

the
pureh2o[™]
company



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

Our health has never been more important to us and the purity of the water we drink each day is paramount. At The Pure H₂O Company we supply, install and maintain the world's most advanced **RODI drinking water systems**. This patented **RODI** (Reverse Osmosis with De-Ionisation) process removes 99.99% of all contaminants found in tap water to produce the purest, healthiest drinking water. Pure H₂O is purer than bottled water and with 95%+ reduction in the carbon footprint you can feel good about using a product that is environmentally sound.

Established for over 31 years, the **RODI** purification process is the choice of leading health professionals throughout the world. Raymond Blanc chose the Pure H₂O Company to install water systems at Le Manoir aux Quat'Saisons where it is used for food preparation, infusions, coffee and ice. It is even used and endorsed by the Enshyu Ryu Tea Ceremony School of Japan.

Making **RODI** the source of drinking water in your home means an end to the inconvenience of bottled water and its associated waste. Better still, you'll love the taste and will be able to prepare food and cook with **RODI** water. And what's more we believe that our systems will improve your health and quality of life.

RODI: the purest water on tap and perhaps the healthiest drink on the planet. Imagine the convenience.

Roger Wittshire

Managing Director
The Pure H₂O Company



Aqualite RODI water system
A purer and environmentally responsible
answer to bottled water



RODI drinking water systems are installed beneath the sink or remotely in the utility area and can be connected directly to fridges, steam ovens, ice makers, coffee machines and drinking faucets, eliminating hard water damage. Featured here is **Quatreau**, our revolutionary touch-sensitive tap system available with pure boiling, chilled, sparkling and unfiltered tap water, thermostatically controlled for washing and cleaning.

Kitchen photography courtesy of Mowlem

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.

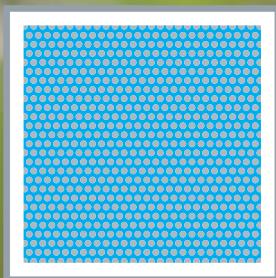
Water efficiency

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



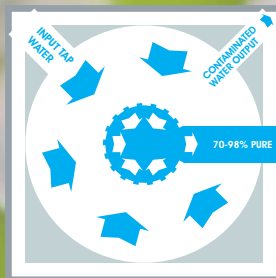
MEMBRANE

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 affect 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.



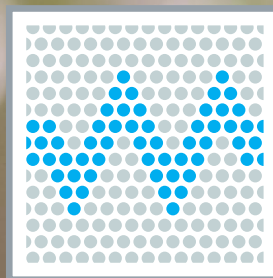
MEMBRANE

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.



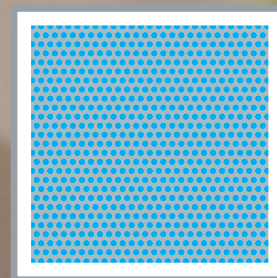
MEMBRANE

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.



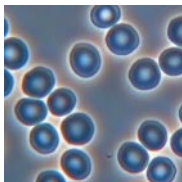
THE FIFTH FUNCTION OF WATER

Water was always understood to have four critical roles in the body: that of a 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 electronegative charge. At an optimum state of health the cells pass single file, never touching one another. (See image left)

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.



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 left)

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.

Reference:

Thomas Riddick: 'Control of Colloidal Stability through Zeta Potential' (Zeta-Meter Inc. for Livingston Pub. Co., 1968)

MINERALS & 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 100 mg 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.

Reference:

See 'The Human Machine', Phil Selinsky, N.D.

SYSTEM POWER

SYSTEM ON / OFF

LOW FEED PRESSURE

STORAGE TANK FULL

SYSTEM FLUSHING

IQ-EMP

INTELLIGENT ELECTRONIC MEMORY PANEL

DESIGNED AND PATENTED BY **aquathin**

TO DRAIN



TO TANK



AQUA
VALVE NO
2X7428
VOLTS 24
ORIFICE
MOPD 10
WATTS 7

FLOW

RODI & RO SYSTEMS

	Product	Process	Production	Description
	Aqualite	RODI Autoflush	5ltr/hr	Our most advanced RODI system and technologically the world's leading drinking water system. With its rapid fill system the Aqualite can be connected to other kitchen appliances including steam ovens, fridges, ice makers, coffee machines and our Quatreau touch-sensitive tap system.
	Aqualite TXF	RO Autoflush	10ltr/hr	The TXF 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.
	Platinum 90	RODI Autoflush	2ltr/hr	Available only as an ex-rental model, the PL90 was the predecessor to the Aqualite. Utilises the patented RODI process.
	PSS90	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.
	RDT Traveller	RODI Manual flush	2ltr/hr	A compact and light weight RODI system enabling significant savings on bottled water when travelling abroad. Connects to most taps, may be used inside or outside to fill bottles with the guarantee of total purity from mains or untreated sources of water such as bore holes.
	Kitchentop	RODI Manual flush	2ltr/hr	A compact and light weight RODI system, fully mobile between homes. With soft installation (non-plumbed), it is a convenient unit normally installed on the work surface near a cold water tap. May also be plumbed in for a more permanent fixture.
	RO	RO Manual flush	5ltr/hr	Designed specifically for UK tap water by the Pure H ₂ O 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.

REVERSE OSMOSIS SYSTEMS

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



RO systems

Product	Process	Production	Flush	RRP ¹ (£ incl. VAT)	Monthly rental (£ incl. service & VAT)	Rental installation (£ incl. VAT)
AquaQueen	RO	5 ltrs/hr	manual	799.00	26.40	199.00
Aqualite TXF	Twin RO	10 ltrs/hr	auto	1495.00	39.00	199.00
Booster pump ²	PBA	n/a	n/a	132.00	n/a	n/a

¹ Recommended Retail Price

² Installed where mains pressure is below 40psi

³ Available as ex-rental reconditioned systems only

RODI SYSTEMS

RODI purification data

Removal rates

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

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.



RODI systems

Product	Process	Production	Flush	RRP ¹ (£ incl. VAT)	Monthly rental (£ incl. service & VAT)	Rental installation (£ incl. VAT)
Aqualite-xf	RODI	5 ltrs/hr	auto	1495.00	39.00	199.00
Aqualite	RODI	2 ltrs/hr	auto	1296.00	39.00	199.00
PSS90	RODI	2 ltrs/hr	manual	995.00	33.00	199.00
Traveller	RODI	2 ltrs/hr	manual	499.00	n/a	n/a
Platinum 90 ³	RODI	2 ltrs/hr	auto	899.00	33.00	199.00



QUATREAU™

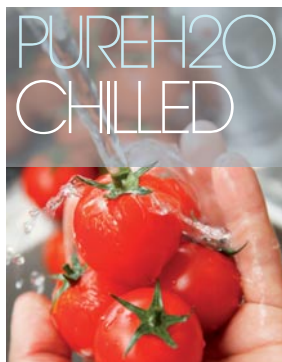
THE
EVOLUTION
OF TAPS

Elegance and purity combine to bring you **Quatreau™**, the world's first touch-sensitive tap designed for discerning tastes and today's lifestyle.

Quatreau™ represents the evolution of tap design bringing water purity and function to the centre stage in your kitchen.

Embracing a new era in design, **Quatreau™** delivers complete functionality creating the only tap you'll ever need. With a modular approach you can build the system that suits you. Boiling, chilled and carbonated comes with optional patented RODI system, the world's most advanced purification process delivering the purest water available, guaranteed purer than all bottled water brands.

Quatreau™ also delivers unfiltered tap water, thermostatically controlled for the inevitable washing and cleaning.



Prepare a perfect infusion with the instant boiling function of

Quatreau™. Flavours steep instantly whilst colour is perfectly retained with a clarity unfound in any other water. Pure H₂O protects the virtues of the ingredients delivering the purest taste possible. Try with mint fresh from the garden.



Nothing is more refreshing on a warm summer's day than

beautifully chilled Pure H₂O. Serve in a glass jug with slices of citrus fruit and mint for the ideal accompaniment to your al fresco dining. Add a small splash of your favourite cordial for a subtly flavoured alternative. Don't forget Pure H₂O gives a spot free rinse to glassware and is a great way of chilling glasses.



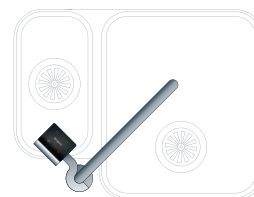
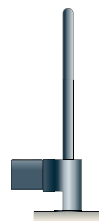
Never has sparkling water tasted so good. Endless

combinations await you and your family. As an alternative to sugar based fizzy drinks let your children create their own masterpiece using diced fruit and sparkling Pure H₂O.



With a single touch to the touch-sensitive control panel

Quatreau™ delivers unfiltered mains tap water at a preset, thermostatically controlled temperature for washing pots, pans and hands. Two touches deliver unfiltered cold water. **Quatreau™** always delivers the perfect flow rate with no adjustment required.



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



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

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