

1. ElementFree45

Engineered for Healthy water

* Perfect combination of technologies to purify tap water

- Three stages of filtration and purification

* 5 Micron pre-filter

* 5 Micron two stage post filter

- GAC

- KDF

- GAC (Granular Activated Carbon-coconut shell carbon)

* Adsorption - Removes Organics (VOC's), Radon

* Catalytic Reduction- removes neg.charged contaminant ions

- Most heavy metals

- Chlorine and Chloramine

- KDF (Kinetic Degradation Fluxion)

* Oxidation/Reduction

- Electro-chemical reaction

- Removes Inorganics,heavy metals, chlorine

- Converts good Insoluble to soluble

- Biostatic (kills bacteria and algae)

* Improves effectiveness and lifecycle of GAC

2. ElementFree45

Engineered for Value

* Engineered to remove all major types of contaminants and restore city water to its natural purity

- Sediment
- Chlorine
- Volatile Organic Compounds
- Trihalomethanes
- Inorganic Chemicals

* Point of Entry (home or commercial) system

- Clean, Pure healthy water at every tap with no worries
 - * Drinking and Cooking
 - * Bathing or Steaming
 - * Gardening
 - * Pets
 - * Laundry
- Affordable: pennies a gallon
- Longer appliance, plumbing, and fixtures lifespan
- Low/"no" maintenance (annual filter replacement)
- Green Friendly

3. ElementFree45 Specifications

- * 6-20 GPM flow rate
- * 45,000 gallon sustained contaminant removal
- * 35lbs
- * 30"x16"x10"
- * Smaller size for functional fit
- * 1" input/output ports

* Standard "form factors"

- 4.5"x20" filters
- filter upgradeability
- Durable construction

4. Filtration - Not all filters Restore Clean Pure water

* Typical store bought filters don't address health

- Improve taste
- Fill a product niche

* Carbon embedded fiber filters

- Remove some sediment
- Improve taste

* Carbon block filters

- Remove sediment
- Improve taste
- Some chlorine reduction

* GAC only filters

- Remove sediment
- Good Chlorine reduction
- Improve odor and taste
- Remove some heavy metals
- Remove some Volatile Organic Compounds

5. Filtration - Not All Filters Restore Clean Pure Water

- * Reverse Osmosis

- Usually Point of Use (POU)
- Complicated plumbing
- Excellent contaminant removals
- 4 to 1 waste vs. usable water
- Bacterial breeding tank
- "stripped" water = acidic pH

- * Water Softeners

- Minimal contaminant removals
- Ionic Exchange "softens water"

"trapped" in system

- * Calcium and magnesium trade places with sodium ions and are

- * Minerals removed for soft water feel

- * Increases acidity and saline content

- Requires regular service

6. ElementFree45

- * Clean, Pure water is a health product

- * Everyone will eventually have to purify water

- * There are virtually no natural sources left

- * Right Time - Right Product

- Best technology for healthy water

- Best Price performance

- Easy to maintain

- Upgradeable

- Environmentally responsible