



 WATER FILTERS 2014



“Every consumer is an individual

and there are no one-size-fits-all consumers. But, at the end of the day, if I put myself in the consumer’s shoes, I just want to make an easy, informed purchase and feel good about it,” notes Abe Yedid of BLU Logic USA. “There are all different [types] of consumers and different reasons why they purchase a water treatment product.”

Furthermore, dealers need to be mindful and sensitive to the fact that some customers may be unsure about buying from a water treatment dealer salesperson and not fully understanding water chemistry and industry jargon. “Some

consumers like to educate themselves and then just shop at the most convenient location. On the other hand, some consumers do appreciate discussing water treatment equipment and options with someone fully dedicated and knowledgeable,” adds Yedid. - [Water Technology Magazine, Dec. '13](#)

Clean, pure water...
BLU-tiful



The Challenge:

Some people just don't like the taste of water,
some are too busy to drink much water,
and others just don't see the importance
of drinking water so they don't make it a priority.



The Solution:

Drinking more water isn't really hard –
the hardest part is overcoming the habit of not drinking enough.
Simply keep it in the forefront of your mind
and squeeze it in however you can.



Sediment Filter

For the reduction and removal of dirt, sand, rust and other solid particles

Elimination of dirt, grit, sand, rust and other solid particles from the water. It also gives longer life to pre-carbon filter that absorbs chlorine, fluoride, undesirable taste and bad odor in water.

■ **Service Life :** 9-12 months

Pre-Carbon Filter

**Activated Carbon
Effective for chlorine, odor, and taste**

Elimination of chlorine and dissolved Trichlormethane in water.

■ **Service Life :** 9-12 months



“Filtration”

tends to be intimidating for the average person.

“Delicious Clean Water”
on the other hand is what people are
really asking for, not a technical word.

PCB Filter

Post Carbon Block

Prevention of the propagation of germs and elimination of odor melted into water and bad taste, color matter.

■ **Service Life :** 12-18 months



**SEDIMENT
FILTER**

Filter Cartridge
For the reduction and removal of dirt,
sand, rust and other solid particles

MAX. FLOW: 0.5GPM (1.9LPM)
MAX. TEMP: 100° (31°C)
MAX. PRESSURE: 8.8 KG/CM²

BLU
BLU LOGIC USA
888 852 7873
BLULOGICUSA.COM

**PRE CARBON
FILTER**

Filter Cartridge
Activated Carbon
Effective for chlorine, odor and taste

MAX. FLOW: 0.5GPM (1.9LPM)
MAX. TEMP: 100° (31°C)
MAX. PRESSURE: 8.8 KG/CM²

BLU
BLU LOGIC USA
888 852 7873
BLULOGICUSA.COM

**PCB FILTER
POST CARBON BLOCK**

Filter Cartridge
Effective for chlorine, odor, and taste

MAX. FLOW: 4L/MIN
MAX. TEMP: 100° (31°C)
MAX. PRESSURE: 8 KG/CM²

BLU
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BLULOGICUSA.COM

UF Filter

**Passage mineral filter
Effective for dirt, viruses & bacterias**

Ultrafiltration membrane is made with Polysulfone forming material and spun with highly integrated techniques. The UF filter has excellent water permeability, and chemical and heat resistance. The UF Filter removes all harmful micro-organisms and bacterial such as Giardia, Cryptosporidium, E Coli, Protozoan Cysts etc and maintains useful minerals for good health.

- **Service Life** : 18-24 months
- **Purifies to .01 micron**

Nano pH Filter

Increases alkalinity levels between 7.365ph & 7.9+ to restore PH balance

Product Hydrogen(H) and reduction to rise up Hydrogen ion density improvement of erase function to anti-oxidation by strengthening(-mV) with ORP-Oxidation Reduction Potential.

- **Nano-pH filter** : pH 8.0 ~ 10 & ORP - 100 ~ -200mV
- **Service Life** : 12 months



R.O Reverse Osmosis Membrane Filter

Featuring the World's leading RO Element

RO Membrane Filter eliminates all pollutants such as heavy metals, virus, bacteria and organic chemicals through stomata with the size of 0.0001 um, which is 1/1,000,000 of the thickness of human hair.

- **Service Life** : 24 months
- **Purifies to .01 micron**



ADVANTAGE

- The membrane element is supplied in dry condition to have more shelf life. (12 month)
- The thin film of membrane sheet was made by DOW chemical US.
- The life of elements is much stable and longer.
- The membrane is manufactured by full automatic machine to keep quality assurance.

OPERATING LIMITS

- **Maximum Operating Temperature** 113°F (45°C)
- **Maximum Operating Pressure** 125psi (8.6 bar)
- **Maximum Feed Flow Rate** 2.0 gpm(7.6 lpm)
- **Ph Range, Continuous Operation** 3.0 ~ 10
- **Maximum Feed Silt Density Index** <5
- **Free Chlorine Tolerance** <0.1ppm





The BLU **nine stage** water recipe:

Extract the scientific.

Add some Spunk.

Talk to the emotions.

It's just more **refreshing** this way.

