

## Pure Drinking Water Without The Bottle

### ► Sylvan Source • Ultra Clean Water System

**If you want to measure** how serious the public is about their drinking water, just ask Laura Demmons, CEO of a clean-tech startup named Sylvan Source. Before her company had even shipped a single one of their water purification systems to its distributors, it had millions in sales on the books. That's not bad for a home appliance programmed to price out at upwards of \$3,600.

Homeowners are interested in water purifying systems for the same reason they buy bottled water: they don't trust their tap water. "More and more people realize that what their municipalities say that is in our water does not always match what we actually have in our water," Demmons contends. "We decided we had to provide the marketplace with a product that removed more contaminants more effectively than any other technology or product in the world on a consistent basis."

There are, of course, a variety of water purification systems already on the market. What makes this wall-mounted unit stand out is that it employs a unique multi-stage process to supply water to all the drinking and cooking outlets in a home.

"If you were from the chemical industry and saw our product, you'd say it was a degasser," said Demmons. "If you had a water purification background, you'd probably call us a dis-

tiller, and if you were concerned with separating materials, you'd conclude that we make a demister," she explained. "What we've done is combine those three technologies in a way that allows us to remove more contaminants from the water and do it more effectively. The Sylvan Source M-600 system consistently reduces more contaminants from water than conventional filtration, reverse osmosis, distillation, or other residential water treatment systems."

### The company doesn't claim

100% purity, but they feel like it's pretty darn close. "We passed NSF TDS (total dissolved solvent) test for NSF 62 with a 400-500 times reduction on contaminants; the requirement is for 100 times," she described. "NSF Standard 62 does not appropriately challenge the capabilities of our system, so we will be getting independent third-party certifiers to validate some of our additional claims. For instance, NSF 62 does list chlorine as something we remove, but we remove a really broad range of volatiles such as PBEs and there is nothing in the current standard that allows us to reveal all the capabilities of our product."

Those capabilities may even help a family survive a terrorist attack on their city's water supply. Demmons observed that "...past terrorist threats have included microbiological agents



such as anthrax, viruses, or toxic bacteria. Since our technology involves distillation, which is generally acknowledged to sterilize such living organisms, we believe we would be effective against such threats." And since it is also certified to reduce salt contamination, if terrorist acts involve heavy-metal salts and similar organic contaminants, the system could offer some useful protection.

**The product was designed** with builders for builders, according to Demmons. What makes it especially builder friendly is that once installed, the product requires zero follow-up – no filters or cartridges to change, no chemicals to add, and no periodic cleaning. "It's the first real drinking water appliance that requires absolutely no maintenance," she boasts.

800-640-0469

[www.sylvansource.com](http://www.sylvansource.com)

Circle #115 on Info Card

Looking for more information on green products?

Find it at our new & improved website: [www.gbproductnews.com](http://www.gbproductnews.com)