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PRESS RELEASE

Serv-A-Pure Water Company Breaks Ground on New Facility 10-months After a Fire Wipes Out 75-year-old Location

BAY CITY, MI December 2, 2021- 75-year-old [Serv-A-Pure](#), Michigan-based [water purification](#) experts, announce the building of a \$2.4 million project in Frankenlust Township. Groundbreaking of the new facility took place at 6780 West Side Saginaw Road, Bay City, MI 48706, on Thursday, October 21 at 4 PM. This announcement comes 10-months after a fire caused by an electrical fault destroyed the 1101 Columbus Avenue location on December 16, 2020. The public was invited to share in this momentous occasion.

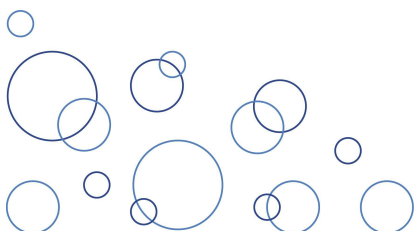
To the untrained eye, Serv-A-Pure's 1101 Columbus Avenue location appeared "OK" after the fire. The facade remained nearly untouched by the devastation. The inside, however, was destroyed by smoke and water. The 12,000 square foot building was deemed a total loss. The inventory featuring [DI water](#), [flow meters](#), [water purifier pumps](#), and other [water filtration systems](#) and equipment was labeled unsellable. The building has since been demolished and the land is available for sale.

"A fire may have taken our building, but it did not destroy our spirits," shares Jonathon Herzberger, Serv-A-Pure Co-Owner and President. "Our operations were only down for a few days. In those few days, we moved to a temporary location, and customers tell us they hardly noticed a delay in service."

Serv-A-Pure's new location remains in Bay City, MI, 10-miles from its previous location. The Serv-A-Pure team chose the 6780 West Side Saginaw Road location for its proximity to I-75, the significant increase in traffic, and a desire to remain in Bay County. Groundbreaking took place on Thursday, October 21, 2021. Pumford Construction, Inc. will be managing the build, and construction will continue through the winter. In late spring/early summer 2022, Serv-A-Pure will announce an opening date.

"This region is our home," says Adam Wuerfel, Co-Owner, and Vice-President. Our operation remaining in Bay City means that our eight employees can stay close to their families and be present to make a difference in their communities."

Serv-A-Pure is a family-owned and operated water purification business founded in 1946. Serv-A-Pure specializes in water filtration and purification. Along with a local sales and service staff, their sales reach worldwide through the company website where over 10,000 products are listed. They are known for personalized, prompt, and reliable customer service.



Water Purification Experts Since 1946

