

## Go Green During National Water Quality Month: Pionetics Introduces the First Ever, Truly Eco-Friendly Water Cooler System

“The very first, truly environmentally-friendly, water-cooler solution... the LINX® Water Cooler”

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Pionetics Corporation announces that companies trying to think and act green during August, National Water Quality Month now have a choice. Pionetics introduces the very first, truly environmentally-friendly, water-cooler solution; switch to a LINX® Water Cooler.

Up until the LINX Water Cooler, there were really only a three options available for businesses looking to provide quality drinking water to employees and customers that was superior to tap water or barely-treated, filtered water; (1) cases of bottled water, (2) 5 gallon water coolers, or (3) point-of-water coolers (reverse osmosis water coolers).

Clearly businesses have come to understand that buying cases of bottled water is environmentally devastating, costly, and cumbersome.

Businesses are starting to realize that the iconic 5 gallon water cooler wastes both water and petroleum. Bottled water companies use water to clean and treat their 5 gallon bottles and then waste even more water using RO systems to fill the bottles. Then bottled water companies use petroleum to manufacture the plastic water jugs and more petroleum to deliver water bottles, and retrieve the empty ones.

Then in recent years, there has been a shift to point-of-use water coolers (reverse osmosis water coolers) where the water is treated within the cooler rather than treated in a factory and trucked to businesses. What many consumers do not realize is that these reverse osmosis (RO) water coolers waste even more water than 5 gallon water coolers. [This animation shows how much water a typical RO system can waste.](#) "Many businesses tried to make the best decision, but up until LINX, there were no other options," explains H. Martin Jessen, Vice President of Pionetics Corporation.

Now businesses have a truly environmental solution for their water cooler needs. The LINX Water Cooler from Pionetics is a new technology that provides an environmentally friendly way to get virtually unlimited, great-tasting water for your home or office with less than 5% of the waste water from an RO.

"Businesses that use any other system are wasting gallons of water or petroleum for every one gallon of water that they drink. point-of-use RO water coolers eliminate the petroleum aspect of bottled water coolers but because they feature low tech RO systems, they produce only a small percentage drinkable water while dumping huge quantities of water down the drain in the process," said Jessen.

Robbie Billaud, President of [Statewide Express Inc.](#), was the very first consumer to install a LINX Water Cooler. Billaud explains why he chose LINX, "We were tired of having to store and lift those heavy five gallon water bottles. LINX produces better-tasting water at a lower cost. And given our water supply situation we decided to switch LINX."



"It seems fitting during August, National Water Quality Month that businesses like [Statewide Express](#) decide to make real environmental improvements to their water consumption by switching to LINX Water Coolers," said Jessen.

The [LINX Water Cooler System](#) represents the first real advancement in the drinking water industry in nearly 30 years. Unlike any other system, LINX employs the basics of ion exchange technology, but uses electricity for regeneration rather than salt or other chemicals. LINX offers programmable water treatment technology that allows consumers to dial their taste preferences while conserving considerably more water than an RO. For more information, visit the website <http://www.LINXWaterCoolers.com> or click on the [LINX Cooler Comparison Chart](#).

Pionetics is currently signing new distributors. Anyone interested in becoming a distributor anywhere around the world - should contact H. Martin Jessen at 480-836-0887.

About Pionetics Corporation:

Pionetics is an innovative water technology company that develops smart water treatment products that produce great tasting, safe drinking water with less wastewater than traditional water treatment systems. Pionetics is privately owned and financially backed by [Kline Hawkes & Co](#), NGEN Partners, and Unilever Technology Ventures Fund.

Pionetics is located in San Carlos, CA. To date, Pionetics has been issued over 50 patents worldwide to protect its proprietary know-how and innovative technology. For more information, go to Pionetics' website at <http://www.LINXWater.com>.