

4 Proven technology

By using a proprietary *multistage reverse osmosis* process, we're able to remove a broad spectrum of contaminants not possible by simple filtration—or by softening. Unlike conventional filters, which are only at best able to trap and store some basic impurities for a limited time, the self-cleaning design of reverse osmosis purification will perform at optimum efficiency at all times. In most cases optimum means 97% removal of the overall impurities. In fact, reverse osmosis separation technology is so effective some major bottle water brands now use the method for processing the bottled water they deliver at a premium cost.

	Taste & Odor	Sediment	Chlorine	Bacteria	Viruses	Lead	Sodium	Calcium (Hardness)	No Electricity Required
REVERSE OSMOSIS	●	●	●	●	●	●	●	●	●
DISTILLATION		●		●	●	●	●		
CARBON FILTRATION	●	●	●			?			●
WATER SOFTENING								●	
BOTTLED WATER	●	●	●	?	?	●	?	?	●

- Above Comparison Index and Cost Comparison Index "The Safe Drinking Water Act" National Sanitation Foundation. Contaminants or other substances removed or reduced by these water treatment methods are not necessarily in your water. Only a partial list. A comprehensive list of contaminants removed by these methods are available upon request.
- EuroSystem ES series reverse osmosis systems are available for both residential and commercial applications with capacities from 10 to 1600 Gallons per day. Model specific literature is available upon request. EuroSystem, EuroSystem Direct and the EuroSystem logo are registered trademarks of EuroSystem Systems & Technology, a unit of Carelli International Corporation USA.

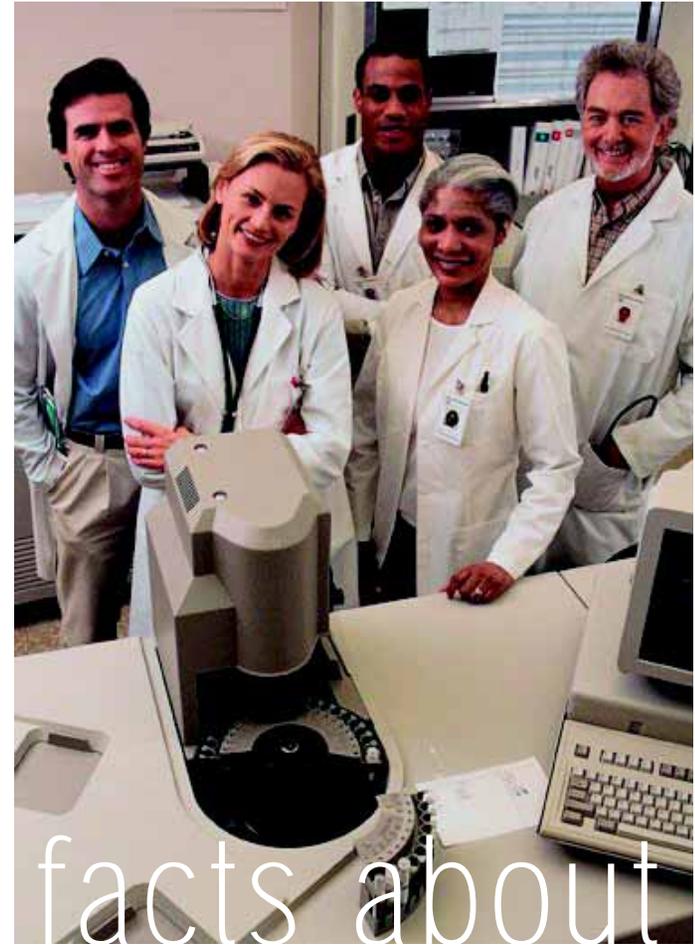
5 Seeing is believing

To help acquaint families to technology's latest marvel, we periodically make RO systems available to select areas for free. This way families are able to compare side-by-side with their favorite bottled water. There is no obligation whatsoever to receive a trial. However, areas made available to this program vary throughout the year. To find out if a program is currently available in your area or to simply receive more facts about water. Call us toll free 1-800-464-2800 x 512.

Free program: Important—the promotion and authorization codes printed on this document are required to be eligible for the free program. Not available in all areas and some restrictions may apply.



EuroSystem Direct, a factory direct program available exclusively through EuroSystem Systems & Technology, a technology unit of Carelli International Corporation USA.



facts about
Water

Authorization Code

RNT Promotion Code

9231B V910

1 Bottled water mythology

As the quality of our nation's drinking water becomes more suspect, consumers are searching for a reliable, effective way to be sure their families are getting safe, quality water. With over 600 bottled water brands on the market in the U.S. alone, and no uniform state or federal standards, those who do use bottled water are not even sure they're getting what they pay for. What's more, while we often hear of water shortages, the planet earth could hardly be more water rich. Scientists estimate the earth's inventory of water at some 326 million cubic miles. That's enough to cover all of the 50 United States to a depth of about 90 miles.

NAME BRANDS

\$1.50 PER GALLON

Average price of bottled name brand

STORE BRANDS

\$0.79 PER GALLON

Average price bottled market brand

REVERSE OSMOSIS

\$0.27 PER GALLON

Average price using RO purification

	PURITY TDS	1 GAL./DAY	PER MONTH	PER YEAR
NAME BRANDS	10-450 PPM	\$1.50	\$45.63	\$547.50
STORE BRANDS	10-320 PPM	\$0.79	\$24.03	\$288.35
RO PURIFICATION	10-30 PPM	\$0.27	\$8.32	\$99.84

Above: Cost Comparison—based on a EuroSystem ES series reverse osmosis purification system using a standard annual service rate for residential use. Service may vary depending on local water conditions.

We live in a world of notebook-sized computers, electronic e-mail and converse over wireless phones—*what about drinking water?*

Indeed, we have made progress in how we process our precious resource H2O as well. The leading method being in reverse osmosis (RO) technology, a purification process that provides families an



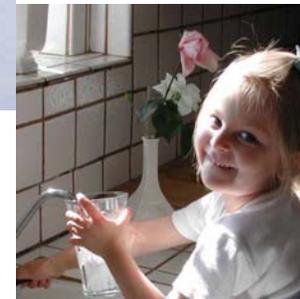
Water purity	
Calcium	93-98%
Cadmium	93-97%
Chromium	90-98%
Copper	93-98%
Iron	97-98%
Volatile Aromatics	>90%
Benzene	>90%
Chlorobenzene	>90%
1,3-Dichlorobenzene	>90%
1,4-Dichlorobenzene	>90%

A safe, high-purity water is low in dissolved salts and impurities as well as containing minimum traces of undesired tastes or odors. As a general rule, the lower the total dissolved solids (TDS), the higher the purity—the better the water.

Today, systems that use RO technology are able to remove these excess dissolved impurities and produce an extraordinary level of safe, high-quality drinking water, without bottles, storage, deliveries or interruption. Contemporary higher-end RO systems are now earthquake ready, fully automatic and fit neatly under a kitchen sink, requiring only a minimum amount of space.

3 Supported 24/7

Our reverse osmosis technology is being used in places around the globe from Paris to Zimbabwe. Since 1973, products have been manufactured in the United States under rigorous state-of-the-art standards and supported 24/7 by a factory direct service program. Already, over 6,000 systems are



benefiting families in Southern California, a State where 1 out of 3 households rely on bottled water.

alternative to bottled drinking water without making any compromise in taste or quality.

In actual fact, the method surpasses bottled water in purity, while costing much less.