

Water Filtration? The Choice is Clear... Clean+Clear®.

Clean+Clear vs. Pūr®

- The water pressure in the Clean+Clear system maintains a steady rate with no reduction.
- High water pressure drop is normal with the Pūr system.
- With Clean+Clear water is distributed evenly and is in contact with the entire activated carbon bed (figure 1), resulting in better filtration and longer filter life.
- Water under pressure in the Pūr design goes through a pressed block of activated carbon. Tributaries that are formed become the path of least resistance for the water flow (figure 2), resulting in shorter filter life since much of the filter media goes unused.
- The typical life of a Clean + Clear Water Filtration System filter is 2,000 gallons. That's 20 times longer as compared to the 100 gallon useful life of Pūr System's filters.

Clean+Clear vs. Reverse Osmosis

The Clean+Clear DS1045-C flows at 3 gallons per minute. Reverse Osmosis flows at only 7 gallons per day. That's 600 times more water flow with the Clean+Clear system.

- Clean+Clear **does not** require a separate faucet at a cost of \$60.00-\$200.00.
- Clean+Clear water **does not** have a "Bite to it".
- Clean+Clear water **retains the minerals** that provide the **good taste** you enjoy.
- Clean+Clear **does not** require extra storage space under your sink for a large storage tank like reverse osmosis.
- Clean+Clear filters 100% of the kitchen cold water supply.

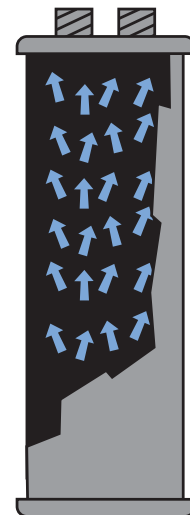
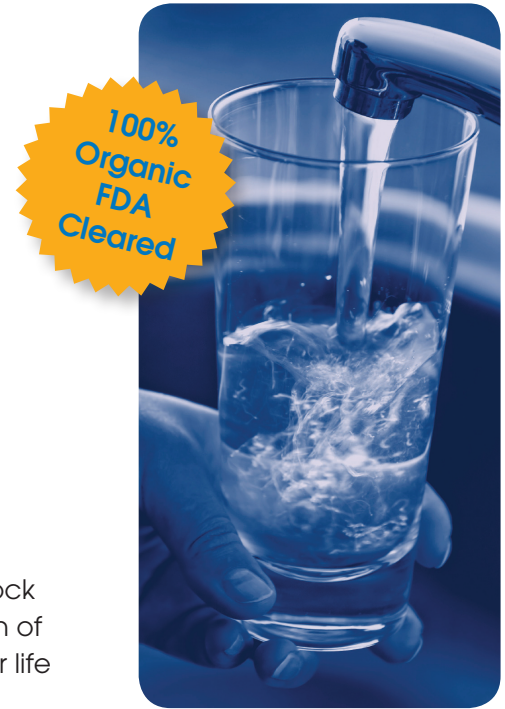
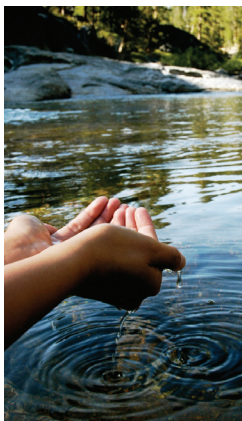


Figure 1: Clean+Clear System
Water flow is distributed evenly.



Water. A precious commodity wasted...

Reverse Osmosis systems input 27 gallons per day, but only deliver 7 gallons per day of usable water.

That's 20 gallons of water per day to drain...

20 gallons per day x 365 days a year...

That's 7,300 gallons of water per year wasted with the reverse osmosis system!

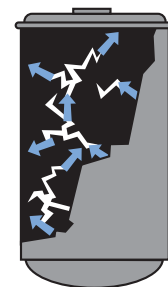


Figure 2: Pūr System
Water follows path of least resistance.

The Clean+Clear System offers many other important features and benefits:

Clean+Clear Benefits

- **No moving parts.** No components to fail or be replaced.
- **No electricity required.** Lower your electricity bill.
- **No back flushing required.** Some competitors' filters require back flushing; this can waste up to 38,000 gallons of water per year (assuming back flushing just one hour per week at 12 gallons per minute).
- **No loss of water pressure.**
- **Blocks 100% of bacteria.**
- **Consistent, effective filtration** over the life of the filter cartridge.



Rusty Water in...Fresh Water Out.

Iron-saturated well water enters the Clean+Clear system on the left. Iron-free, bacteria-free fresh-tasting water leaves on the right.

What's in Your water?

Clean+Clear delivers fresh, great-tasting, bacteria-free water and reduces contaminants including:



Sediment:

- Dirt
- Rust
- Silt



Organic:

- Chemicals
- Solvents
- Chlorine



Inorganic:

- Iron
- Lead
- Mercury



Microbiological:

- Bacteria



**Also removes
Trace Pharmaceuticals!**



Clean+Clear delivers better quality water for a fraction of the initial cost and ownership cost as compared to other systems.



Save our Planet! Go Green, Go Clean+Clear!

Using the Clean+Clear system eliminates discarded plastic water bottles going to landfill! That's good for our environment!

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