

PUREH2O
MAKING THE DIFFERENCE



rodi water

THE PUREST DRINKING WATER ON THE PLANET
CAN NOW BE BOTTLED AT SOURCE IN YOUR KITCHEN

a purer and environmentally responsible answer to bottled water

PURER THAN BOTTLED WATER

When we introduced the first Reverse Osmosis system to the UK in the 1980s our mission was to improve people's health through the quality of water they drink and reduce plastic waste by removing the need to buy bottled water.

30 years on, we estimate that, through the installation of our RODI systems, families drinking Pure H2O have reduced their demand for bottled water by over 6 million bottles every year. Whilst that's a great achievement, we also hear many remarkable stories about improvement to health including clients who tell us that drinking Pure H2O has cured life-long diseases such as Crohn's. The Director of the National Kidney Fund told us that the consumption of Pure H2O would prevent kidney disease.

Planet Organic are so committed to the health and environmental benefits of our RODI pure water that they encourage clients to refill their bottles free of charge at the dispensers we have installed.

Raymond Blanc was so impressed by the quality of Pure H2O that he chose to install our purifiers at Le Manoir aux Quat'Saisons in Oxfordshire where all his food, teas and coffee are prepared using Pure H2O.

Today, our RODI systems remain the most effective and water efficient products on the market. One of the more recent problems affecting the quality of our drinking water throughout the UK is Metaldehyde, a pesticide used in agriculture to kill slugs. Levels in drinking water have exceeded legally permitted limits, sometimes by factors of 100. According to the Environment Agency, most rivers, lakes and coastal and ground waters in England will still not meet legally binding water pollution targets by 2021 – six years after the initial deadline.

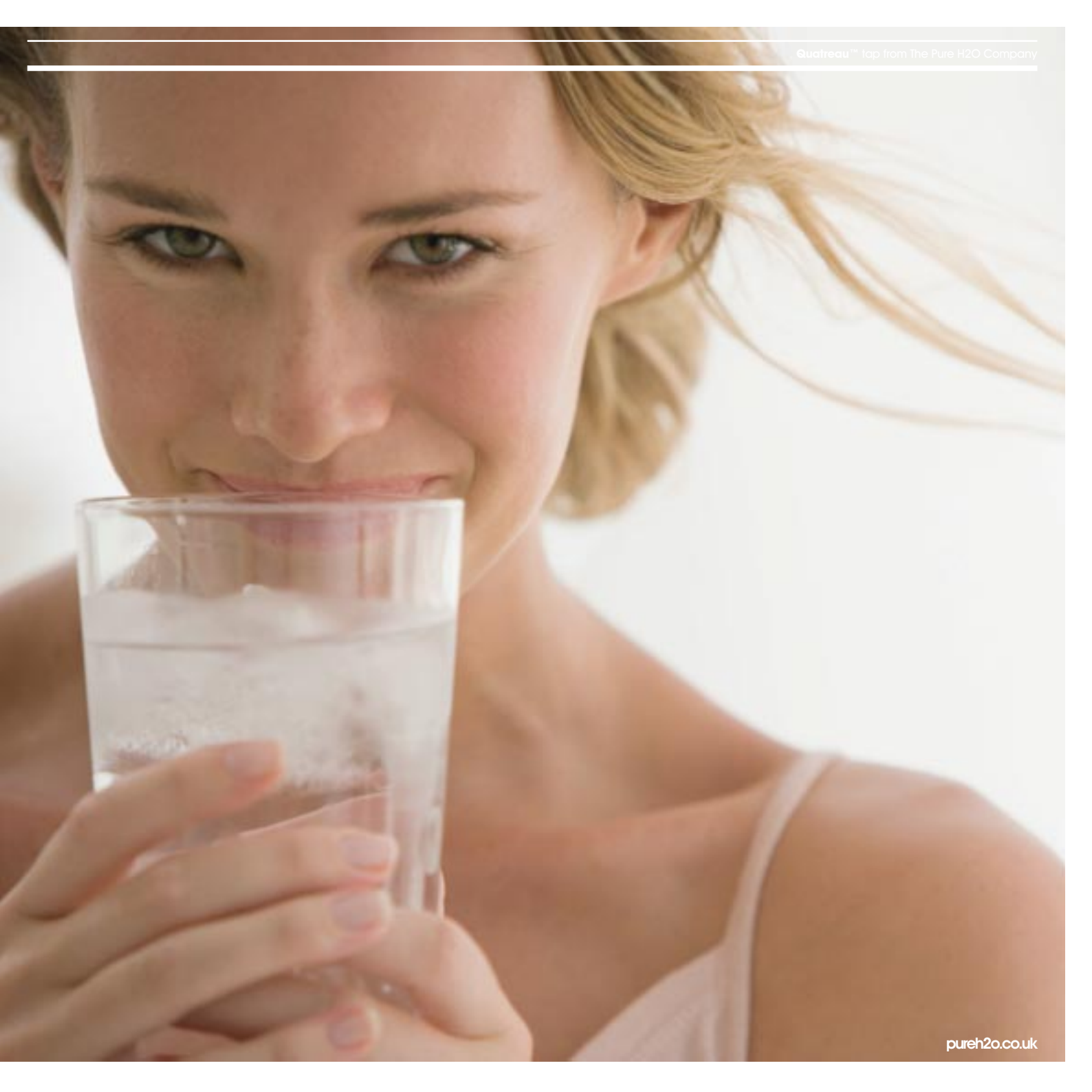
Our RODI systems are the most effective method of removing this slug poison from drinking water, along with drug residues such as hormones, heavy metals, salts and disease causing micro-organisms such as the cryptosporidium parasite that last infected water supplies in Lancashire 2015. No other water filter or RO system utilises the unique intelligent management process and stages that deliver consistent purity and longevity and separates our equipment from cheaper imports purporting to offer similar features. Quality and attention to the materials we use in production of our purifiers make our systems the most suitable for contact with and production of your drinking water.

We pride ourselves on service and our technical team are trained in the techniques of reverse osmosis and deionisation making them the most highly trained team in the UK. They understand and take pride in the installation and service techniques required to maintain purity of the water produced. Consequently, service intervals of 12 months are sufficient to maintain the same exacting quality beyond 10 years and many clients still use the same equipment for 20 years before upgrading to our latest model. As part of our commitment to the environment and recycling, we always offer a trade-in on old equipment.

In choosing to install one of our unique purifiers, your family will benefit from the many health advantages derived from drinking naturally pure water. We know that our health is affected by the food we eat and the water we drink; Pure H2O provides complete control over water quality and lifelong value.

Roger Wittshire

Sales Director
The Pure H2O Company



WHY RODI?

Removal capacity

Reverse Osmosis is by itself an excellent method for removal of impurities. It has the capacity to remove up to 70% of nitrates, 96% of lead, 98% of heavy metals, 98% of chemicals, 100% disease causing micro-organisms, pathogens and viruses if controlled by an intelligent system.

Our unique process couples RO to DI with intelligent controls, achieving 99.99% purity across the spectrum of impurities, both naturally occurring and man-made.

Lower service costs

The patented RODI process is the only system that incorporates a unique auto-flushing mechanism to remove the build up of plaque from the membrane. This feature helps our membranes to last up to ten times the lifespan of other RO systems. This could mean a saving of over £1000 on membrane replacement over a period of ten years. Ask about our service commitment and free extended warranty.

Consistent 99.99% purity

The patented RODI process is the only system benefitting from integral micro switches for total isolation from mains water when the storage tank is full. It's essential that the RO membrane is separated from mains water pressure when the tank is full. Without this function impurities bleed through to the 'pure' storage. The unique management system used with RODI ensures purity is kept to the highest level possible.

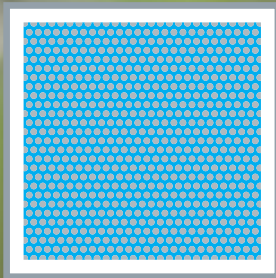
Water efficiency

We are the only company to have achieved high levels of water efficiency in our domestic systems. Our RO process achieves 2:1 production ratio whilst RODI achieves 3:1.

Other RO systems use basic mechanical valves resulting in lower levels of water efficiency.

Our RODI equipment is unique, utilising high quality micro switches and an intelligent management system that minimises water usage and maximises purity.

THE PATENTED RODI PROCESS



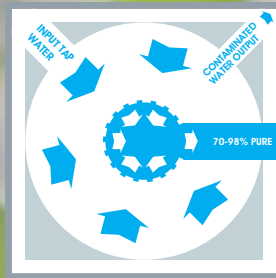
MEMBRANE

Stage One: Granular Activated Carbon (GAC)

The Carb12 pre-filter removes chlorine and other organic impurities and serves to protect Stage Two, the Reverse Osmosis membrane, from damage.

GAC is an excellent media for the absorption of chemicals found in raw tap water but has little or no effect on dissolved solids, micro-organisms, heavy metals, pathogens and viruses.

Jug filters and filter taps use small quantities of GAC as the primary process to improve the taste of tap water. GAC is an effective filtration media rather than a purification process.



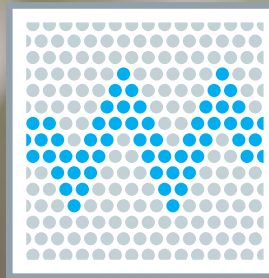
MEMBRANE

Stage Two: Reverse Osmosis (RO)

With the chlorine removed, the raw tap water passes into the Reverse Osmosis module. Our own patented thin film composite (TFC) membrane is the only RO with US Environmental Protection Agency (EPA) certification meaning this is the only RO system certified suitable for the removal of micro-organisms from water.

At 0.0001 microns it's capable of removing 100% of disease causing micro-organisms and up to 98% of inorganics and 70% of nitrates.

Our patented flushing mechanism removes scale and biofilm extending membrane life to up to ten years.



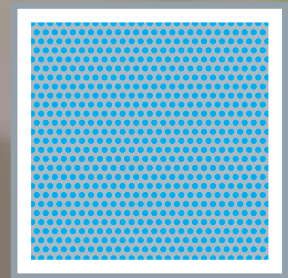
MEMBRANE

Stage Three: De-ionisation (DI)

Another unique and essential feature of our patented system is the de-ionisation module. The impurities that breach RO can only be removed by DI. This stage is an ion exchange process removing heavy metals, nitrates¹, gases, volatile organic chemicals² and oestrogens, replacing them with hydroxide (OH) or hydrogen (H), better known to us as H₂O. The result is Pure H₂O, the purest water available.

¹ Nitrates have a habit of mimicking oestrogen and starving the red blood cells of oxygen. They should be removed from drinking water.

² Nitrates and volatile organic chemicals hide the hydrogen bond of the water molecule that makes them invisible, thus, passing through RO but not DI stages.



Stage Four: Granular Activated Carbon (GAC)

The final stage, a post-filter 'polishing' process, ensures any residual gases are removed producing a great taste.



THINK PURE

THE FIFTH FUNCTION OF WATER

Water was always understood to have four critical roles in the body: solvent, transportant, lubricant and coolant.

The Fifth Function, that of an electro-negative enhancer was first documented by renowned chemist Thomas Riddick in his study of Zeta Potential. Zeta Potential is the strength of negative charge of particles entering the blood stream that can help to increase the dispersion or discreteness of the red blood cell.

Pure water (H₂O) is a naturally occurring electronegative enhancer. Citrus fruit, onions and garlic also display this amazing property; ever wondered why they are regarded as super foods?

Electronegativity plays an important role in our health. Thomas Riddick explains that Zeta Potential is a basic law of nature. Without Zeta Potential life could not exist. Zeta Potential maintains the dispersion or discreteness of the particles in suspension. Because red blood cells are less than ten microns in size they follow the law of colloid stability, that is they have a natural

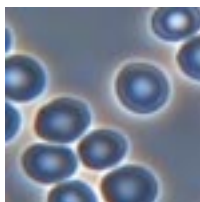


Image 1.0
At an optimum state of health the cells pass single file, never touching one another

electronegative charge. At an optimum state of health the cells pass single file, never touching one another (see Image 1.0).

To maintain the health of our red blood cells we require a well balanced diet inclusive of electronegative enhancers. Our blood is of course over 80% water so the purity of the water we drink is essential and drinking pure water naturally increases the negativity of the cell. Furthermore when blood cells are free flowing, they expose maximum surface area to the blood and are therefore able to hold and transport more oxygen and other nutrients throughout the body.

Drinking pure water will also allow the fat cells to release contaminants into solution that can then be dispersed through the kidneys. This can assist in weight loss and the reduction of water retention.

Fat cells are good not bad. They store toxic material and keep it from being deposited in vital areas. However, when the fat cell has reached its limit of storage, it will allow the deposition of metabolites and wastes in other areas, such as the blood vessels. Red blood cells will lose their negative charge and natural spacing if deposition is allowed to continue.

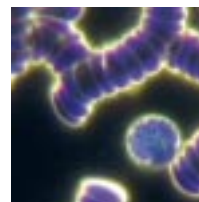


Image 2.0
Loss of electro-negativity causes the red blood cells to lose all space between each other and form blockages

A greater loss of electronegativity causes the red blood cells to lose all space between each other and form blockages in capillaries or "Rouleaux" (see image 2.0).

Drinking Pure H₂O enhances the negativity of the red blood cell, optimising the natural space between cells and thereby avoiding blockages in capillaries; in effect maintaining optimum health. Also, through osmosis, the fat cell will try to take in more of this pure water, due to the cell's 'education' to attract salts. Because the water is pure the fat cell will disperse its contents into the solution and those contents will be removed through the kidneys more readily because of the volume and ability pure water has to carry wastes.

References:
Thomas Riddick: 'Control of Colloidal Stability through Zeta Potential' (Zeta-Meter Inc. for Livingston Pub. Co., 1968) 'The Human Machine', Phil Selinsky, N.D

MINERALS AND DIGESTION

Minerals can be classified as either 'organic' or 'inorganic'. Inorganic minerals are minerals from the soil or rocks. Humans cannot digest rocks.

Minerals are divided into two groups, major and trace minerals. Major minerals are those that are required by the body in quantities greater than 100 mg per day and include Calcium, Magnesium, Phosphorous, Chloride and Sodium. Trace minerals are those that are required by the body in quantities less than 100mg per day. Trace minerals are Iron, Copper, Zinc, Iodine and Selenium.

There are two important issues concerning minerals. Minerals can be classified as either 'organic' or 'inorganic'. Inorganic minerals are minerals from the soil or rocks. Humans cannot digest rocks. Plants can digest rocks. When plants eat rocks, they (the plants) link a protein to the minerals, which carries a charge. This allows the minerals to be absorbed into the human digestion system more readily. The positive (ionic) charge on the plant minerals attracts the negative (ionic)

charge in the small intestine so that they can be taken up into the blood stream more easily.

Minerals that are not naturally 'chelated' in plants must be chelated in the stomach. Minerals are crystals with smooth surfaces. There is no 'bare' mineral up-take mechanism in the human digestion system. The small intestine will only accept amino acids, simple sugars, and fatty acids. Therefore the mineral must play 'Trojan Horse'; hitching a ride with a protein in order to get into the blood stream. The protein would have to hold on to the mineral, however, there are no 'handles' on the smooth surfaced mineral. This is where hydrochloric acid (HCl) enters the picture. The HCl etches grooves or 'handles' into the sides of the mineral so that the protein can hang on. This process is called 'chelation'.

Without adequate concentrations of HCl in the stomach, we quickly deplete our mineral supply.

We get organic minerals predominantly from vegetables. We get vitamins predominantly from fresh raw fruits. Cooking will not destroy minerals. Cooking and preserving does destroy vitamins and enzymes.

We all understand that our health is directly influenced by our diet. A well balanced diet includes a variety of fruit, berries and vegetables with lean meats, fish, pulses and beans. Choosing Pure H2O to drink, instead of tap or bottled water, can only enhance our body's ability to transport and utilise minerals, vitamins and other nutrients whilst improving

hydration and our ability to process and remove the pollutants and toxins that we come into contact with every day.

ORGANIC VERSUS INORGANIC MINERALS

There are two types of minerals, organic and inorganic. Human physiology has a biological affinity for organic minerals. Most minerals for body functions are absorbed from dietary plant foods. A growing plant converts the inorganic minerals from the soils to a useful organic mineral. When an organic mineral (from a plant food) enters the stomach it attaches itself to a specific protein-molecule (a process called chelation) in order to be absorbed, and then it gains access to the tissue sites where it is needed. Once a plant mineral is absorbed within the body, it is utilized as a coenzyme for composing body fluids, forming blood and bone cells, and the maintaining of healthy nerve transmission. (Balch & Balch 1990)

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- Colgan M, OPTIMUM SPORTS NUTRITION, Advanced Research Press, New York, NY, 1993:23-24.

DRINK
PURE

PUREH2O MAKES THE PERFECT CUP OF TEA

Tea infuses perfectly when prepared with PureH2O.

The oily residue and scum that floats on the surface of tea made with tap water is both unsightly and detracts from the taste. Because these impurities are removed by the RODI process, tea produced with PureH2O takes on a beautiful clear amber hue tasting clean and refreshing.

Use PureH2O in your coffee machine for the perfect Arabica crema and to prevent any scaling (eliminating the need for costly maintenance).



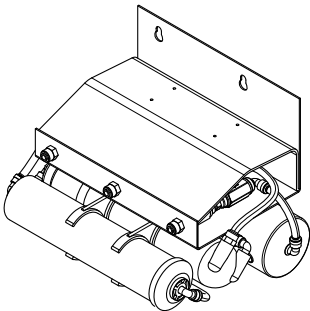
PURER THAN BOTTLED WATER

95% lower carbon footprint.
No more plastic bottle waste.

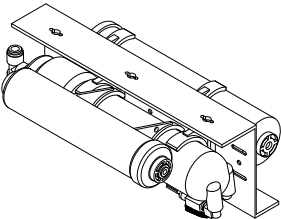
Our most advanced RODI system and technologically the world's leading drinking water system. With its rapid fill system the RODI S can be connected to other kitchen appliances including steam ovens, fridges, ice makers, coffee machines and our Quatreau touch-sensitive tap system.



RODI SYSTEMS

	Product	Process	Production	Description
	PURE H2O RODI S	RODI Autoflush	5ltr/hr 10.36Watts/hr	Our most advanced RODI system and technologically the world's leading drinking water system. With its rapid fill system the RODI S can be connected to other kitchen appliances including steam ovens, fridges, ice makers, coffee machines and our Quatreau touch-sensitive tap system.
	PURE H2O POE (Point Of Entry)	RO Autoflush	10ltr/hr	The POE model is a twin RO unit utilising all the technological features of RODI but with a higher production rate facilitated with integrated booster pump. Suitable for homes with high demand and multiple outlets.
	PURE H2O RODI M	RODI Manual flush	2ltr/hr	Still utilising the patented RODI process but with the manual flushing mechanism, a patented process, that extends membrane life involving five minutes maintenance each week.

REVERSE OSMOSIS SYSTEM

	Product	Process	Production	Description
	PURE H2O RO	RO Manual flush	5ltr/hr	Designed specifically for UK tap water by The Pure H2O Company in the 1990s, this compact RO system may be plumbed in under the sink providing the best quality RO water and benefitting from the patented manual flush mechanism for prolonged membrane life.

WATER SYSTEMS

RODI purification data

Removal rates

99.99% micro-organisms
 99.99% organics
 99.99% inorganics
 99.99% heavy metals
 99.99% lead
 99.99% nitrates

Production rates

Auto flush 2ltrs/hr
 Manual flush 2ltrs/hr

Patented autoflush

For prolonged membrane life ten years longer than standard RO systems.

Patented micro switch deactivation

The only RO system that accurately deactivates and reactivates in line with optimum tank pressure resulting in higher levels of purity and consistent production rates.

Patented coupling of DI to RO

DI effectively removes nitrates, VOCs, gases and other impurities that RO cannot effectively remove.

Patented anti-bleed mechanism

Effectively minimises impurities breaching the RO stage.

RO purification data

Removal rates

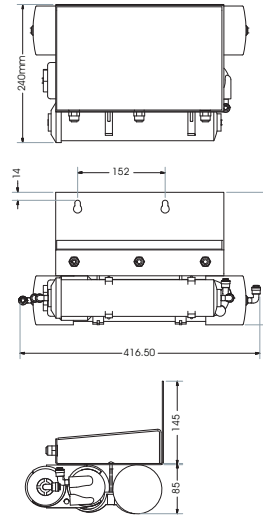
99.99% micro-organisms
 99.99% organics
 98% heavy metals
 96% lead
 70% nitrates

Patented manual flush

For prolonged membrane life ten years longer than standard RO systems

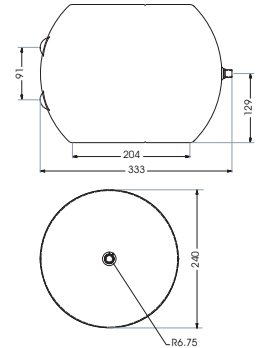
RODI automatic flush

RODI purification system



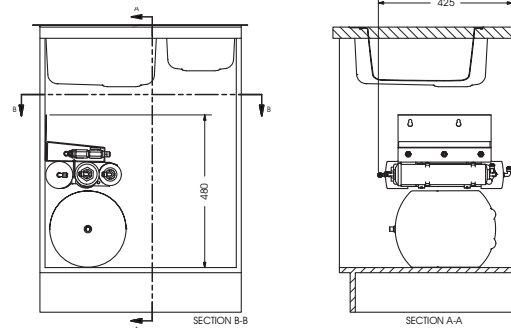
Domestic reservoir

Other tank sizes are available



RODI water purification system

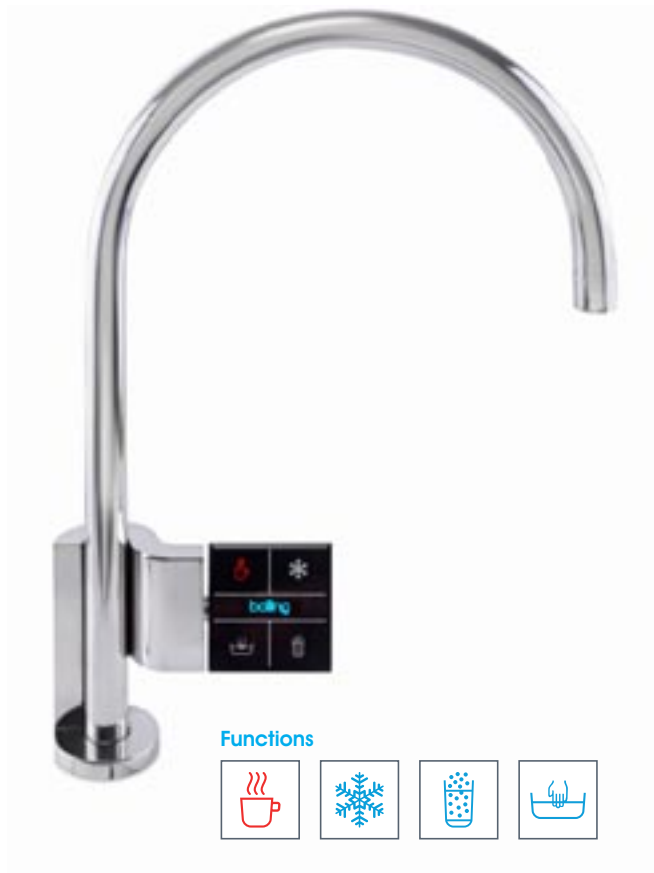
Typical undersink installation



SELECT YOUR TAP

Quatreau Touch

Innovative in function and design, Quatreau Touch is the only four function touch screen tap on the market. Delivers boiling, chilled, sparkling plus thermostatically controlled mains hot / cold for hand and dishwashing from the compact sub-sink Hydrocell system. Available in chrome or brushed steel. Recommended install with Pure H2O RODI S for 99.99% water purity, excellence in taste and clarity and zero risk of damaging limescale build up.



Quatreau SmartTap

Stand alone additional kitchen tap for drinks making or food preparation dispenses modular choice of boiling, chilled and sparkling water from 2 or 3 button console. Available in chrome or brushed steel. Recommended install with Pure H2O RODI S for 99.99% water purity, maximum efficiency and zero risk of damaging limescale build up.



Quatreau Touch and SmartTap are designed and manufactured in Great Britain by The Pure H2O Co. Ltd.

Quatreau SmartTap with drip tray

Compact counter top system equally suited to domestic or commercial settings, designed to robustly withstand the demands of high-traffic areas. Manufactured in G.B. with WRAS approved materials including solid 316 stainless steel for strength, longevity and low environmental impact. L and R handed options, chrome or brushed steel finishes. Recommended install with Pure H2O RODI S for 99.99% water purity delivering excellence in taste.



Functions



Luxury faucet

Our pure water faucet is supplied and installed with the Pure H2O RO and RODI purification systems at no extra cost. Available in chrome or brushed stainless steel, an unobtrusive addition to your existing kitchen sink.



Functions



What the papers say

Recommended by Julia Stephenson, green columnist, as featured in 'Your planet and how you can save it' article.
The Independent

'Look younger, live longer.'
Hazel Courtney, Health Writer of the Year
The Daily Telegraph

Suzanne Clark, Health Writer of the Year,
'What's the Alternative?'
Sunday Times Style Magazine

"Great taste, pollution free. No plastic bottles to pollute the environment."
The Pure H2O Company was given the highest rating (★★★★)
of all bottled, tap and filtered waters surveyed by The Daily Mail

Commended as a Supplier of Excellence by the Royal Institute of British Architects (RIBA) member Michaelis Boyd for work on his prestigious Oxford Gardens project and selected for publication in the RIBA London Architectural Review.

"Proper hydration is vital to good health, and water is the major medium through which our bodies eliminate toxins. The purity of our drinking water is therefore of paramount importance."
Dr Adam Carey, The Centre for Nutritional Medicine

PUREH2O
MAKING THE DIFFERENCE

World leading water purification
30 years pure excellence
An ISO 9001:2008 certified company

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