



# Perfectly filtered water on tap



**Go plastic-free with Kinetico - sustainable hydration for future generations**

# Enjoy crystal clear, filtered water on your terms

**We all know the importance of hydration to aid a healthy mind and body. So why not hydrate yourself in the best way possible, with crystal clear, filtered water!**

Our range of drinking water filters are designed to remove the impurities from your water supply leaving you with delicious tasting water on tap, 24/7.



## Chlorine

Chlorine is added to a water supply by water companies. It disinfects the water but can leave a nasty taste and smell.

### Removal benefits:

Removing chlorine will improve the taste and smell of water.



**TASTE PURE WATER** WITH A WATER FILTER!

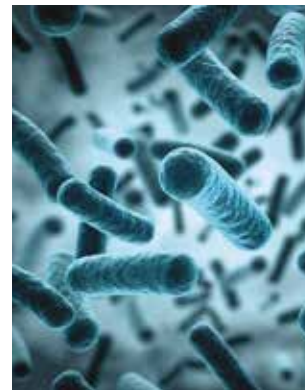
## Limescale

When rainwater passes through the ground in chalk and limestone regions it picks up calcium and magnesium along the way.

**Removal benefits:** Without these minerals your kettle will remain shiny and your tea will stay scum free.



**LET IT SHINE** WITH A WATER FILTER!



## Viruses & Bacteria

Coliform bacteria and E.coli are some of the most common types of bacteria found in a water supply.

### Removal benefits:

Some Coliform bacteria can be harmless, but others can cause gastrointestinal problems.

**AVOID THE RISK** WITH A WATER FILTER!



## Lead

Lead can enter the water via pipes connecting a property to the mains. The risk is greater in pre-1970s houses.

**Removal benefits:** Lead interferes with a variety of body processes and can be toxic to many organs and tissues.

**AVOID THE RISK** WITH A WATER FILTER!

## Look after your family

Keep them safe and healthy



Choose the best drinking water for you and your family.



Keep your kids hydrated and fill up their school water bottles.

## Look after your wallet

And reduce your environmental footprint



No more waiting around for the filter jug to be full again.



It can take up to 450 years for a plastic bottle to bio-degrade.

## Better tasting food and drinks

Wait until you taste the difference



Prepare your food with only pure, filtered water.



Why would you cook with impurities in your water?

## Scale-free kettles and scum-free drinks

Simply delicious

\*Refer to chart on reverse for filters that specifically remove limescale.



Enjoy the perfect cuppa without the layer of film on the top.



Great tasting drinks with all the flavour.

# We have the perfect solution for all your needs



## Essential

**Enjoy delicious-tasting filtered water on-tap.**

The all-in-one filtered drinking water solution comes with a tap and improves the taste and odour of water by reducing impurities from the mains such as chlorine.



## Premier Filter

**Peace of mind with ultra-filtered water on demand - greater protection for all the family.**

The Premier Filter can significantly reduce bacteria, viruses and chlorine. Enjoy amazing tasting ultra-filtered water on demand, ideal for households who care for their families and the environment.



## Kinetico K Range

**The ultimate in water filtration, for those who demand the purest and the best.**

Protect your family with our premium range.

Designed with Reverse Osmosis filtration, the revolutionary systems are so advanced they can remove nearly everything from tap water that isn't water. And, for the very best in water purification, the K5 Pure Ultra delivers bio-pure water!

Please note: All systems in the K Range require a minimum of 2 bar working/dynamic pressure.

## Why choose a Kinetico water filter?



### World No.1 in water treatment

Our water experts put their best thinking into designing and engineering smarter products to create the best water treatment solutions in the world.



### PureMometer™

The puremometer will indicate when the filter cartridge needs to be changed.



### Carbon Filtration

Highly absorbent carbon filters attract and adsorb impurities from the water.



### Reverse Osmosis Filtration

Traps contaminants in a semi-permeable membrane that only water can pass through.



### WOW (Water on Water) Tank

Guarantees a continuous high flow of filtered water.



### Air Charge Tank

Flow from your tap will be diminished over time.



### MACguard®

Filter will shut off automatically when cartridge has expired to ensure only filtered water is available on tap.



### EverClean Rinse®

Prolongs the life of the water filter by cleaning itself with the very same high-quality water produced by the system.

Please refer to the filter range chart overleaf, to determine which of the above features are relevant to which product.

# The Kinetico Water Filter Range



| Filter removes**:                                     |                       |  |                                |                                |  |  |
|---|-----------------------|--|--------------------------------|--------------------------------|--|--|
| Bad taste & smell                                     | ✓                     | ✓  | ✓                              | ✓                              | ✓  | ✓  |
| Chlorine  | ✓                     | ✓  | ✓                              | ✓                              | ✓  | ✓  |
| Limescale   | -                     | -  | ✓                              | ✓                              | ✓  | ✓  |
| Lead  | ✓                     | ✓  | ✓                              | ✓                              | ✓  | ✓  |
| Fluoride  | -                     | -  | ✓                              | ✓                              | ✓  | ✓  |
| Bacteria<br>(including E.Coli<br>and Fecal coliforms) | -                     | ✓  | -                              | -                              | -  | ✓  |
| Viruses   | -                     | ✓*   | -                              | -                              | -  | ✓  |
| Pharmaceuticals                                       | -                     | -  | ✓*                             | ✓*                             | ✓*   | ✓  |
| Oestrogen   | -                     | -  | ✓*                             | ✓*                             | ✓*   | ✓*   |
| Pesticides  | -                     | -  | -                              | -                              | -  | ✓  |
| Filter adds:  |                       |  |                                |                                |  |  |
| Calcium   | -                     | -  | -                              | -                              | ✓  | -  |
| System details:                                       |                       |  |                                |                                |  |  |
| Type of filtration                                    | Block carbon filter   | Activated carbon and ultra-filtration membrane | RO, pre-filter and post-filter | RO, pre-filter and post-filter | RO, pre-filter, post-filter and mineral plus | RO, pre-filter, post-filter, Purefecta and VOC guard |
| Type of tank  | -                     | -  | Air charge                     | WOW                            | WOW  | Air charge   |
| PureMometer™  | -                     | -  | -                              | ✓                              | ✓  | ✓  |
| MACguard®   | -                     | -  | -                              | ✓                              | ✓  | ✓  |
| EverClean Rinse®                                      | -                     | -  | -                              | ✓                              | ✓  | ✓  |
| Water production:                                     |                       |  |                                |                                |  |  |
| Average lifetime of cartridge                         | 6000 Litres/12 months | 6000 Litres/12 months                          | 1850 Litres/6 months           | 1850 Litres/12 months          | 1850 Litres/12 months                        | 1850 Litres/12 months                                |
| Average cost per litre                                | 2p                    | 2p   | 6p                             | 5p                             | 7p   | 16p  |
| Warranty: (see website for T&Cs)                      |                       |  |                                |                                |  |  |
|   | 1 year                | 1 year   | 1 year                         | 10 years                       | 10 years                                     | 10 years   |

\*Contaminant significantly reduced. \*\*The listed contaminants may not be present in your water supply.

