Pvt) Ltd.**  
[www.veyonline.com](http://www.veyonline.com) | [www.fluid.com.pk](http://www.fluid.com.pk)

# Vision

To consistently refine and redefine modern innovative concepts in safe, clean, and healthy drinking water for diverse sections of the population and accordingly deliver customized quality drinking water solutions forever. To substantially invest in enhancing infrastructure, to train and develop the workforce in line with the growing demands of the market.



# ***Mission Statement:***

To establish Vey as Quality Drinking Water Solution known and well identified as the Healthiest and Safest Bottled Water in Pakistan, and to spare no efforts at our parent company, "Fluid Technology International (FTI)" to help us achieve this lofty objective. To ensure that every process right from sourcing, processing, packaging, marketing, sales, distribution and customer feedback is truly in line with established International Standard. The Promise of Excellence at every customer's doorstep.



# History Behind The Brand



Way back in 1990 an idea sprung up to launch an exclusive company totally dedicated to delivering Quality Water Solutions. The focus was on exploring the market for meeting the needs of the industrial sector on the platforms of Water and Environmental Services. The Company initially started off by meeting basic water requirements of industrial consumers for Filters, Softeners, De-Ionisers and Chemicals for Boilers, Cooling Towers and Chillers. Our valuable customers SG Fibres, Gul Ahmed Energy, Mohammed Farooq Textile, Aga Khan Hospital, Avari Towers, Ismail Industries, Siddiq Sons Group, Dewan Farooq Group, Gatron Industries and a host of leading MNCs gave us their overwhelming support and encouragement.

Next we entered into the domains of a very specialized area - Reverse Osmosis Desalination. The next few years saw us take on a leading position solely on the strength of our products, services and support. Soon, we also entered into neighboring Gulf countries through our desalination projects, thus earning us goodwill, international reputation and valuable foreign exchange for the nation.

We are also the only Pakistani Company working with our American Associates M/s. ITT Industries in Gulf countries in the highly specialized field of Reverse Osmosis Desalination.

With such a rich water treatment background it was but a logical step and a step in the right direction when we decided to enter the domestic consumer market by launching the Vey Brand.



## It's **PURE!**

A state of the art Reverse Osmosis (RO) Plant installed at Fluid Technology guarantees the purest water, free of all biological and undesirable contaminants. Great care is taken to analyze every moment of the water purification process and Quality Control exercises the most stringent checks and balances in the system to ensure that every drop comes out pure, just as you would like to drink forever.

## It's **SAFE!**

Our approach to water treatment is very scientific and hygienic since forever. With over a decade of experience and excel in catering to the huge requirements of the top names in the industrial segment, we have built up an excellent track record for providing water that is safe. Continuing in the same tradition, we will meet all your water needs with the safest water in the business. That's a commitment and a promise we intend to keep forever. So rest assured, that when you buy Vey, you get the purest and safest drinking water.

## It's **HEALTHY**

Our team of highly skilled professionals (Chemical Engineers, Industrial Engineers, Environmental Engineers, Doctors and Marketing Specialists), with years of experience and business acumen, fully understands the world of water. We put our expertise to work in formulating and producing Vey Quality Drinking water that is minerally balanced to keep you and your family healthy forever. Vey is also low in sodium for better health and goodness of the whole family water



# *Vey Processing*

- 1. Multimedia Filter*
- 2. Carbon Filter*
- 3. Reverse Osmosis*
- 4. Re-mineralization*
- 5. UV Treatment*
- 6. Ozonation*



# Multimedia Filter

The 1st step is to pass the drinking water through the multimedia filter that removes the solid and insoluble impurities from water.

# Carbon Filter

Chlorine removal takes place when the water passes through the carbon filter. Though the multimedia filter removes the solid/insoluble impurities, water is again passed through the pleated paper filter to ensure complete removal of all insoluble impurities.

# Reverse Osmosis

Once the solid impurities are removed, the next step is to remove the solute or dissolved impurities from water. For this purpose the water goes through the reverse osmosis filter for complete removal of solute impurities. The Reverse Osmosis membranes filter all the dissolved impurities and only water molecules pass through the membranes.

# Re-mineralization

As the double reverse osmosis process removes all solutes, essential minerals are added to the water to ensure an optimum balance of minerals in water. These minerals include Calcium, Magnesium, Potassium and Bicarbonate

# UV Treatment

Water is then treated by UV light which kills the microbial contaminants. Unlike the UV light in small filters being used in homes, which is far from the required standards of UV light to be effective against microbial contaminants, the UV treatment at Vey is complete and effective in all respects.



# Ozonation

The final step in water purification at Vey is Ozonation. The purpose of ozonation is to further ensure that absolutely no microbial contaminants remain in water. For the same purpose water is cooled at 25 degree Celsius as this is the temperature at which effective ozonation takes place. Water temperature higher than 25 degree Celsius does not produce the desired results of ozonation. Ozone is then passed through water in contact chamber. After having undergone this process, Vey Quality Drinking Water becomes absolutely pure, safe, healthy and ready for bottling. In an aseptic environment, Vey Quality Drinking Water is bottled in polycarbonate bottles where as the 6.3 liter, 1.5 liter, 600ml and 300ml are packed in PET bottles which guarantee its purity all through the shelf life.





## Complying National/International Standards





# ***Efficient Distribution Network***

For the product quality and service that we offer, the price of Vey Quality Drinking Water is very economical, we also have special packages for our corporate clients, where they get special rates for their employees who would like to have Vey Quality Drinking Water for their homes as well.

Equipped with a fleet of modern vehicles and smart 4g enabled devices with gps tracking system, our distribution network gears to provide you timely supply of Vey quality drinking water.

# Vey At Your Door Step

If you require an urgent delivery , all you have to do is to call us at the numbers given below. Our representative will tell you the exact time when the water can be delivered at your door step.



CALL

**021-111-341-341**

UAN



+92 332 3343096

+92 346 8209822

+92 346 8209820

+92 318 3877728

and place your order.



@Veyofficial    

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