

Pure Water Aquaforum

Election Year Editorial

By Al Meder

In a few weeks we will all be going to the polling booth to vote for President and Congress along with a host of local issues that vary from place to place.

This is a privilege that many people take for granted. I do not. For many years after arriving in the USA from New Zealand to go to graduate school, and the years that followed when I worked at Proctor and Gamble and Amway, I could not vote in the Presidential elections, as I was a green-card holder but not a citizen. Ten years ago my wife and I became proud US citizens and gained voting rights (although I fear that the standards are now much more lax). We have not missed voting in an election since.

This election is the most important in modern American history in my view. There are two very contrasting approaches to solving the challenges we are facing. For my part, the choice is easy. I have lived in a socialistic society in New Zealand in the 1940s, 50s and 60s. The heavy hand of government was everywhere. Incentive to succeed and freedoms we take for granted here were limited. While I could go further I will not, but if any of you want to hear more please call me at Pure & Secure and I'll share more with you.

I do know this. Lack of incentive and freedom results in fewer people dreaming of success, and the result is overall mediocrity rather than excellence. I have always believed in the American spirit, the opportunity to succeed and the dreams of being successful, and the benefits of free people.

This is my personal viewpoint. We all come at it from our own life experiences. So regardless of who you vote for, the important thing is to go out

and vote your conscience on Election Day 2012. It is the American gift of democracy and not to be taken for granted.

God Bless!

Al Meder
President

Backward Word Contest

We're bringing back our very popular "Backward" word contest. Somewhere in this AquaForum we have spelled a word backwards. Spot it and let us know what the "Backward Word" is and you'll be entered into a drawing for a \$25 gift card. Email Jim@pureandsecure.com.

If you are the lucky winner Jim will contact you and offer you a card from one of several different stores. Good luck!!

Also in this Issue...

- Alkaline Water, the Danger!
- Maintenance tip
- Pure Water Belgium
- In the News. Clean Water Act turns 40!
- Drought provides opportunity
- Installation Tip
- New Literature
- The New Survival Still

Dangers of Alkaline Water!

By Eldon Muehling

One of the biggest reasons that some potential customers now give for not purchasing a water distiller has to do with the pH of water. These objections have become more prevalent as the number of companies that market alkaline water

(usually water with a pH between 8.00 and 9.00) and other forms of wonky water have appeared. On the standard pH scale a pH of 7.00 is considered to be completely neutral.)

Alkaline water is marketed under many different names, including Alkazone, Alkapuro, Alka Way, Structured water, Kangen water and several others. They are all listed on the web site titled "[The Gallery of Water Related Pseudoscience](#)". This is not a list where legitimate water products will be found!

Advocates of alkaline water claim all sorts of benefits. I strongly believe that this is almost entirely due to the placebo effect or the fact that they are simply drinking more water. There is no scientific evidence behind any of these unconfirmed improvements to their health, regardless of what enthusiastic owners of these products initially claim. Unfortunately, the bad effects to an alkaline water consumer are rarely publicized. On your computer, do a search the [dangers of alkaline water](#) and find out from an unbiased source. Your eyes will be opened.

Clever marketing has convinced many gullible consumers into thinking that it is the way to go as far as consumable water is concerned. It is very curious to me that these products not only claim to be better than drinking pure distilled water but are better than the other wonky water out there! In my opinion that alkaline and structured water by any name is not sound physiology mainly for the following reasons.

1) The alkaline water that is produced still has impurities in it. Some of the impurities could have harmful immediate or long term health effects. This means that theoretically, every man-made alkaline water could end up being different, depending on the tap water that one starts out with. (There is no consistency across the board whatsoever.)

2) Gastric acid is a digestive fluid, formed in the stomach. It has a pH of 1.5 to 3.5 and is composed of mainly hydrochloric acid (HCl) (around 0.5%, or 5000 parts per million. The pH of the stomach must be quite acidic to digest proteins, especially meats.

When alkaline water with a pH of 8.00 to 9.00 is consumed, the pH in the stomach is temporarily raised. If meat and other proteins are in the stomach, poor digestion will most likely, often resulting in **GERD**. Gastroesophageal reflux disease is a condition in which the stomach contents (food or liquid) leak backwards from the stomach into the esophagus (the tube from the mouth to the stomach). This action will often irritate the esophagus, causing heartburn and other more severe and chronic symptoms.

3) Alkaline water achieves the opposite effect that advocates assume it is achieving! The pH varies thorough-out the body. It is even different inside and outside of our cells. How can one think that altering the pH in the stomach affects the pH of all the other regions correctly?? The kidneys adjust the pH in various parts of the body through our circulatory system to keep pH at the proper level for that area. Adding alkaline substances to the stomach will cause healthy kidneys to react by kicking in H⁺ ions (Hydrogen ions) to acidify the contents of the stomach...not alkalize the contents. This is just the opposite of what advocates of alkaline believe that they are achieving!!! This creates an environment more favorable for stomach and colorectal cancer cells!

When a substance is added to the contents of the stomach that is on the acid side, the kidneys kick NH₄⁺ ions, (Ammonium ions) to alkalize the contents.) Furthermore, the pH of alkaline water is at an ideal pH for bacteria to thrive. In my view, It is better to drink water that has a neutral pH or slightly on the acidic side. Let your body take it proper course as far as pH is concerned. Those with kidney problems should be especially sure that they are drinking pure, distilled water...not alkaline water! Distilled water will typically have a pH of 5.5-7.0, depending on how long it has been stored in an open container. The pH of distilled water is essentially meaningless, since there is virtually nothing in distilled water to buffer. Small amounts of Carbon dioxide will dissolve in distilled water, if it is stored in an open contain. The very weak carbonic acid which is thus formed is totally

harmless. It in fact lengthens the shelf life against air-borne bacteria and makes the distilled water taste better as well. Just don't plumb the distilled water through copper.

If one really believed that alkaline water was the way to go (which I definitely don't), they would not have to spend a couple thousand dollars to get it. A small pinch of baking soda (sodium bicarbonate) in a gallon of distilled water would do the trick. At least one would know what they were drinking! Pure water makes pure sense! Go Pure.

Improving your maintenance

By Sue Eisenbarth

Since taking over management of the Pure Water Service Center we have noticed the condition of many distillers coming in for repair and servicing.

One of the main issues is the condition of the boiling tank and the scale build up. While this will likely not impact the purity, it can reduce the life of the heating element and reduce efficiency. Scale build-up can also affect the drain valve. In most cases it is because the customer doesn't use softened water. The addition of a pre-softening cartridge kit is the easiest way to solve this; item number 110-8200. This kit consists of the cartridge housing with mounting bracket, fittings and cartridge.

Example:

- Hardness = 10 grains per gallon
- Cartridge Capacity = 4500 grains
- Distiller Capacity = 10 gallons per day
- $4500 \text{ grains} / 10 \text{ grains per gallon} = 450 \text{ gallons that can be treated by one cartridge}$
- $450 \text{ gallons} / 10 \text{ gallons per day distiller capacity} = 45 \text{ days before cartridge needs to be changed}$

*Calculating by distiller's maximum capacity gives the shortest period. You should use an estimation of the customer's actual distilled water usage when doing the

The cartridge is 4500 grain. Refer to the formula above for cartridge replacement. Item number for

the replacement cartridge is 218-0020. Pure & Secure also has whole-house softeners.



Pure Water Softener System
Item #110-8200 for plumbed-in
Pure Water distillers.

And don't forget that if your boiling tank gets scaled up you can use LUMEN Cleaner (Stock # 6603) to remove the scale build-up.

International Pure Water News

By Sam Maalouf

Pure Water Brand is getting the recognition in Belgium too. "Pure Water Belgium", represented by Herman Prinsen, the co-founder and owner made a stepping stone closing a deal with Danone, a Multi-National Fortune 500 Company with the support of Pure & Secure Lincoln NE. Danone will be using our Pure Water C-60/75 distillers in their labs and other undisclosed applications at this time.

Herman Prinsen signed up with Pure Water back in 2005. Since then, Herman visited our facility, attended our seminar in Lincoln and was impressed by the Pure Water team spirit. He tells me: "Sam this is the century for distillation to take over. This is the time where people will realize they cannot survive without a distiller". Totally focused – mind and heart – Herman started selling our Mini Classic and SteamPure counter top distillers in Belgium through his store and contacts. Despite the

economic downfall in Europe, his sales picked up by 200% compared to last year.

To create brand awareness, Herman sponsored Dirk Baelus, who recently participated in the Iron Man competition in Belgium and came 33rd among 1500 participants. Dirk has a unique story about his life and how he made a turnaround 6 years ago. He wrote a book dedicating one whole page to the Pure Water Brand and his belief in distillation as part of his healthy life style diet. He has developed healthy macrobiotics foods for sports athletes such as Tom Boonen and Kim Clijsters.



**Dirk Baelus in the Iron Man Competition
With the Pure water Logo close to his heart**

Belgian Chocolate does taste very good, but according to Herman, nothing compares to the taste of pure, distilled water. I believe this is the way we all feel!

The Clean Water Act turns 40

By Jim Blakley

Every morning I check Google news for current information on water and water related topics. I came across something interesting this week when I found out that it was the 40th anniversary of the Clean Water Act. The act had elbon and high reaching goals. To provide clean drinkable water to

the people is something very good but unfortunately very expensive. The danger of a free market is cheap will win out so often. An act already mired in problems (raising minimum levels to what is cheap and not lowering them to what is healthy being a major one.) is having problems again. There is a lawsuit against the EPA for allowing companies to pay to pollute. The cost of safe disposal of pollutants is too much for companies so now they can just pay to dump. This is why now more than ever, is the time to get a Pure Water distiller. The government can't and won't provide you with water free of toxins and pollutants so it is up to you. We have built a machine through decades of learning to provide you with the highest quality water possible. Even though 40 years ago, the Clean Water Act, took a step in the right direction there is still a long way to go.

Article: http://www.huffingtonpost.com/wenonah-hauter/fighting-pollution-tradin_b_1941188.html

“Year of the Drought”

By Al Meder

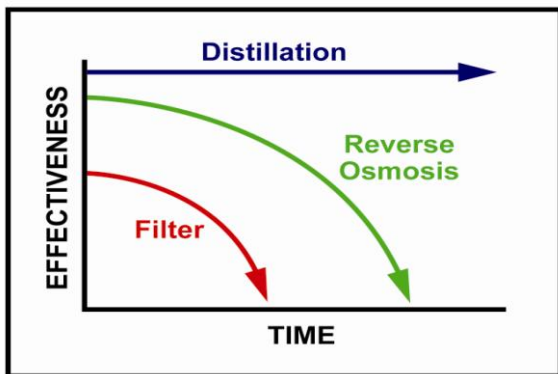
The drought of 2012 has had a profound impact on large parts of the country. Crops have been devastated in many states. Here in Nebraska one could look at field after field of withered, dried corn where irrigation was not an option and see the occasional green cornfield where irrigation was used. What a contrast.

Certainly 2012 will be a year to be remembered by many, whether it was the crops or the drought-induced wild fires that raged in state after state. But there has been another impact of the drought. That is what is happening to the water supplies. Rivers dried up completely. Emergency water restrictions were enforced. The water table dropped and in many places farms with shallow wells were faced with challenges of getting enough water from their well let alone the issue of the water quality itself.

In times like these, the quality of well-water generally declines. This can mean a higher concentration of fertilizer and pesticide residues, and in some cases greater biological contamination. Kristine Uhlman of the Texas Well Owner Network says "Because private well owners are responsible for monitoring the quality of their wells they are at a greater risk of compromised water quality."

<http://today.agrilife.org/2011/07/07/extension-specialist-appointed-well-owner-program/>

But you and I know there is a solution, a Pure Water distiller. Distillation is a sure way to take care of contaminants found in rural well water. Whether it's nitrates, arsenic, bacteria or a whole host of other contaminants, the data from hundreds of independent laboratory tests shows that distillation is the best long term solution for consistent quality drinking water. Filters and Reverse Osmosis are not as effective and water quality declines over time. Not so with distillation. Take a look at this graph.



What an opportunity to help people with Pure Water!

Water line Connection Options

By Paul Meder

Have you ever had trouble with using a saddle-tapping valve on an installation? Some municipalities have rules against the use of saddle-tapping valves. Other installations are in rental locations that do not allow them. Some local

regulations state that you must have a plumbing license to pierce the waterline. What can you do?

For many years we have had the Utility Hookup kit (see part #42 below) available. It connects to a standard washing machine valve, and the washing machine line then connects to it. It has a valve off the side of the connection that is for the 1/4" line that runs to the distiller. Using this means that you are not piercing the waterline. It also means that the distiller can be moved easily when the customer relocates.

A newer valve that we offer is the Angle-Stop valve (see part #14006 below). It screws onto the standard line under the kitchen sink. Again, the standard line up to the kitchen faucet connects to the other side of the valve. It has a valve off the side of the fitting that is for the 1/4" line that runs to the distiller. Again, you are not piercing the waterline, and it is removable.

It is a good idea to have one of each of these in your parts kit when you are heading out for any installation. Better to be prepared than having to run all over town looking for a hard to find part.



Utility Hookup Kit #42



Angle Stop Valve #14006

New Corporate Brochure!

By Al Meder

We have just published a Corporate Brochure to project the high image of Pure & Secure and our brands. This large 36 page full-color brochure is designed to present to your prospects who may not know about us. It'll be a great sales booster!!

(continued on Page 6)

Divided into several sections with wonderful photographs and few words, it's sure to impress. When you make a presentation this is a must. As you know, a big part of selling is to develop credibility for yourself and for the company that you represent. This corporate brochure demonstrates some of the impressive projects that Pure & Secure has worked on, and it shows the trust we have earned.



It will probably not be something that you leave with each customer, but you should incorporate it into your presentation. It's designed to impress, and based on our initial feedback it exceeds our expectations.

To Order: Stock #8347-s
Introductory price: \$6.50 each.
Contact: Courtney@pureandsecure.com
Sue@pureandsecure.com

A Great Pre-Launch for the Survival Still

By Glenn Meder

If you are on our email list, you recently received notice about the new Survival Still that Glenn Meder has developed and launched at www.SurvivalStill.com. The pre-launch went fantastically well and was received with enthusiasm.

The Survival Still is a non-electric water distiller that will allow people to be completely water-independent during an emergency. People can

basically take any water supply, even ocean water, and turn it into high-purity, sterile water, for as long as needed.

Many of you will remember previous versions of non-electric water distillers that Pure Water produced, including the E-Still and another product called the Survival Still. The new Survival Still is a completely new design and is far superior to any other non-electric distiller that has ever been on the market.

So what is the demand for this product? There are a lot of people who are very concerned with what is happening in the world right now. Many, many people are preparing for disruptive events such economic collapse, natural disasters and even more serious attacks. Iran, for example, has threatened to launch a massive cyber attack on the USA if we attack them. Such a cyber attack would most likely attempt to shut down our electric grid, which would bring our country to a stand-still and would have a serious affect on our water supply

Who is the target customer? Most of the population is not very aware of threats to our way of life, nor do they see the value in preparing. These people most likely won't purchase a Survival Still. Some people however, are VERY aware and very concerned. When they see the Survival Still, they want one and they will purchase immediately! Focus on these people; survivalists, people who are preparing, people who are concerned about the future of the country.

The Survival Still has great potential, and it's a product that will save lives. For more information, please go to www.SurvivalStill.com.

