

BRITISH MADE DRINKING WATER PURIFIERS

The World's most effective,
energy and water efficient
drinking water purifiers.

Purer than bottled water.
Chilled, Sparkling & Ambient.

PUREH2O™
PURE HEALTH AND INNOVATION



MADE
IN GREAT
BRITAIN 

www.pureh2o.co.uk

PURER THAN BOTTLED WATER

For 30 years our customers have always told us that our purifiers make the most incredible improvement to the taste and purity of their tap water, their one regret that they hadn't do it sooner!

When we started PureH2O in 1991 our mission was to improve the health of our clients through the quality of water they drink whilst removing bottle waste from the environment. Our vision remains the same to this day and we look forward to delivering this amazing experience to you.

One of the more recent problems affecting the quality of drinking water throughout the UK is Metaldehyde, a pesticide used widely in agriculture. Levels in drinking water have exceeded legally permitted limits by a factor of 100 according to the Environment Agency. Most rivers, lakes and ground waters in England will not meet legally binding pollution targets by 2021, six years after the initial deadline. Nitrates and heavy metals are ever present in regulated tap-water, yet no research exists as to the damage these toxins cause after prolonged ingestion. Pathogens such as the cryptosporidium parasite that infected water supplies in Lancashire 2015 caused

gastric problems in thousands of consumers, so it goes without saying that taking control of our drinking water quality is the best way to guarantee total purity. PureH2O is the healthiest water we can drink.

We manufacture a range of purifiers from our new RODI+™ to the all-stainless PurityPRO™ that are regarded to be the best systems in the world. These remove more than 99% of pollutants from water and even drug residues such as hormones, heavy metals, salts and disease-causing micro-organisms. Our comparison chart in the back of this brochure will explain what differentiates the products from others on the market.

PureH2O is a British manufacturer, over 90% of our components fabricated within 3 miles of our offices. We maintain exceptionally close and fair relationships with our suppliers. We assemble and test our purifiers in purpose built Class100 Clean Rooms and follow a stringent Quality Management processes.

We recognize that our service to you starts the day you start drinking PureH2O and we pride ourselves on the level of service we offer. Our technical team are all trained in-house;

they understand and take pride in the installation and service techniques essential to maintaining purity of your water. Our Customer Services team provide real time, personal support and will help you choose the right service agreement with easy monthly payment plans providing complete peace of mind.

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; PureH2O™ provides complete control over water quality and lifelong value. Pure chilled, still, sparkling or ambient, nothing tastes better.



Roger Wiltshire
COMPANY FOUNDER



PUREH2O: PURIFIER RANGE

*The purest, most sustainable
drinking water systems in
the world. Purer than bottled
water.*

*Better for your health and the
environment for home and
business, since 1991.*

PURITYPRO™

PurityPRO™ is the most water and power efficient RO system on the market, delivering unbeatable purity with a balanced pH7. The healthiest option for you and the environment.



FEATURES

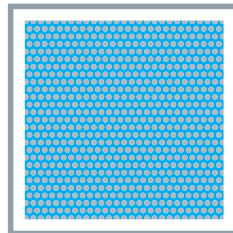
- All Stainless Steel Construction
- Delivery pressure at faucet 50psi
- Zero back pressure benefits:
 - 90% less polymers
 - 90% less energy consumed in production
 - 75% less water used in production
 - Consistent purity during production
- Auto flush
- Integrated leak detector and auto shut off
- Service reminder
- 90% less service waste
- 50psi constant delivery pressure at the faucet

Our innovative design removes many of the components found on traditional RO systems and, in doing so, reduces the use of polymer components and leak points. We believe we've created the most reliable RO system that will deliver the healthiest, great tasting water and lifelong value.

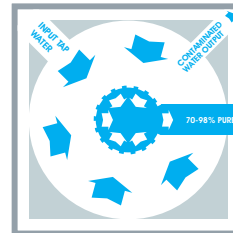
For more about the PurityPRO™ model range see page 12.

ABOVE
PurityPRO™.

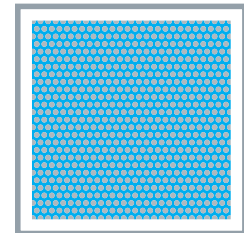
RIGHT
The Process:
A zero
service waste
three stage
process



STAGE ONE
Granular Activated Carbon



STAGE TWO
Reverse Osmosis



STAGE THREE
Granular Activated Carbon

RODI+™

*The all new **RODI+** delivers significant improvements on traditional RO and RODI systems delivering the healthiest, great tasting water and lifelong value.*

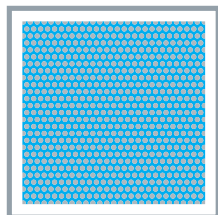


FEATURES

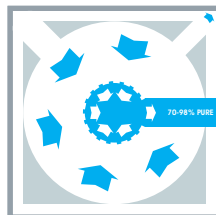
- RODI+™ rapid fill technology
- Activated Carbon pre filtration
- Thin Film Reverse Osmosis & Deionisation
- Easy to install, space saving, neat interconnections that sit to the rear
- Slim line design, just 90mm high for base of a cupboard or kick space installation.
- WRAS approved storage tank and fittings
- Rapid fill, 2 times faster than earlier models
- Greater water efficiency
- Delivery pressure at faucet 30psi max
- Integrated auto-flush
- Integrated leak detector and auto shut off
- Service reminder

For more about the **RODI+**™ model range see page 13.

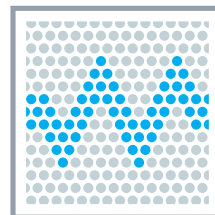
ABOVE
RODI+™.
RIGHT
The Process:
A zero
service waste
four stage
process



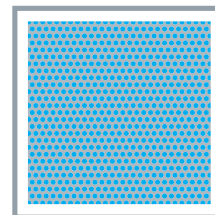
STAGE ONE
Granular Activated Carbon



STAGE TWO
Reverse Osmosis



STAGE THREE
De-Ionisation



STAGE FOUR
Granular Activated Carbon

BOOST YOUR HEALTH WITH ZETA POTENTIAL

Water has 5 critical roles in our body. A solvent, transportant, lubricant, coolant and an electro-negative enhancer.

Zeta potential was first documented by Thomas Riddick. Riddick identified that negatively charged particles entering the blood stream help to increase the dispersion of the red blood cell. Particles less than ten microns in size follow the law of colloid stability, that is they have a natural negative charge. At an optimum state of health the red blood cells carry a negative charge and pass, never touching one another (see Image 1.0). The 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).

Our blood is approximately 80% water and the cells are being constantly replaced. Drinking sufficient pure water each day is an essential part of our diet; 2 litres or more if exercising to maintain the blood volume and the balance the kidneys. The purity of the water we drink will of course have a direct effect on our health. Because pure water has a natural negative charge it naturally increases the negativity of the blood cell and enhances the ability to hold and transport more oxygen and other nutrients throughout the body.

Drinking pure water allows 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.

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

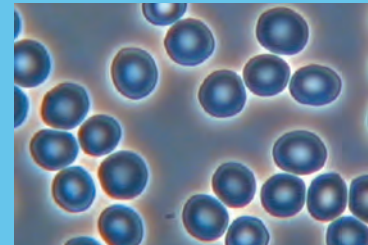


IMAGE 1.0 ABOVE

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



IMAGE 2.0

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

MINERALS

AND DIGESTION

Minerals are classified as 'organic' or 'inorganic'. Inorganic minerals are minerals from the soil or rocks. Organic minerals are produced by plants that absorb inorganic minerals and convert them through the microbes on the roots and photosynthesis into organic minerals that humans can assimilate through the intestines.

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 include Iron, Copper, Zinc,

Iodine and Selenium.

We are what we eat and a well-balanced diet including the rainbow of fruit and vegetables is essential for good health. All the minerals and vitamins we need for survival are derived from our diet, they do not come from water. Water only carries inorganic minerals and, contrary to belief, are detrimental to health; calcium carbonate for instance can cause hardened heart muscle, hardened arteries, kidney stones and is three time more likely to cause stroke than cholesterol*. (Dr Craig Venter, "the man who mapped DNA").

It's important to drink water that is pure and far healthier than processed tap or bottled water. In its purest form water enhances our body's ability to transport and utilise minerals, vitamins and other nutrients whilst maintaining hydration and our ability to process and remove the pollutants and toxins that we come into contact with every day.

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)

References:

*Dr. Venter's (Life at the Speed of Light, (Viking; publishing October 17) Thomas Riddick: 'Control of Colloidal Stability through Zeta Potential' (Zeta-Meter Inc. for Livingston Pub. Co., 1968) 'The Human Machine', Phil Selinsky, N.D



IMAGE 3.0

Most minerals for body functions are absorbed from dietary plant foods.

LIVING BETTER WITH PUREH2O



TEA TASTES SO MUCH BETTER WITH PUREH2O

THE HEALTHIEST OPTION FOR YOU, YOUR FAMILY AND THE ENVIRONMENT.

The perfect cuppa!

Tea infuses perfectly when prepared with PureH2O™ taking on a beautiful clear amber hue tasting clean and refreshing and the typical scummy oily residue that tap water leaves on the surface is completely eliminated.

Use PureH2O™ in cafetieres and coffee machines for the perfect Arabica crema. PureH2O eliminates the scale and the need for costly maintenance.

Connect to appliances such as steam ovens, ice makers of coffee machines.

PURITYPRO™ INTEGRATION WITH QUATREAU MULTIFUNCTION TAP MODELS.

Simply add a SmartTap™ or our Quatreau™ tap for instant chilled sparkling water.

Simply add a SmartTap™ and our Quatreau® BCS for instant boiling, chilled and sparkling water.

"I am heading a property department in central London with prime properties located in prime London area. Our tenants are HNWI from USA, Europe and the rest of the world, expecting impeccable quality in service and products. Originally I have used PureH2O with one unit, and since then I installed their products in ten properties. Their service and equipment is axiomatically one of the best and quite often my tenants praise the water quality in such an extent that carry water with them when they go out. This is a highly recommended company with amazing products and service."

Manos - London

WHY CHOOSE A PUREH2O PURIFIER?



COMPARISON TABLE

UNDER SINK PURIFIERS	Chinese RO	USA RODI	UK RODI+	UK PurityPRO™
Standard system production rate litres/hour	2	5	15	15
Twin membrane production rate	N/A	10	30	40
Recovery rate (% of water purified)	10%	15%	33%	50%
pH of purified water	5	5	6	7
Minimum water pressure required	40psi	40psi	40psi	10psi
Power pump use minutes/hour	60	60	60	3
Back pressure on membrane from pressure tank	30	30	30	0
Differential pressure on RO with 40psi feed pressure	10	10	10	40
Pre Treatment quality (organics only)	80%	99%	99%	99%
Membrane quality (ionic load removal when feeding storage tank exerting back pressure of 30psi)	90%	90%	90%	98%
De ionisation module (ionic load removal)	98%	98%	98%	Not required
Tank material (in contact with water)	Butyl	Butyl	PE	Stainless Steel
Food miles product has travelled to the UK	9120 miles	4425 miles	250 miles	2.5 miles
Percentage of polymers in contact with water	100	100	100	5
Leak detection	No	No	Yes	Yes
Auto isolation in event of leak	No	No	Yes	Yes
WRAS approved tank	No	No	Yes	Yes
WRAS approved solenoids	No	No	Yes	Yes
WRAS approved pipe & fittings	No	No	Yes	Yes

PURITYPRO™ SYSTEMS



The first and only fully stainless steel RO system and the most advanced purifier on the market, with 97% reduced water and energy use compared to older models. Dispenses ambient pure water from our standard faucet, but for the ultimate convenience it is built ready for integration with Quatreau® for instant boiling, chilled and sparkling pure water.

PurityPRO-5™

Designed for the home or small office. Use for beverages, cooking and food preparation.

PROCESS

Reverse Osmosis 50% recovery

FEATURES

- Fits in standard 600mm cupboard
- Mains water inlet protection
- WRAS approved pipe work and components
- Pharmaceutical grade 316L Stainless storage tank
- Built in leak detector with automatic shut down
- Built in service reminder
- Membrane auto-flush

PRODUCTION

5 litres per hour

PRICE*

Rental £59/month
or
Purchase £1899

*prices valid from Jan21-Dec22

PurityPRO-10™

Perfect for larger homes with busy kitchens and small to medium sized offices with 20-30 staff.

PROCESS

Reverse Osmosis 50% recovery

FEATURES

- Fits in standard 600mm cupboard
- Mains water inlet protection
- WRAS approved pipe work and components
- Pharmaceutical grade 316L Stainless storage tank
- Built in leak detector with automatic shut down
- Built in service reminder
- Membrane auto-flush

PRODUCTION

10 litres per hour

PRICE*

Rental £69/month
or
Purchase £1999

PurityPRO-20™

High output with pumped supply for semi-commercial applications. Can connect to steam ovens, ice makers, boilers, etc.

PROCESS

Twin Reverse Osmosis 75% recovery

FEATURES

- Fits in standard 600mm cupboard
- Mains water inlet protection
- WRAS approved pipe work and components
- Pharmaceutical grade 316L Stainless storage tank
- Built in leak detector with automatic shut down
- Built in service reminder
- Membrane auto-flush

PRODUCTION

20 litres per hour

PRICE*

Rental £79/month
or
Purchase £2199

For more on the PurityPRO™ range visit pureh2o.co.uk or contact our team on +44 (0)1483 617000

RODI+™ SYSTEMS



For exceptional water quality choose RODI+. It is designed and manufactured in Great Britain for superior quality with a 4-stage Reverse Osmosis with Delonisation process. Compact and quiet with rapid fill technology, it is the most water-efficient in its class and the most advanced RODI system on the market.

RODI+5™

Ideal for homes or small offices. Dispenses from either our standard faucet, Quatreau® multifunction tap or drinks station. Also connects to steam ovens, ice makers, coffee machines, etc.

PROCESS

Reverse Osmosis Delonisation
50% recovery

FEATURES

- WRAS approved storage tank
- Programmed Logic Control
- Slimline, fits in cupboard or kick space
- Built in leak detector with automatic shut down
- Built in service reminder
- Membrane auto-flush

PRODUCTION

5 litres per hour

PRICE*

Rental £39/month
or
Purchase £1599

RODI+10™

For larger households or medium offices. Dispenses from either our standard faucet, Quatreau® multifunction tap or drinks station. Also connects to steam ovens, ice makers, coffee machines, etc.

PROCESS

Reverse Osmosis Delonisation
50% recovery

FEATURES

- WRAS approved storage tank
- Programmed Logic Control
- Slimline, fits in cupboard or kick space
- Built in leak detector with automatic shut down
- Built in service reminder
- Membrane auto-flush

PRODUCTION

10 litres per hour

PRICE*

Rental £49/month
or
Purchase £1699

RO+20™

For all offices, semi-commercial kitchens and break-out hospitality areas. Integrates with HydreauBar® smart bottling refill station, Quatreau® taps and drinks stations. Highest water efficiency and production rates.

PROCESS

Twin Membrane Reverse Osmosis
75% recovery

FEATURES

- WRAS approved storage tank
- Programmed Logic Control
- Slimline, fits in cupboard or kick space
- Built in leak detector with automatic shut down
- Built in service reminder
- Membrane auto-flush

PRODUCTION

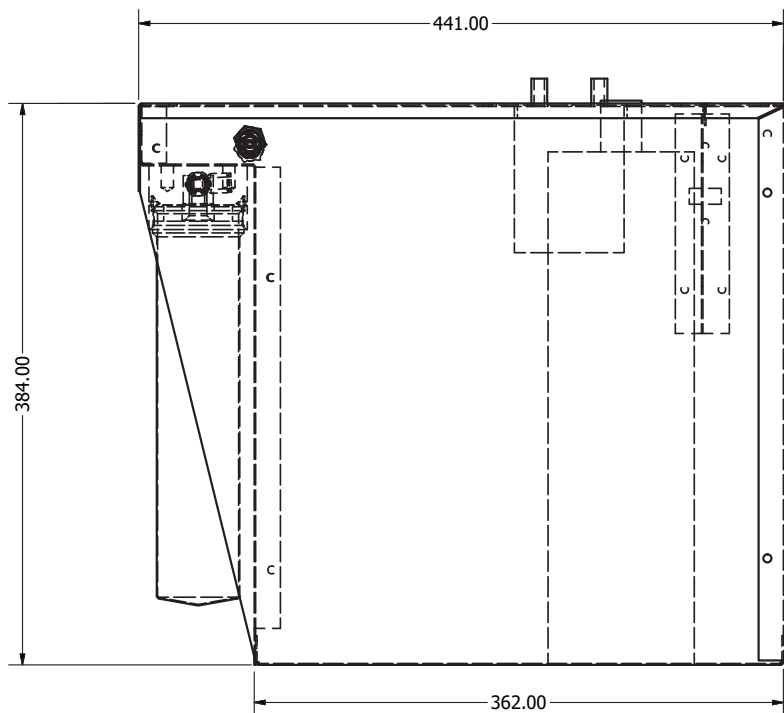
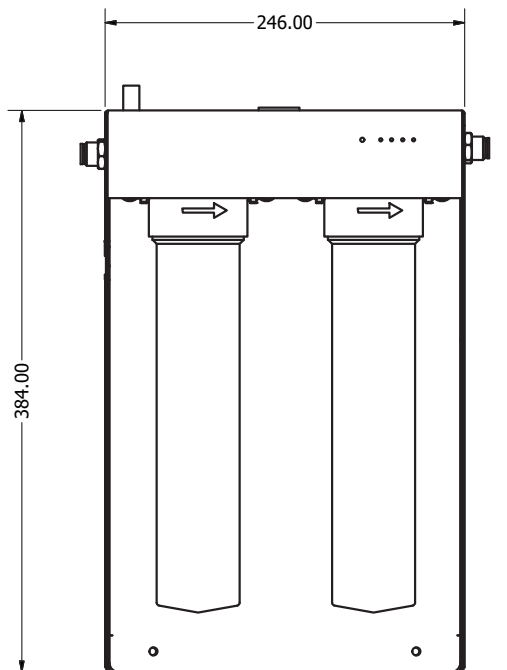
20 litres per hour

PRICE*

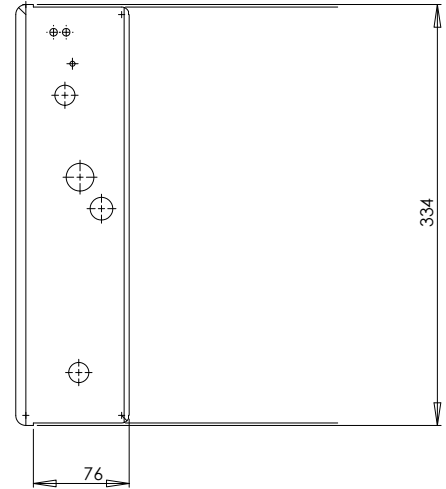
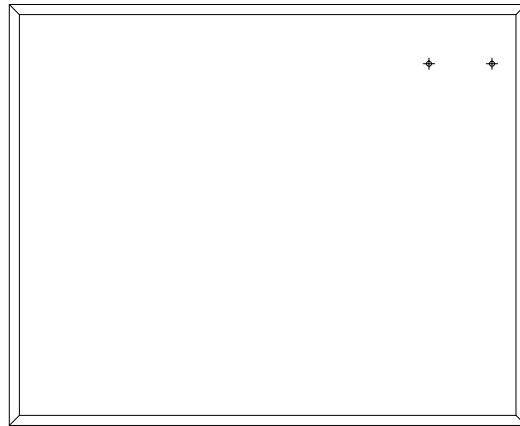
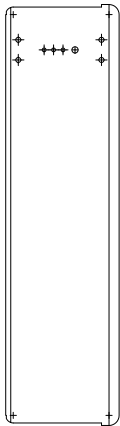
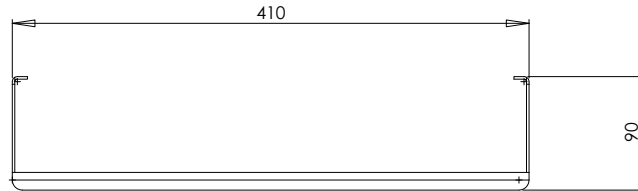
Rental £59/month
or
Purchase Price £1799

For more on the RODI+™ range visit pureh2o.co.uk or contact our team on +44 (0)1483 617000

PURITYPRO™ DIMENSIONS



RODI+™ DIMENSIONS



NOW SELECT YOUR TAP...

All RO & RODI+ models are supplied with a standard drinking water faucet that will be installed on the work-surface next to the sink at time of installation. There are a couple of choices of faucets in brushed and polished finish. These dispense Pure Drinking Water at room temperature.

If you would like something more sophisticated our range of Quatreau Smart & Touch Taps are fully compatible with our purifiers, offering a multi-function addition for dispensing Pure Drinking Water with Boiling, Chilled and Sparkling options.

Manufactured in the UK from solid 316 stainless steel for quality and durability, each of our taps are available as standard mirror polished or brushed stainless steel finish. For something altogether unique SmartTaps can be ordered in any RAL colour. #TAPTOMATCH

Make single-use plastic and bottled water a thing of the past and start enjoying the purest drinking water on the planet. Great for your health and the planet!

QUATREAU COLLECTION

– Boiling, Chilled, Sparkling, Hot & Cold filtered or pure water, in an instant –

QUATREAU TOUCH™ the all-in-one kitchen tap

quatreau
Touch

The Quatreau Touch™ 5-function tap with touchscreen control panel dispenses boiling, chilled and sparkling filtered* water, plus mains hot and cold.

It has several built-in safety features and thermostatically controlled temperatures.



#TAPTOMATCH
COLOUR OPTIONS



QUATREAU® SMART TAP 2 or 3 button with drip tray

quatreau
SmartTap

Compact and robust countertop system with integrated drip tray withstands the demands of high-traffic areas for use as a stand alone drinks station.

Modular choice of 2 water options from boiling, chilled and sparkling.

LED-lit buttons, with options for right or left handed control.



#TAPTOMATCH
COLOUR OPTIONS



QUATREAU® SMART TAP 2 or 3 button

quatreau
SmartTap

Additional kitchen tap for drinks or food preparation, installed over a sink.

Modular choice of 2 or 3 water options from boiling, chilled or sparkling.

LED-lit buttons, with options for right or left handed control.



#TAPTOMATCH
COLOUR OPTIONS



LUXURY FAUCET supplied as standard

Pure water faucet dispenses ambient pure water.

Supplied and installed at no extra cost.

An unobtrusive addition to your existing kitchen sink with simple lever control.



CUSTOMER TESTIMONIALS

"Until you have tried water purified by the PurityPRO™, you don't realise how bad other water tastes. I decided to do it because of the health benefits. I am a convert – no other water tastes this clean – even bottled water doesn't come close" – D. Gough.

"I can genuinely say that I feel much brighter, vibrant and my energy levels have certainly improved." Eve Kalinik, nutritional consultant.

"This fantastic local company help us as an Eco Venue – all our drinking water is purified by their system here on site, giving us great tasting pure water, which is then served chilled, sparkling or boiling by their Quatreau Touch tap in the Woodhaven kitchen." Nicky Yates - Woodhaven Space, Surrey

"Our tea and coffee look clear and more appealing than ever before and with no unsightly residue floating on the surface as so often happens with tap and filtered water" – R. Young, General Manager at Great Fosters Hotel, Surrey.

"We have been using PureH2O Services for over ten years now. Their customer service is great... part of having a great product is having the support of the company behind it" – J.M.

"PureH2O Services are honest to their values. They set out to improve their customers health through the quality of water they drink whilst removing the need for bottled water and the plastic waste associated with it. They are true pioneers and leaders in the market." – Carole Caplin



TRY BEFORE YOU BUY

Visit selected Planet Organic stores in London for a taste of PureH2O – you can even take Purity home to try before you buy. Refill free of charge at all Planet Organic stores.

"I've used PureH2O Services since I founded Planet Organic. They provide ethical services and genuinely want to save the planet since they started in 1991. There is no other water I would drink or recommend to friends." Renee Elliot, Founder Planet Organic

#NoExcuseForSingleUse

PUREH2O™
PURE HEALTH AND INNOVATION



PUREH2O LTD
Unit 21 Boundary Business Centre
Boundary Way,
Woking
Surrey
GU21 5DH
United Kingdom

CONTACT
help@pureh2o.co.uk
+44 (0)1483 617000

ONLINE
www.pureh2o.co.uk

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product, water & health news.