

Using a Reverse Osmosis System? Learn RO's Dirty Little Secret -- LINX® Evolution Drinking Water System Enables Water Conservation

Pionetics Corporation, manufacturer of the LINX® Evolution Drinking Water System, informs consumers that Reverse Osmosis (RO) has a dirty little secret; RO wastes gallons of water. LINX® Evolution Drinking Water System allows consumers to get great tasting water yet enables water conservation.

“The LINX Evolution provides consumers with water similar to an RO while providing superior water conservation.”

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“Consumers need to know the truth; ROs waste water,” announced H. Martin Jessen, Vice President of Pionetics Corporation. Jessen continues, “Justifiably there has been a lot of backlash lately in the news about plastic water bottles’ water waste and petroleum use.

For a more environmental alternative, consumers have been refilling their sports bottles using the water from their RO systems. While this is a better alternative to plastic water bottles, these consumers are in fact wasting a lot of water with their RO. The LINX Evolution provides consumers with water [similar to an RO](#) while providing superior water conservation.”

The [LINX Evolution Drinking Water System](#) represents the first real advancement in the drinking water industry in nearly 30 years. Unlike an RO, LINX Evolution uses electricity, offering programmable water treatment technology that allows consumers to dial their taste preferences while conserving considerably more water than an RO.

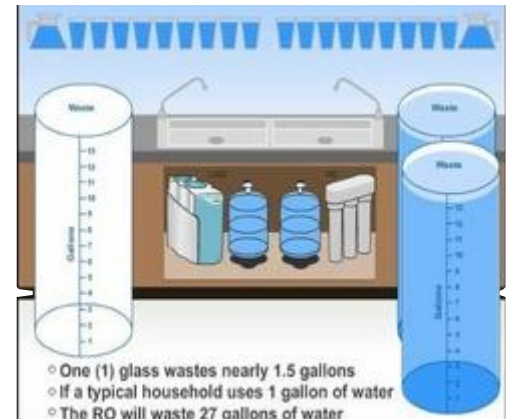
In real-use tests conducted by Pionetics Corporation, Pionetics found that a typical RO could waste between 8 and 10 gallons of water just to produce one gallon of drinking water. Published literature quotes this waste as much higher with a recovery rate as little as 2.5% in normal household use.* Jessen sums it up, “We say shame on the industry for withholding the REAL facts. Consumers everywhere need to ask the question, ‘How much water does my RO really waste?’”

[This animation demonstrates](#) why the LINX Evolution is a smart way to save water compared to an RO.

The LINX Evolution Drinking Water System conserves significantly more water than an RO because it uses a “batch” process to regenerate. In fact an RO wastes 30 times more water than LINX. “We urge the industry to embrace this new LINX technology as a means of providing a high quality drinking water system that actually conserves water use when compared to an RO,” says Jessen.

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 www.LINXWater.com.

*Traditional POU ROs can waste up to 96.5% according to Kuepper, et al., How the Open Loop Recirculation Flow Pattern Eliminates Wastewater in Membrane-Based Point of Use (POU) Applications, June 2001 in "Water Conditioning & Purification."