

# Multipure Challenge

Take the Multipure Challenge: How Does YOUR Drinking Water System Compare?

## Not All Filters Are Equal

Multipure is confident in the superior performance of our drinking water systems because we are confident in the performance of our industry-leading solid carbon block technology. Multipure's solid carbon block filters are NSF-certified to reduce the widest array of contaminants that can affect both the taste and the healthfulness of your water – a claim that few, if any, other filters can match.

Filter Technology	Bacteria & Viruses	Pharmaceuticals	PFOA/PFOS	VOCs	Cysts	Lead	Mercury	Disinfection Byproducts	Endocrine Disruptors	Arsenic V	Other Inorganics	Chlorine	Chloramine	Particulates	Healthful Minerals
Multipure's PureBlock	✓*	✓	✓*	✓	✓	✓	✓	✓	✓	✓**	✓	✓	✓	✓	
Reverse Osmosis***					✓	✓				✓	✓			✓	✓
Granular Activated Carbon (GAC)												✓		✓	
Distillation	✓				✓	✓	✓			✓				✓	✓
Mixed Media – KDF												✓			
Mixed Media – ATS						✓									
Ceramic					✓						✓			✓	
Ion Exchange (Water Softener)															✓
Ionizer												✓			
Ultraviolet (UV)	✓														

\*Multipure Aqualuxe only. \*\*Multipure Aqualuxe and Aquaperform (MP880 series) are NSF-certified for the reduction of Arsenic V. \*\*\*Reverse Osmosis membrane only; some RO systems include a carbon block post filter that may provide additional performance.

## What About Bottled Water?

- Did you know that many bottled waters are simply repurposed or treated tap waters? With bottled water, there is no guarantee that what you receive is actually better than what comes out of the tap. With Multipure, we are NSF-certified to reduce a wide array of contaminants that affect both the taste and healthfulness of water.
- Did you know that a typical 5-gallon bottle used for water coolers generally costs \$1.71/gallon? At that price, it would cost you \$1,282 for 750 gallons of water. Did you know that a typical 12-ounce bottle of water generally costs \$3.55/gallon? At that price, it would cost you \$2,662 for 750 gallons of water. Did you know that one Multipure filter generally costs only 13 CENTS per gallon? At that price, it would only cost you \$95 for 750 gallons of water.
- Did you know that of the billions of water bottles consumed each year, most end up in garbage piles and landfills, where they can take several hundred years to degrade? Did you know that the total energy required to manufacture, fill, transport, and dispose of one single disposable plastic water bottle is equal to filling up 1/4 of that very same bottle with oil? Did you know that the carbon in Multipure's solid carbon block filter continues to absorb contaminants in a landfill?

Although bottled water may be appealing to some as an alternative to tap water, Multipure is THE effective, economical, and environmentally-friendly solution for better drinking water.

## The Multipure Challenge

Multipure challenges you to compare other Drinking Water Systems (DWS) with our solid carbon block systems. You'll find that Multipure is the superior choice, and the best solution for your drinking water treatment needs.

Drinking Water System Checklist	Multipure DWS	Other DWS
Is it certified by NSF for contaminant reduction?	Yes	
According to NSF/ANSI Protocol P231 (Microbiological Purifier)?	Yes*	
According to NSF/ANSI Standard 401 (Emerging Contaminants)?	Yes	
According to NSF/ANSI Standard 53 (Health Effects)?	Yes	
PFOA/PFOS?	Yes*	
Arsenic V?	Yes**	
PCBs?	Yes	
Certain Pesticides (Chlordane/Toxaphene)?	Yes	
Cysts (Cryptosporidium, Giardia)?	Yes	
Lead?	Yes	
Disinfection Byproducts (THMs)?	Yes	
MTBE?	Yes	
VOCs (herbicides, pesticides, and other chemicals)?	Yes	
According to NSF/ANSI Standard 42 (Aesthetic Effects)?	Yes	
Chlorine and Chloramines?	Yes	
Particulate Matter?	Yes	
Is it certified or registered by the states of California and Iowa?	Yes	
Is it easy to use?	Yes	
Does it remove natural, healthful trace minerals in the water (e.g., calcium, magnesium, potassium, etc.)?	No	
Does it require electricity or waste water?	No	
Does it require a delay time to treat the water?	No	
Does it require water storage?	No	
Does it have a lifetime warranty on the system housing?	Yes***	
Does it have a 90-day money-back guarantee?	Yes	
Does it have an easily-changed replaceable filter?	Yes	
What is its filter capacity?	250 - 750 gallons****	
What is its replacement filter cost?	\$70 - \$180	
How long has the company been in business?	Since 1970	

\*Multipure Aqualuxe only. \*\*Multipure Aqualuxe and Aquaperform (MP880 series) are NSF-certified to reduce Arsenic V. \*\*\*Lifetime Warranty requires that the filter be replaced at least once a year. \*\*\*\*Filter capacity differs by model. The Aquamini has a 250 gallon capacity, the Aquaversa has a 750 gallon capacity; the Aquaperform has a 600 gallon capacity; the Aqualuxe has a 500 gallon capacity.

For Further Information, Contact Your Independent Builder

