



To: All Franchise Locations (US & Canada)

CC: AFD's, RFD's & Joe Mannisto

Re: Laundry Pro 3.0

November 18, 2025

Introducing Laundry Pro 3.0 (Product# 00811)

We are pleased to introduce the new Laundry Pro 3.0 (Product 00811) — the latest generation of our ActivePure® laundry solution. This updated version delivers important enhancements to product communication, safety, and overall performance.



Sales Model Codes: #811 (US), #9811 (Canada)

MSRP: \$1,200.00 (U.S. & Canada)

Max. Trade-In Value: \$100.00

Key Enhancements

- **Improved software & LED status indicator**

Enhanced software now supports a multicolored LED indicator that provides clearer feedback about system operation.

- **Integrated water pressure regulator**

A built-in regulator ensures consistent, correct water pressure to support optimal performance in a wide range of installation environments.

- **Automatic shut-off response to leaks**

Laundry Pro 3.0 includes a new leak-detection shut-off valve that will stop incoming water if a leak is detected, helping prevent water damage and reinforcing trust in the product.

- **Updated appearance**

The unit now features a sleek black cover for a more contemporary look in modern home settings.

Laundry Pro 3.0 is now open for ordering in F.O.A.S. using product number 00811. Supporting documentation and marketing materials are attached to this e-mail for your use. Please consult your F.O.A.S. system for current transfer pricing details.

LAUNDRY PRO 3.0

WITH ACTIVEPURE® TECHNOLOGY

New Technologies for Optimum Performance

- Safety Shutoff Valve
- Pressure Reducer
- 4-color LED Status Indicator

Unique Features of the Laundry Pro 3.0:

- No need for detergents, fabric softeners, and bleach
- Uses only cold water
- Eliminates odor-causing bacteria
- No allergic reactions from detergent residue
- Keeps colors brighter and whites whiter
- Towels are softer and fluffier and clothes last longer
- Cleans the inside of your washing machine
- Protects the planet and saves you money
- Solid metal construction for reliability and durability



Frequently Asked Questions (FAQs):

Q. Does Laundry Pro 3.0 work with all types of water, ie. hard water?

A. Laundry Pro 3.0 will work with all household water qualities, however additional sediment pre-filtering may be necessary depending on the source water condition.

NOTE: Never use with a carbon filter attached directly to the unit. Use a Sediment Pre-filter as needed.

Q. Does the Laundry Pro 3.0 get out tough stains without pretreating?

A. Tough or set in stains could still require some type of pretreatment.

Q. Will the Laundry Pro 3.0 work on commercial washing machines?

A. The Laundry Pro 3.0 is designed for residential use only – commercial units have a larger capacity with larger water inlets, and the inlets used for residential capacities are too small for commercial applications. The Laundry Pro 3.0 will not allow enough water to pass through to the washer, which will affect its cleaning ability.

Q. Can I connect the Laundry Pro 3.0 unit to anything other than a washing machine?

A. The Laundry Pro 3.0 is designed to connect to residential washing machines only.

Q. What effect does the Laundry Pro 3.0 have on elastic?

A. The Laundry Pro 3.0 does not reduce the life of elastic in clothing with normal operation.

Q. Can I let my clothes soak overnight?

A. It is not recommended that clothes be left to soak overnight in any water source.

Q. Is the Laundry Pro 3.0 only used for top load washing machines or can it also be used with front load washing machines?

A. The Laundry Pro 3.0 is designed for use on both top and front load style units.

Q. Does the Laundry Pro 3.0 require a plumber for installation?

A. The customer is responsible for installation of the unit. Some customers may prefer to have a plumber perform the installation. The Laundry Pro 3.0 can be installed in most homes using standard hand tools.

Q. Since installing the Laundry Pro 3.0, my top load washer has developed a musty smell inside. What is going on?

A. Washing machine odors may have two main sources: mold or mildew in the tub or poor source water. Detergents and fabric softeners contain chemicals and fragrances that build up over time and can mask those odors. Since the Laundry Pro 3.0 does not use detergents or chemicals, those odors are no longer covered up. The problem is not new but is just now becoming apparent.

Q. What makes the Laundry Pro 3.0 different than similar, cheaper products I've seen on the market?

A. Most of these products are made in China, hence the lower cost. As the Laundry Pro 3.0 is made in the USA, it is a higher quality and more dependable unit. Many of these competitor products are knockoffs of our first generation Laundry Pro unit that pioneered the soap-free industry. However, we have made many improvements to the machine's design and function over the last 5 years to ensure the best performance.

Q. My washer requires water to flow through the hot and cold valves to operate. Can I still use the Laundry Pro 3.0?

A. Yes. You may need to buy a "Y adapter" (available at most hardware stores) and install it as directed in the Laundry Pro 3.0 Owner's Manual.

Q. My washing machine monitors the temperature of the water and regulates it by adding hot water if the water is too cold. Can I still use the Laundry Pro 3.0?

A. Yes. You will install the Laundry Pro 3.0 normally, but keep the hot water valve open.

Q. How does the Laundry Pro clean clothes?

A. When the washing machine starts, water flows into both the washer and Laundry Pro, activating a system that creates powerful cleaning gases, which are infused into the water for superior cleaning, all while being safe and odor-free.

Q. Can I still use fabric softener?

A. Clothes will feel soft without using a fabric softener, however, you can still use a fabric softener if you prefer.

Q. How often does the Laundry Pro ActivePure Cell Assembly need to be replaced?

A. Depends on the number of loads washed. In general, the cell should last many years of normal use before replacement is needed.

NAME

PHONE NUMBER

WEBSITE





No detergent. No bleach. No softeners. No hot water. Just clean, fresh, soft laundry.

INTENDED USE

The Laundry Pro 3.0 incorporates the power of our exclusive ActivePure® Technology with the cleaning action of cold water with hydrogen & oxygen-based molecules to gently clean laundry without the use of hot water, detergents, softeners, or bleach, and helps reduce odor-causing bacteria on fabrics and inside the washing machine. Laundry Pro 3.0 is an amazingly effective cold water laundry system for residential use.

BENEFITS

- No need for detergent - save money on costs of detergent and softeners
- Reduces allergic reactions and skin sensitivities due to chemicals in detergent and fabric softeners
- Makes clothes and towels softer by reducing buildup from detergents and softeners
- Cleans the inside of your washing machine where detergents and softeners tend to collect and grow mold
- Whiter whites and brighter colors
- Extends the life of your clothing
- Perfect for those who care about the planet

HOW IT WORKS

Laundry Pro 3.0 combines the power of our exclusive ActivePure Technology, with the cleaning action of cold water with hydrogen & oxygen-based molecules to lift dirt and grime away from the fibers of fabric without leaving residues left behind from detergents, softeners, and bleach.

NEW TECHNOLOGIES FOR OPTIMUM PERFORMANCE

- Safety Shutoff Valve
- Pressure Reducer
- 4-color LED Status Indicator
- Brass Hall Effect Flow Sensor

UNIQUE FEATURES

- Connects to your existing washing machine
- No modifications or additional plumbing required
- Designed and assembled in the USA

OPTIONAL ACTIVECLEAN PORT

When the Laundry Pro 3.0 is used in conjunction with the optional ActiveClean Port adapter, you can easily access the same cold water with oxygen based molecules to use in other household cleaning applications. Simply divert the water via the adapter into a bucket or spray bottle!

- Use with cold water
- Save on cleaning supplies
- No need for abrasives and bleach
- No film or residue



The Smart Solution for Doing Laundry

Laundry Pro 3.0 ensures that you aren't absorbing anything from the fabrics you touch, which helps you to avoid the allergic reactions that can be caused by detergents. Based on processes used for over a decade in hospitals, hotels, and laundromats.

EASE OF USE



Just put your clothes in the washing machine, set for cold water only, and turn your washer on. The 4-color LED Status Indicator on the Laundry Pro 3.0 tells you it's working.

WHITER WHITES, BRIGHTER COLORS



Laundry Pro 3.0 keeps clothes looking their best with ActivePure® Technology and the cleansing power of cold water with hydrogen & oxygen-based molecules.

PROTECT THE PLANET



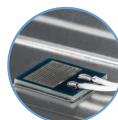
Cold water only (energy savings) and no detergent bottles to throw away (no plastic waste) make Laundry Pro 3.0 a better choice for cleaning clothes while protecting the Earth.

GREAT FOR SENSITIVE SKIN



Reduces allergic reactions and skin sensitivities that are due to chemicals found in detergents, softeners and bleaches.

PEACE OF MIND



Laundry Pro 3.0 offers peace of mind with internal electronic leak detection. Also cleans the inside of your washing machine where detergents and softeners tend to build up and grow mold.

CERTIFIED SPACE TECHNOLOGY



The ActivePure® Technology built into each Laundry Pro 3.0 is based on a variation of the technology originally developed for use on the International Space Station and is recognized as the exclusive Certified Space Technology by the Space Foundation in its category.

LAUNDRY PRO 3.0

ActivePure® Technology
Designed in the USA



A Clean Like You've Never Known Before

ActivePure® Technology was created in the USA by ActivePure, a leading technology company with over 100 years of history and innovative products that have been recognized by the Smithsonian and trusted by millions of families.

In 2017, ActivePure Technology was awarded the prestigious Certified Space Technology seal by the Space Foundation, one of only 75 companies to ever receive this award.

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| Product Information | 00811; Model: W1019A |
| Optional Accessories | ActiveClean Port: 49393 (sold separately) |
| Technology Included | ActivePure® Technology |
| Electrical | Input Voltage: 100-240 Volts; 50/60 Hz; 0.45 Amps Output Voltage: 12 Volts DC; 2.5 Amps Power: 0.4 Watts AC (standby); 1.3 Watts AC (operating) |
| Water | Pressure: Min. 20 psi to 60 psi Max./1.37-4.13 bar Temperature: Use cold water only |
| Weight & Dimensions | 4.3 lbs (2.0 kg) 5.2" H x 17.3" W x 3.7" D (13.5 cm x 43.9 cm x 9.4 cm) |
| Operating | Temperature: 50°F - 100°F (10 °C - 37.8 °C) Humidity: 40% to 85% |
| Warranty | Limited 3 Year Warranty |



For more insight into exploring the ActivePure Technology difference, contact:



Contact Name: _____



Email: _____



Phone Number: _____



Inducted into the 2017 Space
Technology Hall of Fame by
the Space Foundation



Made in the USA with
domestic and globally
sourced components