

# Puronic<sup>®</sup> Livermore, CA



Puronics<sup>®</sup> World Headquarters, Livermore, California

A world leader in water treatment since 1947

**PURONICS<sup>®</sup>**

# A Tradition of Excellence



Total Water  
Management  
Since 1947



## OUR HISTORY

- ▶ Started as Ionics in 1947
- ▶ Publically traded on the New York Stock Exchange beginning in 1948
- ▶ Grew to a \$500 million dollar company
- ▶ Acquired by General Electric in 2005
- ▶ EPA Registration
- ▶ NSF Certification
- ▶ Member of Water Quality Association
- ▶ Recipient of WQA Validation Gold Seal for highest quality products
- ▶ Over 100 water treatment patents

**PURONICS**<sup>®</sup>

# Ionics... World Leaders



In Water Treatment Technologies Since 1947.



With global operations spanning over 60 countries and over 100 water treatment patents, PURONICS® blends superior technologies and innovative processes as well as state-of-the-art equipment to ensure the quality of the water throughout the world.

**PURONICS®**

# Complete Solutions



**Desalinization**



**Consumer Water**



**Ultrapure**



**Industrial**



**Wastewater**



**Municipal**

## **THE IONICS TOOLBOX<sup>SM</sup> INCLUDES:**

- ▶ Electrodialysis Reversal (EDR)
- ▶ Electrodeionization (EDI)
- ▶ Reverse Osmosis
- ▶ Microfiltration/Ultrafiltration
- ▶ Crystallization/Evaporation
- ▶ Ion Exchange/Adsorption

**PURONICS<sup>®</sup>**

# The Next Generation



Consumer Water Division  
spun off in 2006

Brand updated in 2006  
to reflect commitment to  
advanced technology

# PURONICS®

*The Next Generation of Ionics Solutions*

PURONICS®

# Puronic<sup>®</sup>...Covering the Waterfront



Serving industries  
and corporations  
worldwide.



## **INDUSTRIES**

- ▶ Hospitality
- ▶ Electronics
- ▶ Chemical Processing
- ▶ Pharmaceuticals
- ▶ Food/Beverage

## **CORPORATIONS**

- ▶ Intel & Advanced Micro Devices
- ▶ PF Chang Restaurants
- ▶ Pebble Beach Resort
- ▶ Fairmont Hotel
- ▶ Federal Express Corp.

**PURONICS<sup>®</sup>**

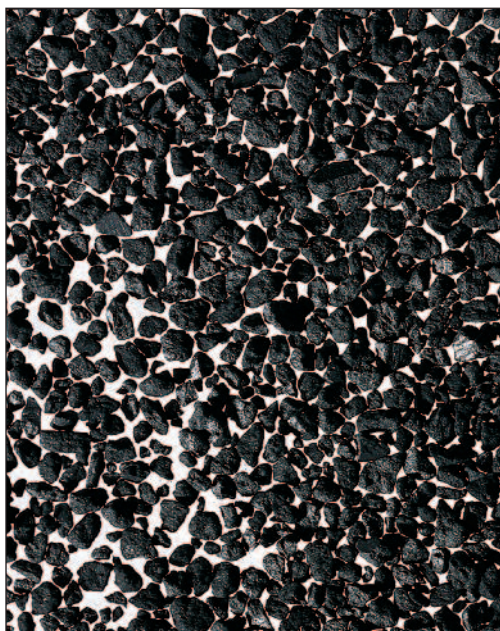


# Water Treatment Technologies for the 21st Century



Puronics® puts NASA technology to work in your home

- ▶ HYgene® – developed by Ionics and used by NASA in the NASA Space Shuttle Orbiters
- ▶ Drinking water system uses technology to purify water for U.S. Astronauts since 1981
- ▶ Ionics equipment is included in the NASA's Space Flight Center in Huntsville, Alabama



EPA Registered HYgene® Media



**PURONICS®**



# A Reputation as Clean as Our Water



Millions of  
satisfied users  
online throughout  
the U.S.A.  
and growing.

## **CONSUMER REACTION:**

“ I wanted to let you know how pleased I am with my new Puronics® system. We are saving money...I was completely satisfied with all aspects of the product and installation”

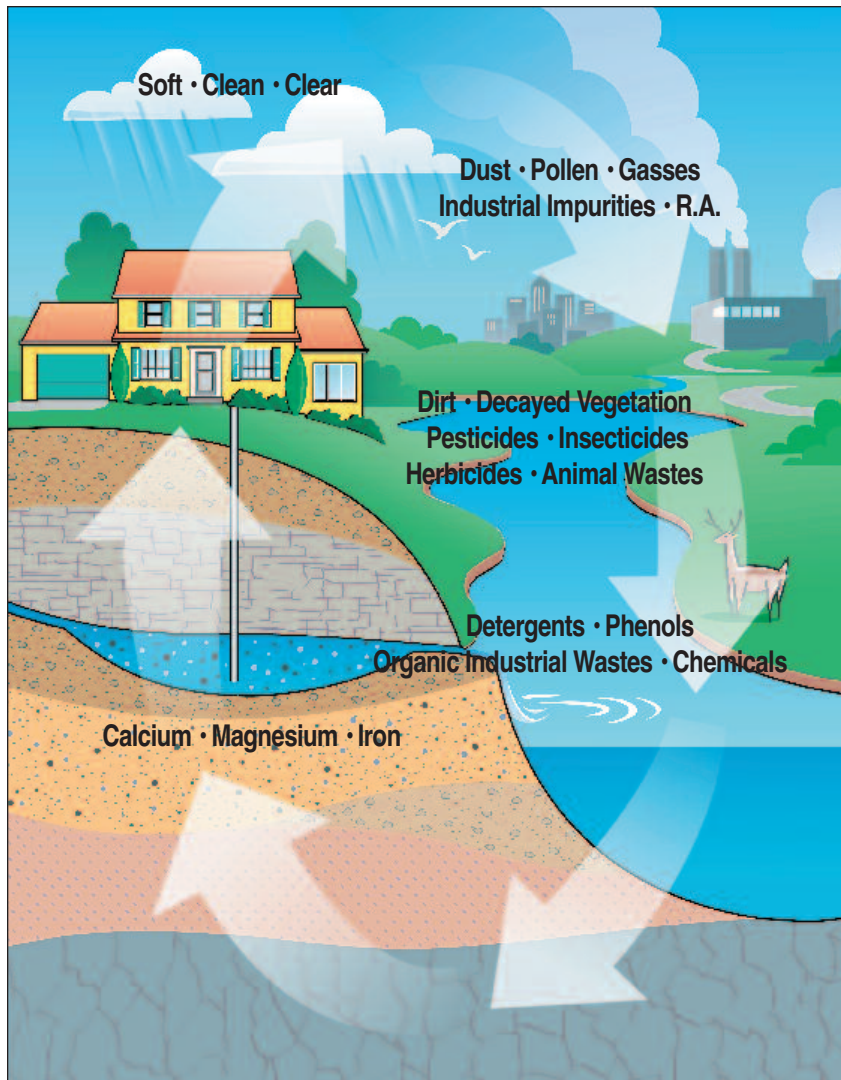
– Naomi McDaniel, San Jose, CA

“ Puronics® was the first product I ever bought that did what it was supposed to. There really are companies who still believe customer service is important! What a pleasant experience.”

– Lorraine and Chuck Walston, San Jose, CA

**PURONICS®**

# The Hydrological Cycle Today



## THE MUNICIPAL WATER PLANT:

Water is filtered through sand to trap solid matter. Chlorine and other chemicals are added to kill bacteria and algae.

### RESULT:

The water is now considered safe to drink by current standards even though it may contain any number of potentially harmful chemicals. Also, it is not very economical and sometimes has an objectionable taste or odor. Ideally it should be given additional treatment as it enters the home and at your tap.

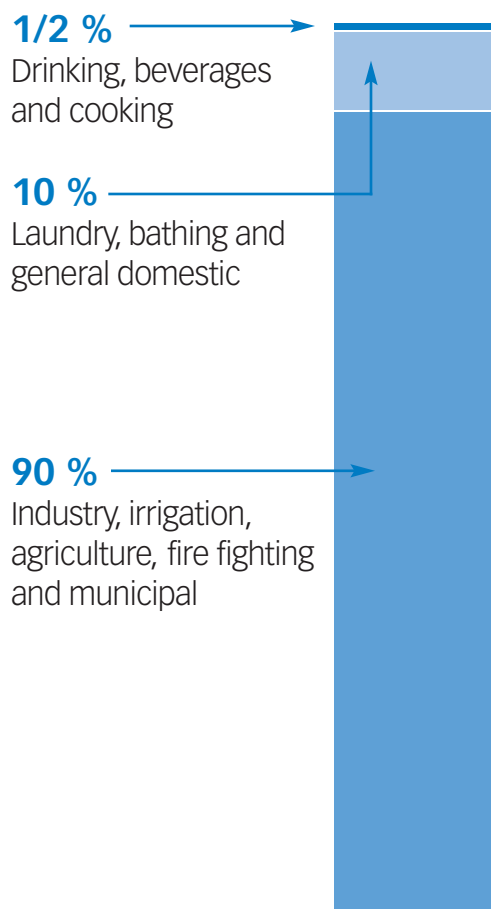
**PURONICS®**

# Municipal Water



The water coming out of your tap was used many times before.

## MUNICIPAL WATER USAGE:



## MUNICIPAL WATER:

- ▶ Drawn from rivers, lakes, reservoirs and wells. This water is pumped to the municipal water plant.
- ▶ Water is filtered through sand and gravel beds to trap solid matter.
- ▶ Chlorine and other chemicals may be added to kill bacteria and algae.
- ▶ Water travels through the pipe system to your home, some of which may be decades old.

## PURONICS® RECOMMENDS ADDITIONAL TREATMENT IN YOUR HOME

**CONTAMINANTS OR OTHER SUBSTANCES WHICH MAY BE REMOVED BY ONE OR MORE OF OUR SYSTEMS ARE NOT NECESSARILY IN YOUR WATER.**

**PURONICS®**

# The Municipal Water Chlorine Problem



## **E.P.A. REPORT**

Scientific studies link certain types of cancer to chlorinated water. Chlorine interacts with other organic chemicals in water to produce trihalomethanes (THMS). These chemicals can be effectively reduced with activated carbon.

## **U.S PUBLIC HEALTH SERVICE REPORT:**

Chlorinated municipal waters typically contain a certain number of bacteria considered harmless in low numbers. Ordinary carbon filters and conditioners are a breeding place for these bacteria. Bacterial counts can build up to exceed safe limits in as short a period as overnight.

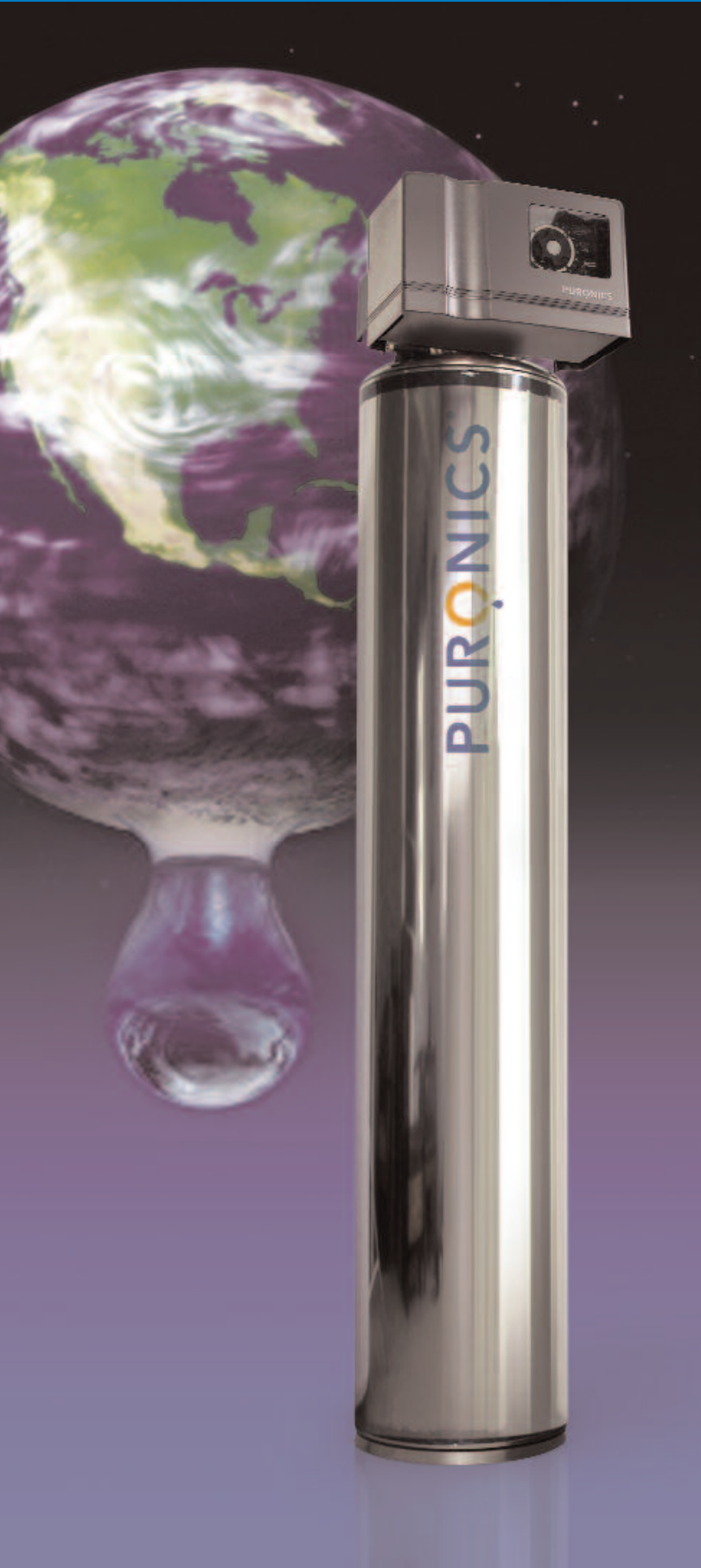
## **PURONICS® SOLUTION TO PURE WATER:**

Silver has been used for centuries in water purification for its ability to inhibit bacteria growth. In 1954, Ionics, Inc., developed HYgene®, an activated carbon material with a silver coating. This material provides the benefit of activated carbon, while the silver inhibits the growth of bacteria within the filter media. The Ionics bacteriostatic water conditioner is the only whole house stainless steel unit registered by the Federal E.P.A.

**PURONICS®**

# PURONICS® Clarius™

The Next Generation of Ionics Solutions



## The crystal clear solution for your water problems is now going Green

Once again, Puronics® has advanced the technology of water treatment with the development of the new Clarius™ whole-house system. Through the implementation of Green technology, Clarius™ provides high-quality water in a cost-effective manner - without the use of salt, potassium or chemicals. You will enjoy the benefits, save money and know you are doing your part to protect the environment.

Puronics® combines the advanced technology of its HYgene Bacteriostat (incorporating NASA Technology) with their new Green technology to lead the industry in improving the health of your family and the Earth.

Hair and skin are soft and silky

Food tastes better



Clearly Refreshing™ Water

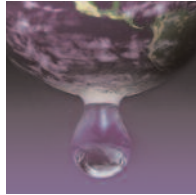
Better tasting beverages

# PURONICS® Clarius™

The Next Generation of Ionics Solutions

## Green Technology

- ▶ No Salt!
- ▶ No Potassium!
- ▶ No Chemicals!



## Lead Free Brass Control Valve

- ▶ Durable corrosion resistant construction guarantees years of trouble-free operation
- ▶ 1" control for higher flow rates
- ▶ Automatic backwash keeps the filter media bed clean and ready to perform

## Stainless Steel Filter Media Tank

- ▶ Food grade 316L stainless steel provides a sanitary non-permeable surface for processing your water

## Bacteriostat

- ▶ Silver Bacteriostat is impregnated into HYgene® media to inhibit bacteria growth within the filter media bed

## Refiner

- ▶ HYgene® filter media reduces objectionable chlorine tastes and odors

## Conditioner

- ▶ Purifex™ media uses green technology to condition water to make it smooth and gentle while leaving the healthy minerals such as calcium and magnesium in your water

## Filter

- ▶ AltaPure™ effectively removes suspended solids as small as 5 microns

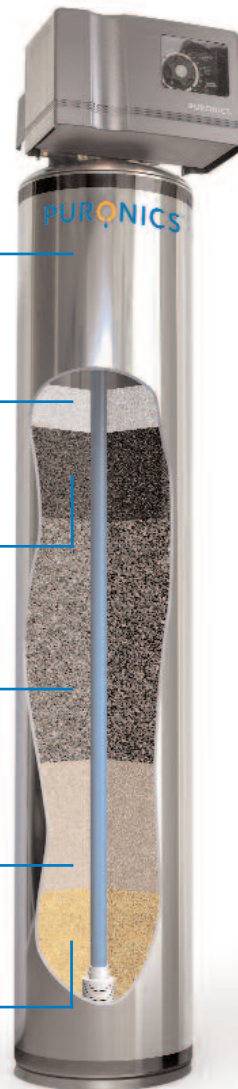
## Clarifier

- ▶ Silica gravel polishes water to a sparkling clarity

## HYgene® Bacteriostatic Filter Media - NASA's Technology at work in your home

### HYgene Filter Media

- ▶ Incorporates technology used aboard the NASA Space Shuttle Orbiters
- ▶ Silver impregnated activated carbon inhibits growth of bacteria within the filter media bed while refining your water



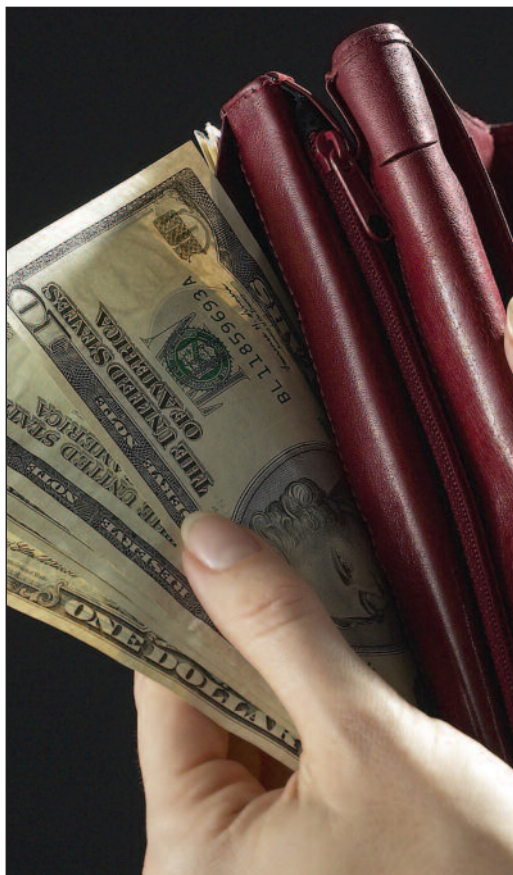
**Clean Water  
with  
NO Salt  
and  
NO Chemicals**

Contaminants or other substances which can be removed by the Puronics® Clarius™ system are not necessarily in your water. Operational maintenance and replacement requirements are essential for the product to perform as advertised. Actual savings achieved are dependent on your particular spending habits and usage levels.

# A Whole House Water Filter



Nothing Else  
To Buy.



## **SOME SYSTEMS REQUIRE SEPARATE WATER FILTERS FOR EACH FAUCET.**

- ▶ Clarius™ is a whole-house water system
- ▶ Clean water is delivered throughout the entire home
- ▶ The alternative to salt-based water softeners
- ▶ The average American consumes twice as much salt as recommended
- ▶ NO salt, NO chemicals

**Clarius™ delivers clean, delicious water to your entire house while eliminating problems associated with increased salt in typical water softeners**

**PURONICS®**

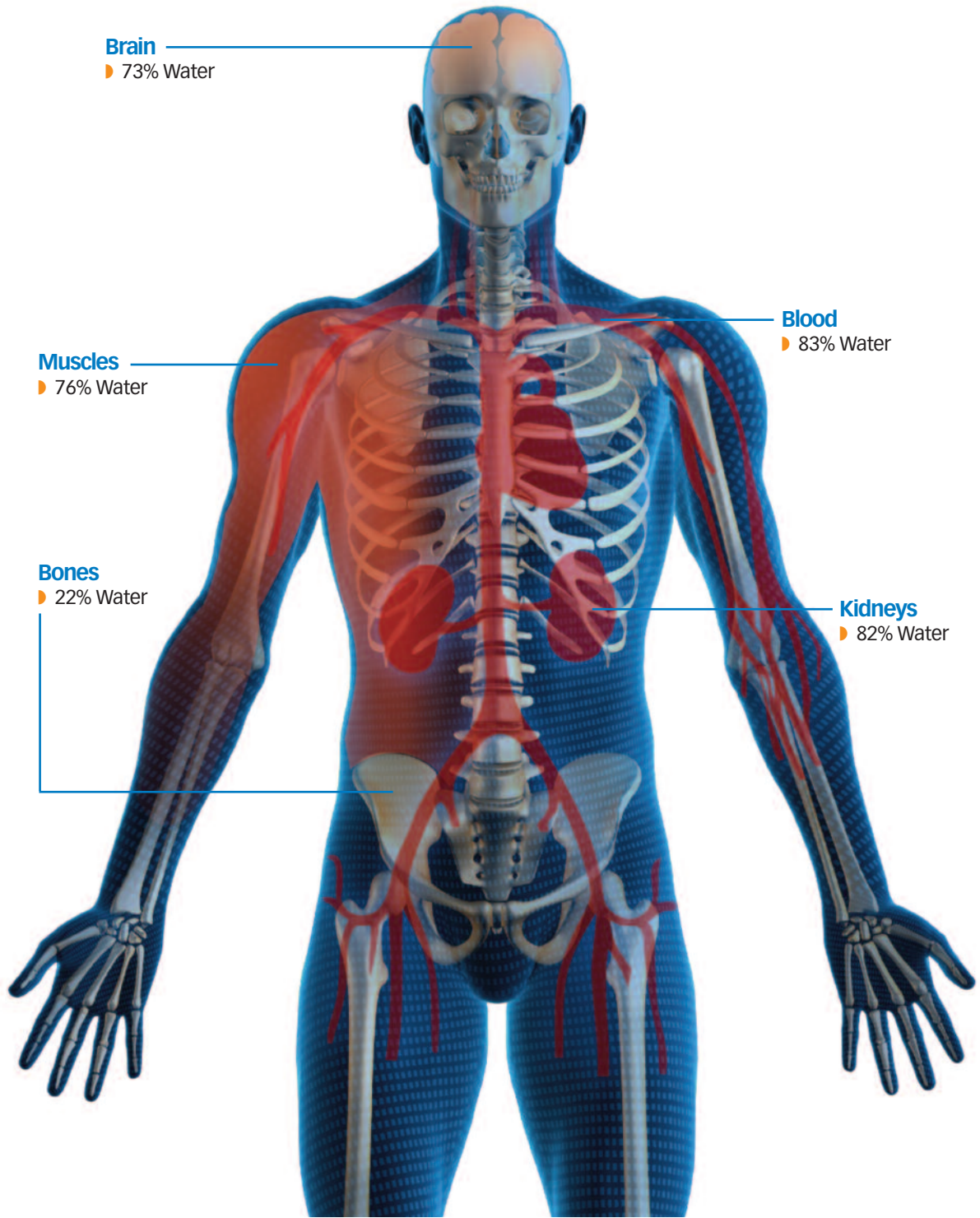
# Water System Comparison



## COMPARE CLARIUS™ TO WATER SOFTENERS

	CLARIUS™	Water softeners
One water system for all the water in your home	✓	
Requires separate water system (Reverse osmosis) for drinking (to remove salt)		✓
Produces salty water, does not remove chlorine taste, odors and dirt		✓
Removes dirt, chlorine taste and odors from water	✓	
Water feels slippery, slimy and unnatural		✓
Smooth, gentle, squeaky clean water, not slippery	✓	
Unfit for plants, lawns, fish		✓
Pollutes waterways with salt brine discharge		✓
Environmentally friendly, does not waste any water	✓	
No salt added	✓	
Banned from many communities throughout the USA		✓
Makes laundry and dishwasher cleaning easier	✓	✓





**Brain**  
▶ 73% Water

**Muscles**  
▶ 76% Water

**Bones**  
▶ 22% Water

**Blood**  
▶ 83% Water

**Kidneys**  
▶ 82% Water

The Human Body...Over 70% Water

# Fringe Benefits – Peace of Mind



Isn't your body  
worth it?



**FOR DRINKING, COOKING AND  
MAINTAINING A HEALTHY BODY,  
YOUR FAMILY CAN'T SETTLE FOR  
ANYTHING LESS THAN HIGH  
QUALITY WATER**

- ▶ Over 70% of your body is made up of water
- ▶ Water is the essential element in maintaining virtually every system in your body
- ▶ Your brain, muscles, bones and kidneys cannot function without water
- ▶ Doctors recommend drinking 6 to 8 glasses of water per day

**WITH THIS IN MIND, SHOULDN'T  
YOU BE USING ONLY THE HIGHEST  
QUALITY WATER?**

**PURONICS®**

# You'll Taste the Difference



Water never  
tasted so good



**PURONICS® GIVES YOU CLEAN,  
CLEAR, GREAT TASTING WATER...  
THE WAY WATER WAS MEANT TO BE**

- ▶ Beverages made with water taste better
- ▶ Vegetables cook in less time and taste much better, too
- ▶ Use up to 25% fewer ingredients in preparing coffee, tea and juices
- ▶ Eliminates the need for bottled water

**HAVE YOU EVER THOUGHT ABOUT  
HOW MUCH WATER QUALITY AFFECTS  
THE TASTE AND APPEARANCE OF  
YOUR FOOD AND BEVERAGES?**

ACTUAL SAVINGS ACHIEVED ARE DEPENDENT ON YOUR PARTICULAR  
SPENDING HABITS AND USAGE LEVELS

**PURONICS®**

# It IS Easy Being Green



You can make a difference  
AND enjoy the benefits.



- ▶ Up to 40% of bottled water comes from municipal water systems
- ▶ 60-70% of bottled water in the U.S. is exempt from FDA regulatory standards
- ▶ 80% of plastic water bottles end up in landfills
- ▶ Approximately 90% of the cost of bottled water is for the package
- ▶ It takes about 700 years before plastic bottles begin to decompose
- ▶ Plastic water bottles produced for the U.S. require 1.5 million barrels of oil per year

**PURONICS®**