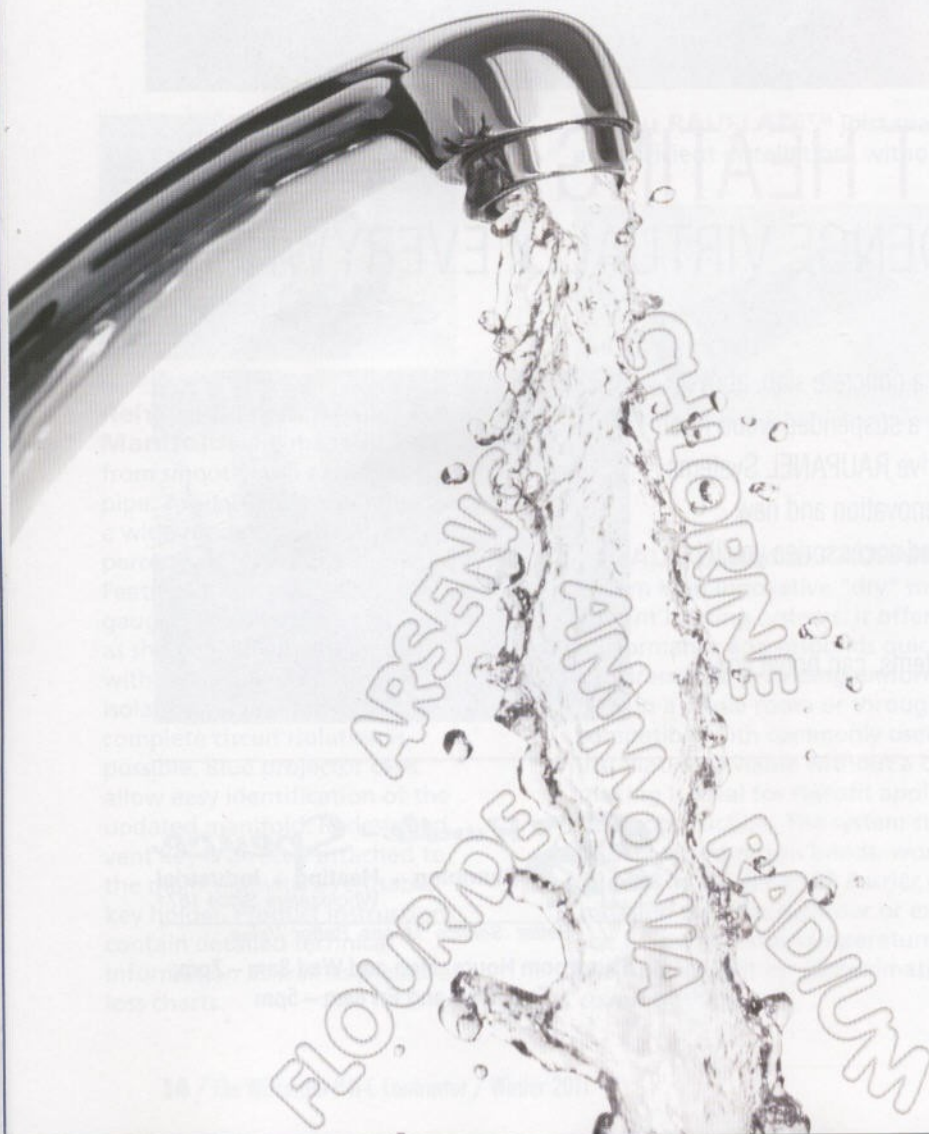


# WHOLE HOUSE WATER FILTERS

AMERICANS LEARNING MORE ABOUT WATER CONTAMINANTS, TAKING MORE ACTION



More than half of Americans say they have concerns about the quality of their water as more people become educated about specific contaminants and take action in their homes.

Those are two findings from an independent survey released earlier this year at the Water Quality Association (WQA) Aquatech USA.

"We are seeing people become more educated about water issues and finding ways to ensure water quality for their families," said Peter J. Censky, WQA executive director.

Among the major findings:

- A quarter of consumers are "extremely concerned" about the quality of their water supply, and only 45 percent say they are confident their water source poses no health risk.

- A majority of consumers are now willing to pay more for the elimination of contaminants such as pharmaceuticals. In previous surveys, less than 50 percent expressed this opinion.

- Nearly a quarter of consumers say they have primary responsibility in their home for quality water, up from 20 percent in 2008.

About one-fifth (19 percent) of respondents were exposed to "boil water alerts." This prompted them to purchase a water filtration device. Typically, a water filter pitcher or end-of-tap device was purchased. More than half of those exposed to boil water alerts purchased home filtration devices afterward, higher than the 38 percent who said they did so in 2008.

In 2010, the President's Panel on Cancer recommended that people use home filtering devices to decrease exposure to cancer-causing agents.

This growing concern could be an opportunity for plumbers to get into the whole house water filtration service.

"The adage that plumbers guard the health of the nation applies here," said Kathleen Herzog, WQA member and regional sales representative for Water Inc., a national water quality products company.

"The majority of people who are dissatisfied with the taste or odor in their water will turn to a plumbing contractor or a plumbing or appliance showroom and ask how they can improve it," Herzog said. "We are a health conscious society now and more people are more concerned about what they don't know is in their water."

Any variety of pollutants can impact drinking water. Point of

Use (POU) and Point of Entry (POE) systems can reduce levels of organic contaminants, control turbidity, fluoride, iron, radium, chlorine, arsenic, nitrate, ammonia, microorganisms and many other contaminants. Aesthetic factors, such as taste, odor, or color also can be improved with POU/POE treatment.

Since no single type of residential water treatment system is available to remove all water quality problems, a selection of one or more technologies may be necessary.

"Considering there are a number of different products for a number of different situations; a plumber extending his business to include water filtration needs to offer a variety," Herzog said. "Water Inc. has filtration products for different applications, residential and commercial. Our showroom and sales staffs are well trained in our product use, so we can help contractors determine what the best solution for their application is. Some people do not prefer the feeling conditioned water leaves with soap softeners; an economical, effective choice is a water filter that does not add anything to the water but removes impurities, bad tastes and odors for fresh, clean water at every outlet. That's where water filtration is most unique in that it provides a healthy alternative without the inconvenience of plastic bottles or adding anything to the water. Full Flow Filters with quick change cartridge at 2.5 gpm are becoming popular with homeowners for any tap in the house.