



The SimplyPure™ Water Purification System is a "Point of Entry" product that purifies all the water coming into your home or business. It takes out the toxins, but leaves the trace minerals. It provides pure, clean and pH neutral water for the whole family from every faucet in the home.

Benefits include:

- **Improved Health**
- **Better Taste**
- **Skin and hair look younger**
- **Plumbing lasts longer**
- **No water waste like Reverse Osmosis systems**
- **Improve life of water heater and other water based appliances**
- **Remove existing scaling**
- **Extend the life of laundered clothing**
- **Plants and pets thrive on chemical free water**

Removes:

- **Bad taste and odors**
- **Inorganic Chemicals** (chlorine, dichloro acetic acid, MX, etc.)
- **Volatile Organic Compounds** (benzene, trichloroethylene, etc.)
- **Microbiological Organisms** (cryptosporidium, guardia, etc.)
- **Trihalomethanes** (bromoform, chloroform, etc.)
- **Radiologicals** (radon, etc.)
- **Metals** (lead, mercury, etc.)
- **Pesticides** (malathion, etc.)
- **Fluoride**
- **Sediment & Turbidity**
- **Nitrates & Nitrites**
- **Plus many more contaminants**

Specifications:

- **FDA and WQA approved materials**
- **Independent Laboratory Testing**
- **3-stage filtration system**
- **5 micron sediment pre-filter**
- **5 micron patented KDF and GAC post-filter**
- **Dimensions: 30" x 14" x 10"**
- **Weight: 35 lbs.**
- **35,000 gallon capacity (good for one year of average use with family of five)**
- **1" input/output**
- **6 - 20 gpm flow rate (based on home water pressure)**
- **One year warranty**
- **Manufactured in the U.S.A.**
- **Easily accommodates large homes**
- **Easy installation**



SimplyPure™ Water System maximizes KDF and GAC purification media for clean water from every faucet.

What are KDF® Process Media and how do they work?

KDF® Process Media are high-purity, granulated copper and zinc-based alloys that treat water through a process based upon the principle of **redox** (Oxidation-Reduction). Originally, KDF was shorthand for Kinetic Degradation Fluxion.

We can explain redox like this: KDF's unique combination of copper and zinc creates an electro-chemical reaction. During this reaction, electrons are transferred between molecules, and new elements are created. Some harmful contaminants are changed into harmless components. Free chlorine, for instance, is changed into benign, water-soluble chloride, which is then carried harmlessly through the water supply. Similarly, some heavy metals such as copper, lead, mercury and others, react to plate out onto the medium's surface, thus being effectively removed from the water supply.

Benefits of KDF Process Medias

- Significantly extend the life of granular activated carbon
- Effectively remove chlorine and heavy metals and control microorganisms
- Are available in four granular styles, each designed for a specific need
 - KDF 55 Medium removes chlorine, chloramines, bacteria, mercury, fungi, mold, algae, and more
 - KDF 85 Medium removes iron, hydrogen sulfide, scale, micro organisms, bacteria, algae, and more
 - KDF C Course removes heavy metals, chlorine and more
 - KDF F Fine removes chlorine, bacteria and more
- Outperform silver-impregnated carbons

What is Granule Activated Carbon (GAC) and how does it work?

Charcoal is **carbon**. **Granule Activated Carbon (GAC)** is a charcoal purification media that is treated with **oxygen** to open up millions of tiny pores between the carbon atoms.

Granular Activated Carbon adsorbs, which means to attach by attraction chemicals and impurities. The huge surface area of activated charcoal gives it countless bonding sites. When certain chemicals pass next to the carbon surface, they attach to the surface and are trapped. Activated charcoal is good at trapping other carbon-based impurities ("organic" chemicals), as well as things like chlorine.

SimplyPure™ Whole Home Purification System Process

In our purification process, we carefully layer and embed each of the KDF & GAC layers for maximum exposure/purification, and to minimize any affect on water pressure.