

Multipure Challenge

Take the Multipure Challenge: How Does YOUR Drinking Water System Compare?

Not All Filters Are Equal

Multipure is confident in the superior performance of our drinking water systems because we are confident in the performance of our industry-leading solid carbon block technology. Multipure's solid carbon block filters are NSF-certified to reduce the widest array of contaminants that can affect both the taste and the healthfulness of your water – a claim that few, if any, other filters can match.

Filter Technology	VOCs	Cysts	Lead	Mercury	Disinfection	Endocrine Disrupters	Arsenic V	Other Ingredients	Chlorine	Chloramine	Particulates	Healthful Minerals
Multipure's Solid Carbon Block	✓	✓	✓	✓	✓	✓	✓*	✓	✓	✓	✓	
Reverse Osmosis**		✓	✓				✓	✓			✓	✓
Granular Activated Carbon (GAC)									✓		✓	
Distillation			✓	✓			✓				✓	✓
Mixed Media – KDF									✓			
Mixed Media – ATS			✓									
Ceramic		✓						✓			✓	
Ion Exchange (Water Softener)												✓
Ionizer									✓			
Ultraviolet (UV)	Kills certain microorganisms and bacteria only. Not effective for treatment of cysts or other contaminants.											

*Only the Multipure Aquaperform (MP880 series) carbon block filter includes the specially developed arsenic adsorptive media for the reduction of Arsenic V. **Reverse Osmosis membrane only; some RO systems include a carbon block post filter that may provide additional performance.

What About Bottled Water?

- Did you know that many bottled waters are simply repurposed or treated tap waters? With bottled water, there is no guarantee that what you receive is actually better than what comes out of the tap. With Multipure, we are NSF-certified to reduce a wide array of contaminants that affect both the taste and healthfulness of water.
- Did you know that a typical 5-gallon bottle used for water coolers generally costs \$1.71/gallon? At that price, it would cost you \$1,282 for 750 gallons of water. Did you know that a typical 12-ounce bottle of water generally costs \$3.55/gallon? At that price, it would cost you \$2,662 for 750 gallons of water. Did you know that one Multipure filter generally costs 9 CENTS per gallon? At that price, it would only cost you \$69.95 for 750 gallons of water.
- Did you know that of the billions of water bottles consumed each year, most end up in garbage piles and landfills, where they can take several hundred years to degrade? Did you know that the total energy required to manufacture, fill, transport, and dispose of one single disposable plastic water bottle is equal to filling up 1/4 of that very same bottle with oil? Did you know that the carbon in Multipure's solid carbon block filter continues to absorb contaminants in a landfill?

The Multipure Challenge

Multipure challenges you to compare other Drinking Water Systems (DWS) with our solid carbon block systems. You'll find that Multipure is the superior choice, and the best solution for your drinking water treatment needs.

Drinking Water System Checklist	Multipure DWS	Other DWS
Is it certified by NSF for contaminant reduction?	YES	
• According to NSF/ANSI Standard 42 (Aesthetic Effects)?	YES	
- Chlorine and Chloramines?	YES	
- Particulate Matter?	YES	
• According to NSF/ANSI Standard 53 (Health Effects)?	YES	
- Arsenic V? [*]	YES	
- PCBs?	YES	
- Certain Pesticides (Chlordane/Toxaphene)?	YES	
- Cysts (Cryptosporidium, Giardia)?	YES	
- Lead?	YES	
- Disinfection Byproducts (THMs)?	YES	
- MTBE?	YES	
- VOCs (herbicides, pesticides, and other chemicals)?	YES	
Is it certified or registered by the states of California, Colorado, Iowa, Massachusetts, and Wisconsin?	YES	
Is it easy to use?	YES	
Does it remove natural, healthful trace minerals in the water (e.g., calcium, magnesium, potassium, etc.)?	NO	
Does it require electricity or waste water?	NO	
Does it require a delay time to treat the water?	NO	
Does it require water storage?	NO	
Does it have a lifetime warranty on the system housing? ^{**}	YES	
Does it have a 90-day money-back guarantee?	YES	
Does it have an easily-changed replaceable filter?	YES	
• What is its filter capacity?	600 - 1200 gallons, or once per year ^{***}	
• What is its replacement filter cost?	\$69.95 - \$124.95	
How long has the company been in business?	Since 1970	

^{*}Only the Multipure Aquaperform (MP880 series) is NSF-certified to reduce Arsenic V. ^{**}The Lifetime Warranty requires that the filter be replaced at least once a year. ^{***}Filter capacity differs by model. The Aquadome and Aquaversa have a 750 gallon capacity; the Aquaversa with capacity monitor has a 1200 gallon capacity; the Aquaperform has a 600 gallon capacity; the Aquaperform with capacity monitor has a 960 gallon capacity.