



## Home water treatment systems

### All the quality and taste of bottled water — without the cost

North Americans love bottled water. According to the Beverage Marketing Corporation, the average American consumed 32.0 gallons of it in 2013 — more than either beer or milk. North of the border, almost one third of Canadian households drink bottled water at home.

Many consumers reach for bottled because they believe that it's a healthier and/or tastier alternative to the water from their tap. Dig a little deeper, however, and you'll discover that that may not actually be the case.

With the right home treatment system, your tap water can be just as safe and taste just as good as bottled water, at a fraction of the price. And when it comes to the environmental costs, the choice is clear: home treatment wins hands down.

#### Create clean, better tasting tap water

Why bother with bottled when you can get the same quality — or better — right from your tap?

An ultraviolet (UV) disinfection system will inactivate harmful microorganisms in your water, even dangerous, hard-to-eradicate organisms like *Cryptosporidium* and *Giardia*. It's the same technology that many bottled water companies use to sterilize their product.

By combining UV disinfection with a carbon filter pretreatment system, you can get rid of unpleasant tastes and odours, including the chlorine smell and taste you find in municipal tap water. Carbon pretreatment can also remove pesticides, pharmaceuticals and a slew of other organic contaminants.

And because this kind of system treats all the water entering your house, you'll get the same high-quality water at every tap — and even your shower!

#### Save money and hassle

One of the biggest benefits of a home treatment system is the amount of money you'll save. Let's look at the numbers.

According to the Beverage Marketing Corporation, bottled water costs an average of US\$1.21/gallon in 2013 — and that's wholesale pricing. If you're

#### Did you know?

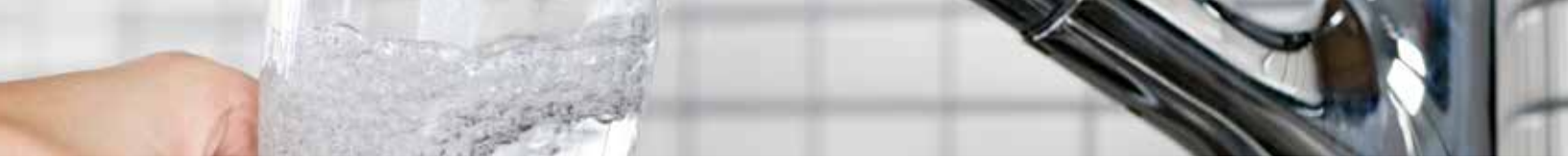
Many popular brands of bottled water are simply municipal tap water that has gone through extra filtration and sterilization steps. That's something you can do yourself, and enjoy clean, great-tasting water right from your own tap.

#### Is bottled water really the healthier choice?

Many consumers reach for bottled water because they think it's better for them. But let's look at the facts. In both the U.S. and Canada, bottled water is regulated as a food product, not as drinking water. This means that bottled water doesn't have to undergo the same rigorous testing as your tap water.

According to the FDA regulations, bottled water must be tested for microbiological contaminants on a weekly basis. Once a year, it must be tested for physical, chemical and radiological contaminants. In Canada, bottled water plants are inspected by the Canadian Food Inspection Agency an average of once every three years.

Compare that to municipal tap water. New York City runs more than a thousand tests a day on its drinking water. In Toronto, the water is tested for bacteria every four to six hours.



## The perfect choice for well owners

If you rely on your own well for your drinking water, it's up to you to make sure it's safe to drink. A UV disinfection system protects you and your family from harmful bacteria, viruses and other disease-causing organisms. That means you no longer have to worry about nasty things from your neighbour's septic tank or the hog farm down the road contaminating the water you drink. Meanwhile, carbon pretreatment will remove pesticides and other undesirable contaminants. It's a smart way to protect the health of you and your family.

buying a 24-pack of single-serve bottles, you're going to pay even more. The average American uses two gallons of water a day for drinking and cooking. If you've got four people in your household, that's eight gallons a day, 365 days a year. Multiply that by \$1.21 a gallon and you're looking at more than \$3,500 a year.

At those prices, a home treatment system will pay for itself long before the year is up — and keep saving you money for years to come.

It costs very little to run a UV/carbon filter system, like one of the VIQUA IHS systems, which incorporates UV disinfection with pre-treatment filtration. The electricity required is about the same amount it takes to run a 40-Watt light bulb, while replacing most UV lamps (done once a year) and carbon filters will set you back around \$3 per week.

You'll also save on hassle. Forget about hoisting big bottles of water into your dispenser or schlepping 24-packs from the grocery store. You don't need to worry about cleaning and sanitizing your water cooler either. And the maintenance is simple. All you'll need to do is replace the carbon filter a few times a year, plus change the UV bulb annually and clean the quartz sleeve around it.

## Avoid the bottled water eco-disaster

Each year, Americans buy roughly 29 billion bottles of water. Think of all the energy and resources that go into making those plastic bottles — and all the fuel that gets burned delivering them to your door.

Altogether, the Pacific Institute estimates that America's bottled water habit consumes up to 53 million barrels of oil annually. That's enough to fuel more than three million cars for an entire year.

The environmental damage doesn't end there. According to the Container Recycling Institute, nearly two out of every three beverage containers end up in landfills or incinerators, rather than being recycled.

Say goodbye to the costs and hassles of bottled water and hello to high-quality water right from your tap!

## About VIQUA

VIQUA is proud to be the world's largest supplier of residential UV water disinfection systems, providing safe water without the use of chemicals. Whether you choose a point-of-entry or a point-of-use system, your VIQUA UV system will disinfect your drinking water, keeping you and your family safe from microbiological contaminants. Our promise to you is clear: simply safe water. For more information, visit [www.viqua.com](http://www.viqua.com).

