WHY FRANKE WATER FILTRATION



Water filtration is a popular topic these days. Research indicates that approximately 70% of American households use some type of home water filtration. But why? It's a very common question with a simple answer: peace of mind. You and your loved ones drink and come in contact with tap water many times every day. This is something that most people don't even consider and Franke thinks it should stay that way. A water filtration system is a straightforward, convenient way to make sure that there's just H2O in your glass and no unexpected little "extras." Whether the goal is to achieve better tasting water from the tap or ease your uncertainty about actual water quality, opting to use a filtration system can provide some much needed reassurance.

POU Filtration

Our filtration products fall into a category known as Point-of-Use or POU filtration systems. What this means is that water is being filtered immediately before it is dispensed, or just before it flows from the tap. A filter housing containing a filter cartridge is plumbed directly into the water line below your kitchen counter. Filtered water is then dispensed as it is needed from a separate faucet adjacent to the kitchen sink. These faucets are commonly referred to as both POU faucets or dispensing heads.

Inside the filter canister is a filter cartridge. Franke filter cartridges consist of a ceramic outer shell and an enclosed activated carbon block core. Each cartridge utilizes a multistage filtration process which occurs as follows:

Stage 1 – Microfiltration occurs as water passes through the ceramic shell of the filter cartridge. Particulate and pathogenic cysts ranging from .5 to .8 microns in size are removed during this stage.

Stage 2 – The composition of the ceramic matrix both kills and inhibits the growth of bacteria.

Stage $3\,$ – An activated carbon block core removes chlorine and organic compounds thereby improving the taste, odor, and safety of the water.

Stage 4 – Two of our cartridge models (FRX02 & FRC06) also contain heavy metal removal media for the removal of lead and other heavy metals. See page 88 for chart.

Combining these elements creates an extremely effective mechanical filtration and chemical reduction process. Although the life of a filter cartridge can vary depending on water quality, each cartridge is generally good for six months for a family of four with normal usage, often even longer.

Benefits of Filtration

The fact is that there are, indeed, undesirable things finding their way into drinking water. Water with chemicals and impurities can have an unpleasant odor or taste making it difficult to enjoy. Ingesting water with specific contaminants can even cause serious health issues. The table on the following page are some of the most common contaminants found in drinking water in the United States and the results you can expect from the use of a Franke filtration system:

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CONTAMINANTS	REMOVAL
Cysts (Cryptosporidium) Bacteria (E. Coli) Free Chlorine Lead (specific models) Particulate matter	>99.99% >99.99% >96.00% 98.3% >98%

Additional Benefits

What a Franke filtration system takes out of the water might be the most important, but not the only, benefit. Our filtration systems are easy to maintain and require no electricity or additional power supply. Unlike a reverse osmosis (RO) system, we won't waste three gallons of your water for each gallon that is purified and our filters won't strip your water of essential minerals. Most Franke system components are long-life reusable elements made of natural and recyclable materials. In fact, if your municipality issues a "boil water advisory" due to cysts (Cryptosporidium, Giardia, etc.) you can continue using water filtered with your Franke filtration system without any boiling or extra preparation.

Quality & Environmental Responsibility

All Franke filtration products are manufactured using high-quality components and precision assembly techniques. Unlike other water filtration companies, we don't cut corners. One example of our commitment to quality is that the activated carbon cores of our filters are manufactured with coconut shell carbon, one of the most expensive types. But coconut shell carbon happens to be a highly effective substance for chemical reduction and therefore, increases the overall performance of our systems. Despite the additional cost of some system components, Franke filtration systems are still priced equivalently or below those of the competition. Performance isn't the only thing we take into consideration; giving our customers the best value possible is just old fashioned good business.

Our products incorporate both naturally biodegradable and highly recyclable materials. All filter housings are manufactured with either stainless steel or engineering grade plastic polymers. These materials are frequently and easily recycled. Franke filter cartridges are made of, by weight, approximately 95% naturally biodegradable materials. These environmentally responsible material usage principles are in stark contrast to many filtration systems that utilize "throw away" parts and replacement cartridges. Franke consistently considers the environment during the development of every new product to ensure minimal environmental impact during use.

One Less Thing to Worry About

Many families and busy "on-the-go" individuals face hectic daily schedules with barely a minute to breath let alone worry about potentially harmful chemicals coming out of the tap. A water filtration system can help you be more confident at home and give you great tasting enjoyable drinking water at a moment's notice.

We recognize that our customers have a choice in water filtration products and that trust is difficult to earn but easy to lose. In light of those facts, we will continue striving to provide top-quality filtration products that deliver exceptional results and allow our customers to live more confidently every day.

