



FRESHPOINT[®] ULTRAFILTRATION SYSTEM

FILTRATION & PROCESS

CLEARER, SAFER WATER – EVERYWHERE!

Every drop of water in your home – from the washing machine in the basement to the faucet in the upstairs bathroom – becomes more satisfying from the moment you add the FreshPoint® Ultrafiltration System to your home's water supply.

FreshPoint is one device that solves a number of common water problems:

- Cloudy water becomes clear

- Sediments are removed before they can build up in your home's plumbing and appliances

- FreshPoint removes particles as tiny as 0.025 microns. The system reduces cysts such as *Cryptosporidium* and *Giardia* by mechanical means. This and other particulate could jeopardize your family's health.

Best of all, FreshPoint is a regenerative filter. It literally cleans itself, saving on the cost of filter cartridges and extending the life of your home's other water-using equipment.



HOW EFFECTIVE IS FRESHPOINT?

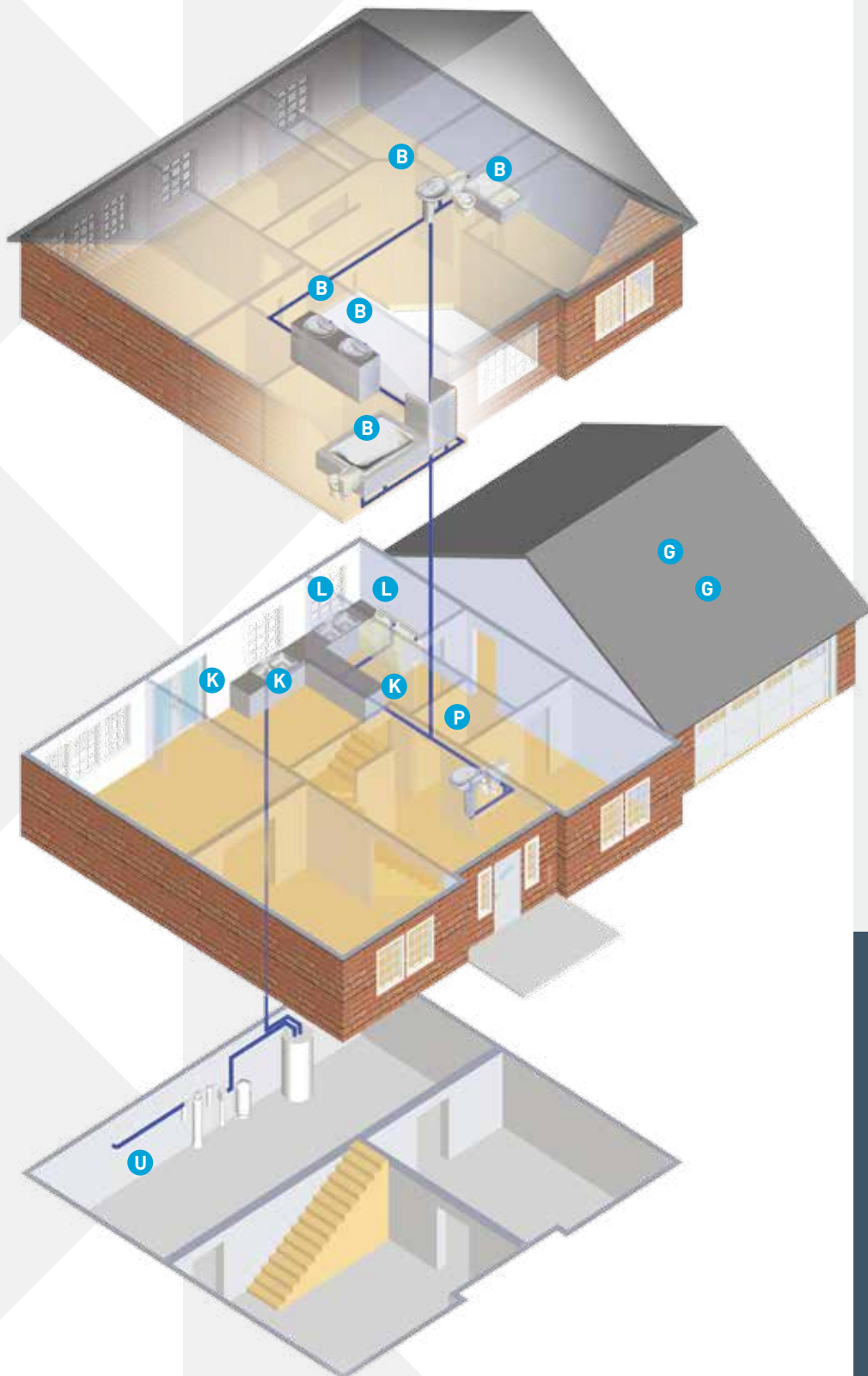
A FreshPoint filtration system reduces particles as small as 0.025 microns by mechanical means – so small that the vast majority of particulates are removed and safely flushed away.

Head of a pin:	2000 microns
Human hair:	100 microns
<i>Cryptosporidium</i> spore:	1 micron
<i>E. coli</i> bacterium:	.5 microns
FreshPoint effective filtration:	.025 microns

If you value freshness everywhere in your home, you'll want the non-stop cleansing of FreshPoint.

ONE SYSTEM FOR THE WHOLE HOUSE

Stop to think of all the points of water use in your house, and you'll see why a single FreshPoint® filtration system in a basement, garage or utility room can bring multiple benefits to any home environment.



K Kitchen (3 points of use)

At the sink for drinking, food preparation, and cooking. To the icemaker and dishwasher

L Laundry (2 points of use)

To the washing machine for brighter laundry. At the sink for washing and drinking

P Powder Room (1 point of use)

At wash basins for drinking and hand washing

B Bathrooms (5 points of use)

At wash basins for drinking, brushing teeth, and hand washing. In the shower and bathtub for bathing

G Garage (1 point of use)

At washtub for drinking and washing

U Utility Room (1 point of use)

At washtub for drinking and washing

POINT-OF-USE FILTERING

Pentair® offers a wide range of NSF-approved products to complement the FreshPoint Ultrafiltration System. Ask your local water expert if any of these point-of-use systems might be right for you.

- Refrigerator and icemaker filters
- Under-sink drinking water systems
- Faucet filters
- Shower filters
- Reverse Osmosis systems

COMPLETE IN-HOME WATER SYSTEMS

Often the best way to ensure clean water throughout a house is to use a combination of technologies.

FreshPoint® by Pentair® puts the same ultrafiltration technology used by labs, hospitals and municipalities to work in your home in a capacity large enough to filter the entire water supply of even the largest of houses.

It often serves as the foundation of a comprehensive home water improvement system. By linking FreshPoint to oxidizing filters, carbon filtration media and water softening systems homeowners can treat every type of impurity without compromising strong water flow. The result is fully flavorful drinking water, maximum cleaning effectiveness and savings on the cost of replaceable water filters.



DESIGNED BY YOUR HOMETOWN WATER EXPERT

Nobody knows the particular conditions of your local water better than a local water treatment dealer. They are experts at designing and installing systems that pinpoint your neighborhood's unique water problems, solving them with maximum reliability and cost effectiveness.

WATER TREATMENT COMPARISON

	SEDIMENT	CLOUDINESS, TURBIDITY	CYSTS*	HARDNESS	DISSOLVED IRON, HYDROGEN SULFIDE	UNPLEASANT TASTE AND ODOR
POINT OF ENTRY						
FreshPoint	•	•	•			
Softener				•		
Oxidizing filter					•	
POINT OF USE						
Carbon filtration	•	•				•

The FreshPoint system is designed for use with any municipally treated drinking water source or potable well/bore water. It is not intended as a stand-alone purifier solution for the disinfection of microbiologically unsafe water.

*The FreshPoint system reduces cysts such as Cryptosporidium and Giardia by mechanical means.

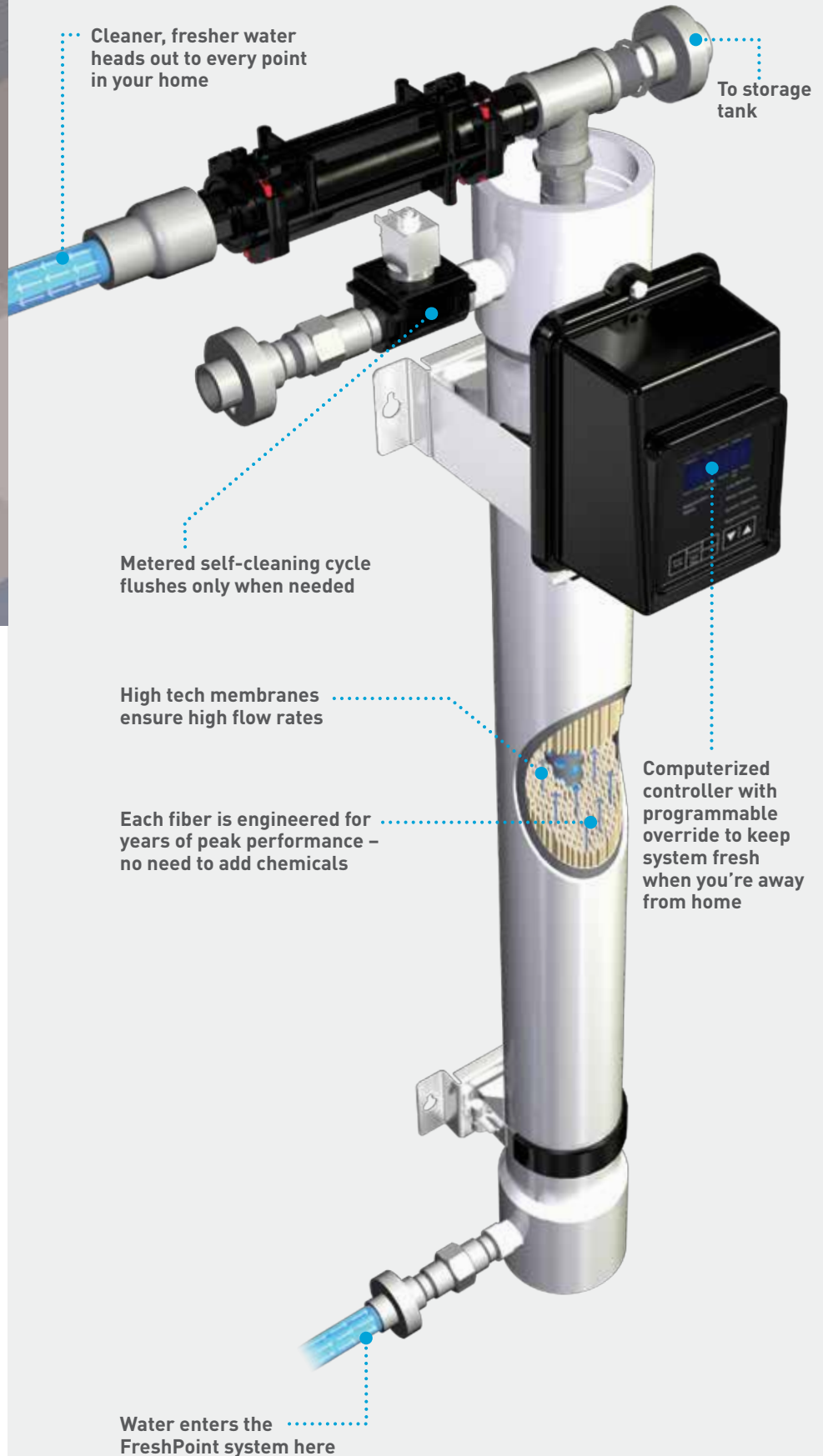


HOW DOES FRESHPOINT WORK?

The heart of the FreshPoint® system is hundreds of hollow ultrafiltration fibers for water to flow through. This unique high-flow filter structure is able to trap the tiniest of particles (all the way down to a microscopic 0.025 micron) by mechanical means without hampering the strength of your home's water flow.

These miraculous fibers are paired with a microprocessor, which constantly monitors filtration function. When particulates build up, the system moves discretely into action and triggers a self-cleaning cycle, flushing trapped particles down the drain and returning FreshPoint to its full filtering function once again.

It's all engineered to work quietly, efficiently and to cause no disruption to your everyday water supply. All you'll ever notice with FreshPoint is the improved flavor and usability of your home's water.



TECHNOLOGY YOU CAN TRUST

The world's finest restaurants, sophisticated municipal water systems, and some of America's most upscale homes have the same thing in common: Pentair® technology for maximizing water quality.

FreshPoint® owners get the full benefit of a decades-long legacy of Pentair leadership in the water industry. We've pioneered new technologies in every area of home water improvement, from conditioning through filtration and purification – even systems that supply home users with instant hot or sparkling water for beverages.

Pentair has forged strong partnerships with water treatment professionals in your hometown. This means the assurance of knowing your FreshPoint system will have our full support.



QUESTIONS HOMEOWNERS COMMONLY ASK

Q: I have a filter in my water system. Why do I need FreshPoint system?

A: Unless you have a whole-house filter that removes exceptionally fine particles, your existing filter may be missing substances that FreshPoint can remove. The efficiency of FreshPoint also means your point-of-use filter doesn't need to work as hard, saving you on expensive filter media.

Q: What will happen to my water pressure?

A: Thanks to the ingenious design of our filtering fibers, FreshPoint can remove very fine particles without robbing your home of healthy water pressure. Your local water

professional can create a system with full efficiency that won't make a significant difference in pressure strength.

Q: Will the FreshPoint system increase my water usage?

A: FreshPoint uses very little water to accomplish the flushing and regeneration cycle that keeps it filtering efficiently. A complete regeneration consumes less than four gallons of water, and the system's microprocessor control only triggers a cycle when it is truly needed. The FreshPoint system was designed to maximize filtering performance while keeping water waste to an absolute minimum.

Q: Does the FreshPoint's microfilter ever need to be changed?

A: Unlike replaceable filter media, FreshPoint microfibers are designed to offer years of effective filtration. The details of replacement for your specific system depend on the quality of your local water, the other protection devices in your plumbing system, and the volume of water you commonly use. It is reasonable to expect three to five years of service before the average filter element needs to be replaced.



Look in your local water professional's home, and you're likely to see Pentair® products treating their water.





FILTRATION & PROCESS

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