PUREST WATER SOLUTIONS

SALES PRODUCT CATALOG

The right water solution for every home

FLOW X1 | PURESTSHIELD | HYDROFLO | HYPER FLOW | POWERLESS FILTER



INTERNAL SALES TEAM EDITION

Retail pricing and product-positioning guide

Five core systems. One clear recommendation.

Start with the customer's water concern, then match the treatment technology - not just the equipment appearance.

PUREST FLOW X1



$5,499

Whole-Home Carbon Filtration

Homes that want cleaner-tasting water throughout the house without hardness removal.

PURESTSHIELD



$4,999

Salt-Based Water Softener

Homes with hard-water scale, poor soap lather, mineral buildup and spotting concerns.

PUREST HYDROFLO



$6,499

Premium Dual-Tank Filter + Softener

Customers who want premium whole-home filtration and true salt-based softening in one complete package.

PUREST HYPER FLOW



$5,999

Compact Salt-Based 2-in-1 Filter + Softener

Value-focused customers who want filtration and true salt-based softening with a smaller equipment footprint.

PUREST POWERLESS FILTER



$3,999

4-Stage Filtration + Salt-Free Scale Conditioning

Customers who want broad whole-home filtration and salt-free scale control without power, salt or a regeneration drain.

THE SALES RULE

Filtration addresses contaminants, taste and odor. Softening addresses hardness. RO provides dedicated drinking-water treatment.

Standard retail pricing. Standard installation included; unusual site conditions, permits, plumbing changes and add-ons may be additional.



WHOLE-HOME CARBON FILTRATION

PUREST FLOW X1 $5,499

STANDARD RETAIL - INSTALLED

BEST FIT

Homes that want cleaner-tasting water throughout the house without hardness removal.

WHAT IT DOES

- Treats the home's main water supply with carbon media
- Helps reduce chlorine, unpleasant taste and common odors
- Available as backwashing or non-regenerating configurations
- Keeps beneficial hardness minerals in the water

ADVISOR TALK TRACK

"If your main concern is chlorine, taste and odor - and you do not need true softening - Purest Flow X1 is the focused whole-home solution."

SET THE RIGHT EXPECTATION

This is a filtration system, not a salt-based softener. Final media and sizing depend on the water test and home flow rate.

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SALT-BASED WATER SOFTENER

PURESTSHIELD $4,999

STANDARD RETAIL - INSTALLED

BEST FIT

Homes with hard-water scale, poor soap lather, mineral buildup and spotting concerns.

WHAT IT DOES

- Uses ion-exchange resin to remove calcium and magnesium
- Provides measurable, true softened water
- Helps reduce scale stress on fixtures and water-using appliances
- Metered regeneration responds to household water use

ADVISOR TALK TRACK

"PurestShield is for customers who want the feel and performance of truly softened water - not simply scale conditioning."

SET THE RIGHT EXPECTATION

Requires salt, electrical power and a regeneration drain. It is a softener, not a broad contaminant-filtration system.

Standard retail pricing. Standard installation included; unusual site conditions, permits, plumbing changes and add-ons may be additional.



PREMIUM DUAL-TANK FILTER + SOFTENER

PUREST HYDROFLO $6,499

STANDARD RETAIL - INSTALLED

BEST FIT

Customers who want premium whole-home filtration and true salt-based softening in one complete package.

WHAT IT DOES

- Tank 1 provides dedicated carbon filtration
- Tank 2 provides dedicated ion-exchange softening
- Separate media beds preserve contact time and treatment capacity
- Combines chlorine/taste/odor reduction with true hardness removal

ADVISOR TALK TRACK

"Purest HydroFlo is our premium recommendation when the customer wants both cleaner water and true soft water without compromising either treatment bed."

SET THE RIGHT EXPECTATION

Requires salt, electrical power and a regeneration drain. Confirm exact carbon media, tank size and flow requirements before ordering.



COMPACT SALT-BASED 2-IN-1 FILTER + SOFTENER

PUREST HYPER FLOW $5,999

STANDARD RETAIL - INSTALLED

BEST FIT

Value-focused customers who want filtration and true salt-based softening with a smaller equipment footprint.

WHAT IT DOES

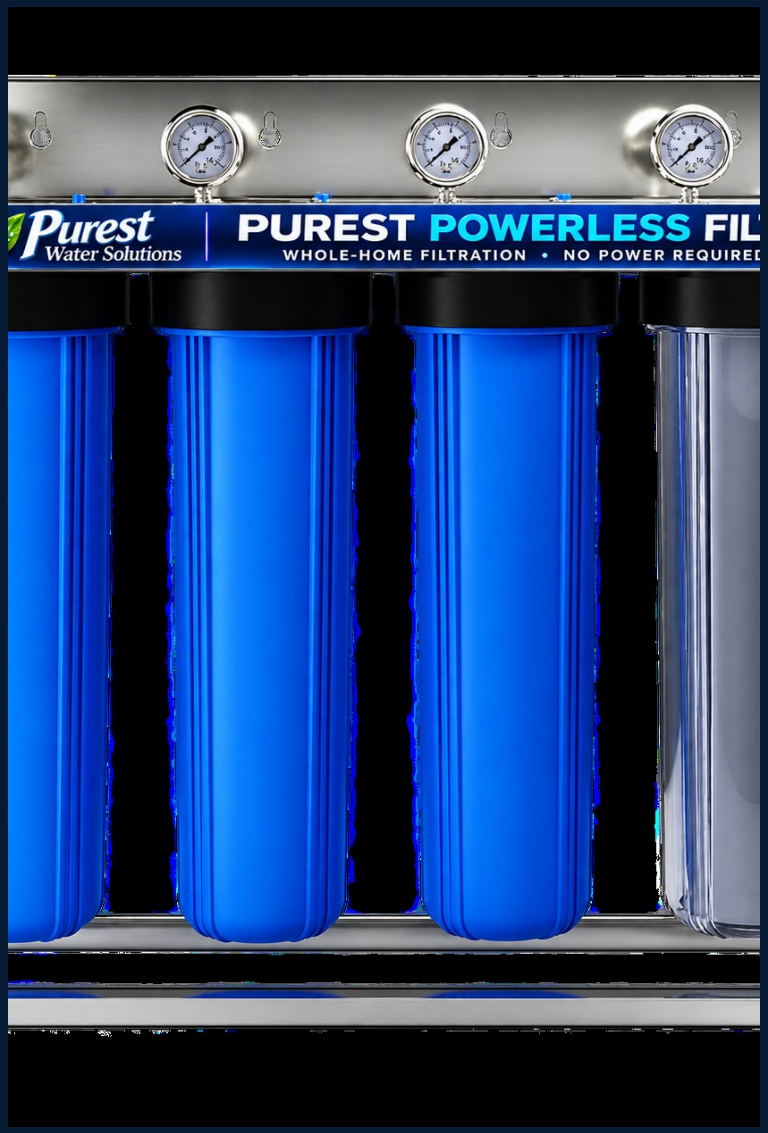
- Blends carbon filtration and softening resin in one treatment tank
- Includes a separate salt/brine tank for regeneration
- Provides true hardness reduction through ion exchange
- Delivers two core treatments in a compact configuration

ADVISOR TALK TRACK

"Purest Hyper Flow gives the customer filtration plus real softening in a space-saving 2-in-1 design at our most accessible combination-system price."

SET THE RIGHT EXPECTATION

Requires salt, electrical power and a regeneration drain. A mixed-media tank does not provide the same separate-bed capacity as Purest HydroFlo.



4-STAGE FILTRATION + SALT-FREE SCALE CONDITIONING

PUREST POWERLESS FILTER

$3,999

STANDARD RETAIL - INSTALLED

BEST FIT

Customers who want broad whole-home filtration and salt-free scale control without power, salt or a regeneration drain.

WHAT IT DOES

- Stage 1 captures larger sediment such as dirt, rust and sand
- Stage 2 combines KDF media with granular activated carbon
- Stage 3 conditions hardness minerals to help reduce scale buildup
- Stage 4 uses a 5-micron carbon block for final taste and odor polishing
- Uses high-capacity 20-inch cartridges with flow rated up to 15 GPM

ADVISOR TALK TRACK

"Purest Powerless Filter is our simple, low-maintenance option for customers who want four stages of filtration plus salt-free scale conditioning without adding power, salt or wastewater."

SET THE RIGHT EXPECTATION

This system conditions hardness minerals but does not remove calcium and magnesium like a salt-based softener. Filter life and performance depend on water quality and household usage.

Why grain capacity matters

Grains measure how much hardness a softener can treat before it must regenerate - not the physical size of the home.

TOO SMALL

Regenerates too often

Higher salt and water use, possible hardness breakthrough during peak demand.

RIGHT-SIZED

Balanced performance

Adequate reserve capacity, efficient regeneration and dependable household flow.

LARGER CAPACITY

Handles more hardness load

Useful for more occupants, harder water or higher demand - but still must be programmed correctly.

SYSTEM GRAIN PRICING - EACH CAPACITY STEP ADDS $300

SYSTEM	32K BASE	48K +$300	64K +$600
PURESTSHIELD	$4,999	$5,299	$5,599
PUREST HYDROFLO	$6,499	$6,799	$7,099
PUREST HYPER FLOW	$5,999	$6,299	$6,599

HOW TO CALCULATE THE LOAD

People x 75 gallons/day x hardness (GPG) x 7 days = weekly grain demand

Example: 4 people x 75 x 15 GPG x 7 = 31,500 grains per week before reserve capacity or iron compensation.

Iron, manganese, peak flow, unusually high usage and regeneration settings can require the next size up or custom sizing.

Starting-point grain guide for the client's home

HOUSEHOLD	1-10 GPG	11-20 GPG	21-30 GPG	31+ GPG
1-2 PEOPLE	32K	32K	48K	64K
3-4 PEOPLE	32K	48K	64K	CUSTOM
5-6 PEOPLE	48K	64K	CUSTOM	CUSTOM
7+ PEOPLE	64K	CUSTOM	CUSTOM	CUSTOM

ADVISOR CHECK BEFORE SELECTING

Water-test hardness (GPG) | Number of occupants | Bathrooms and peak flow | Iron/manganese | Estimated daily use

This graph is a conservative starting point, not an engineering specification. 'Custom' means calculate actual demand and confirm with the supplier.

Complete the customer's home solution

Add-ons are selected after the main whole-home system. Purest RO is now positioned here as the drinking-water upgrade.

PUREST RO — $1,699

5-stage, 100 GPD under-sink reverse osmosis

Dedicated drinking and cooking water with storage tank and faucet.

UV PURIFICATION — $1,999

Whole-home ultraviolet treatment

Adds microorganism inactivation when properly sized and maintained.

WATER HEATER — $1,999

Water-heater add-on

Pairs the water system with a selected replacement water heater.

AUTO LEAK SHUTOFF — $1,499

Automatic leak detection and shutoff

Monitors for leaks and can shut down the water supply automatically.

PUREST AIR PURIFIER — $1,399

Large-room air purification

Portable air cleaning option for particles, allergens and everyday odors.

WELL-WATER UPGRADE — From $1,499

Additional well-water treatment allowance

Final treatment depends on laboratory results and equipment requirements.

PRICING NOTE

Confirm compatibility, site conditions, electrical/plumbing requirements and final installation scope before adding any option to the proposal.

Lead with the problem. Recommend with confidence.

1 TEST & DISCOVER

Ask about hardness, chlorine, taste, odor, spotting, scale and drinking-water concerns.

2 MATCH THE TECHNOLOGY

Filter for contaminants and aesthetics; soften for hardness; add RO for drinking and cooking.

3 RIGHT-SIZE THE HOME

Confirm water chemistry, peak flow, bathrooms, occupants, plumbing and installation location.

4 PRESENT THE VALUE

Explain the daily household benefit first, then the system, warranty, installation and price.

SALES CLAIM GUARDRAILS

- Do not promise that any system removes every contaminant or prevents illness.
- Use exact model documentation for contaminant, capacity and certification claims.
- Confirm final sizing, installation conditions, warranty and add-ons before the proposal is signed.
- Never describe Hyper Flow as salt-free; it is a true salt-based 2-in-1 system.
- Describe Powerless Filter as salt-free scale conditioning - not true hardness removal.