

GE Professional Series

Quality Water Systems

Quality you can feel, a difference you can taste



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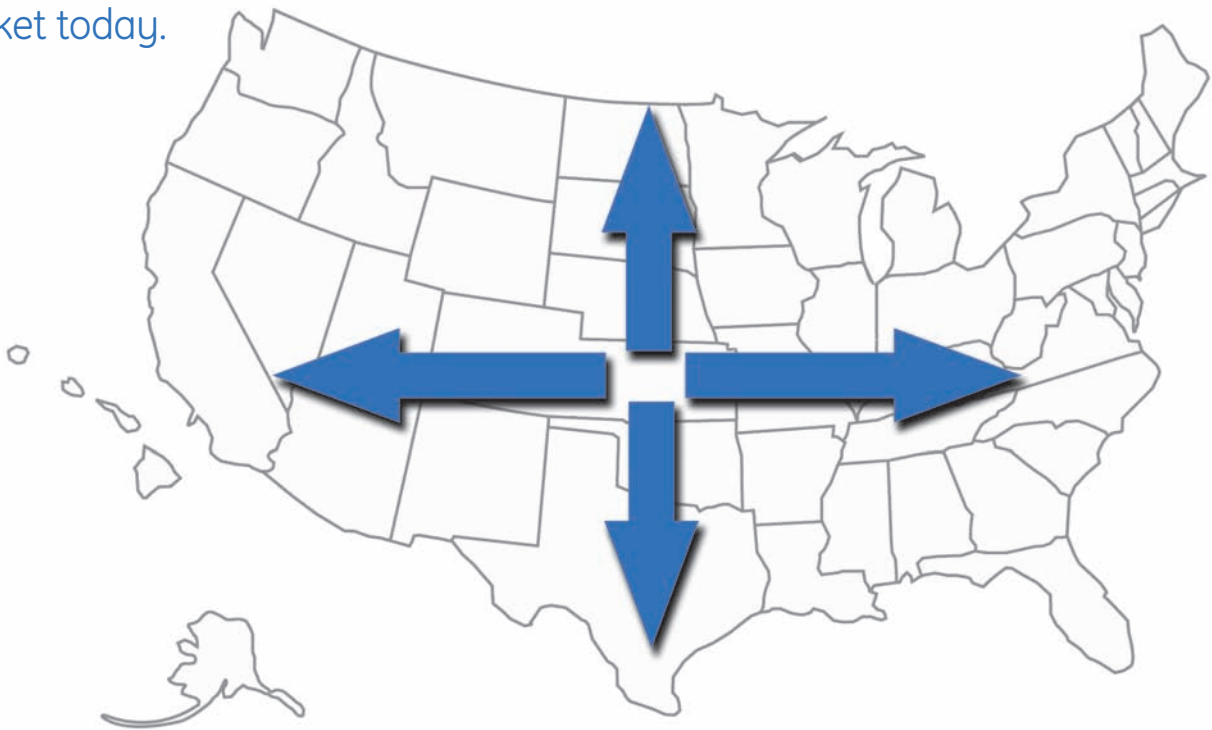
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The ADVANTAGE of a quality water system

Water treatment systems that feature GE Professional Series components are the preferred brand of independent water treatment professionals around the world. Components manufactured by GE Water and Process Technologies represent the highest quality and best performing products on the market today.

The GE Platinum Dealer Network is the world's largest network for independent water treatment professionals, with over 700 dealers nationwide. As part of this network, this professional provides the highest quality product with the best customer service and integrity possible.

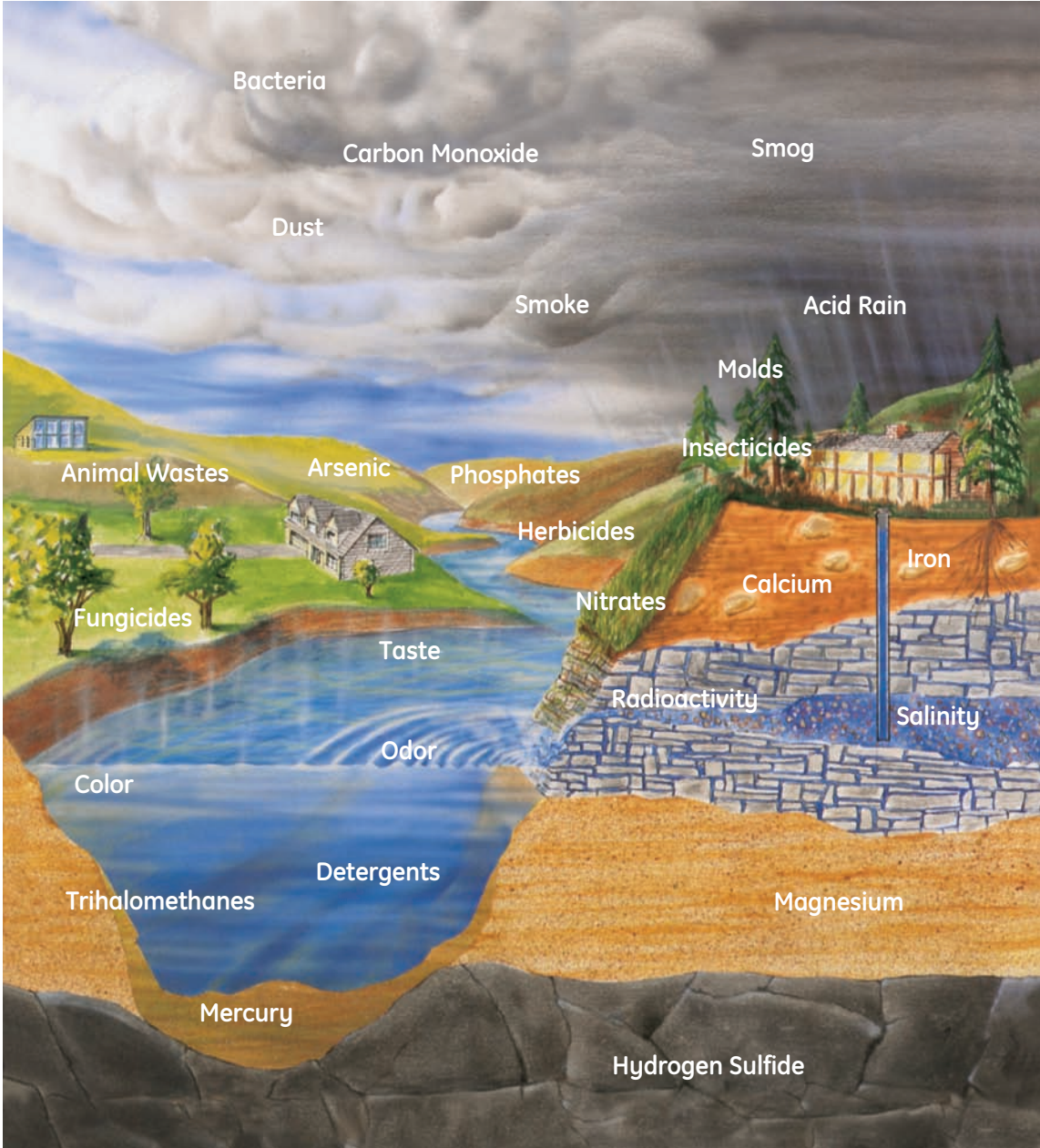


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Potential SUBSTANCES found in water



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What's in your water?

- Hardness
- Hydrogen Sulfide
- Iron
- Turbidity
- Chlorine
- Bacteria and viruses
- pH imbalance
- TDS (salts)
- Tannins



How hard is your water?



- Soft water
0 to 1/2 grains per gallon
- Slightly hard water
1/2 to 3-1/2 grains per gallon
- Moderately hard water
3-1/2 to 7 grains per gallon
- Hard water
7 to 10 grains per gallon
- Extremely hard water
Over 10-1/2 grains per gallon

Source: Water Quality Association



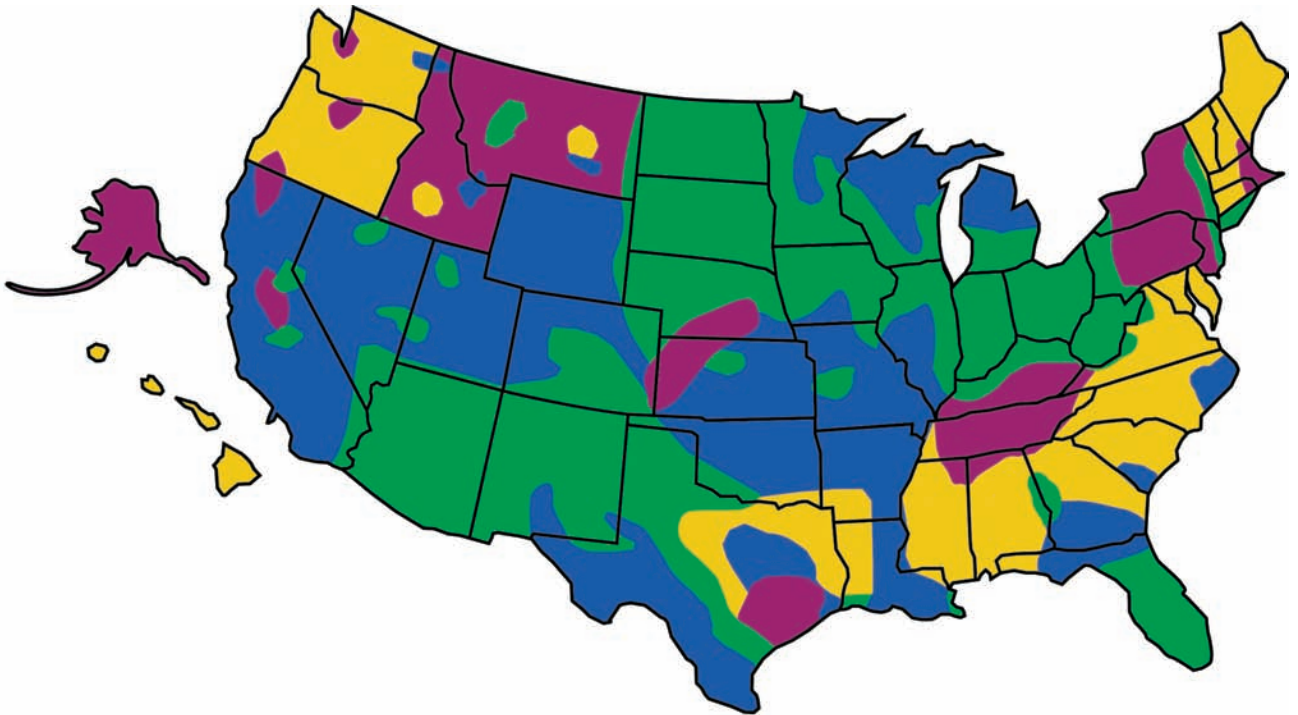
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How hard is your water?

General water hardness areas in recognized regions*



Key

- 0 - 3.5 grains per gallon
- 3 - 5.7 grains per gallon
- 7 - 10.5 grains per gallon
- 10.5+ grains per gallon

Hardness is measured in grains (weight) per gallon. A higher reading indicates a higher level of water hardness.

*Due to the nature of the water bed sub-soil structure, water hardness may vary from one source to another within a general area.

Source: Water Quality Association



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How much water do we consume?

The average American family of four uses 300 gallons of water per day. That's a lot of water!



Residential consumption
(1%)

Water conditioning will improve the quality of your life in so many ways – and it can actually save you time and money.



Residential non-consumption
(26%)

Municipal/Industrial/Commercial
(73%)

Businesses also use soft water to better serve you. From restaurants to commercial laundries, quality water plays an important role in your satisfaction.

Your local municipality may not be able to provide you with the water quality you desire. Our water conditioning system will deliver water of the highest quality to your family.



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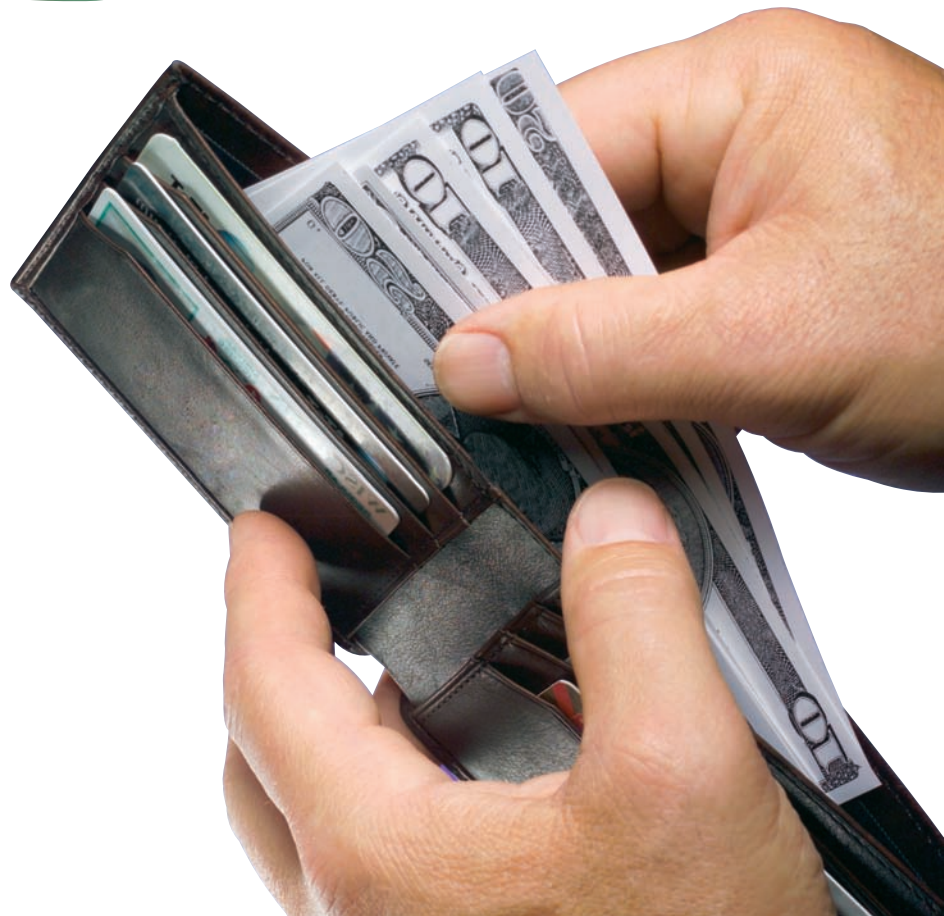
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What's your water costing you?



Expensive cleaners:

- Dish soap
- Dishwasher rinse agents
- Laundry products
- Fabric softeners
- Cleansers and bathroom cleaners

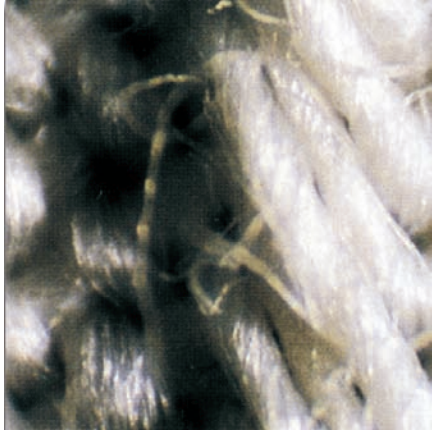


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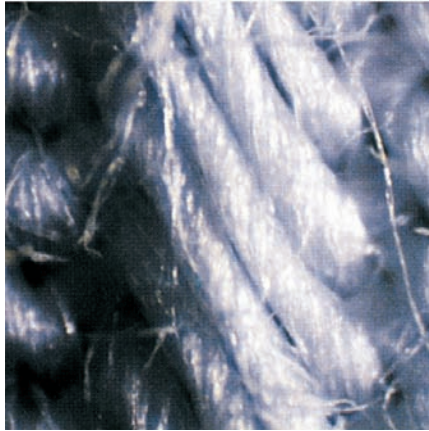
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Hard water is hard on fabrics and your home



Cotton washed in unconditioned water



Cotton washed in conditioned water



Poor water quality can damage your plumbing and your appliances



Iron in your water



Hard water deposits in pipes



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Poor water quality IN THE BATHROOM & KITCHEN



Scratchy, dingy towels
and washcloths

Unsightly deposits in household fixtures

Dishwasher
manufacturers
recommend
soft water
for their
appliances



Cloudy glasses



Deposits on kitchen utensils and pots

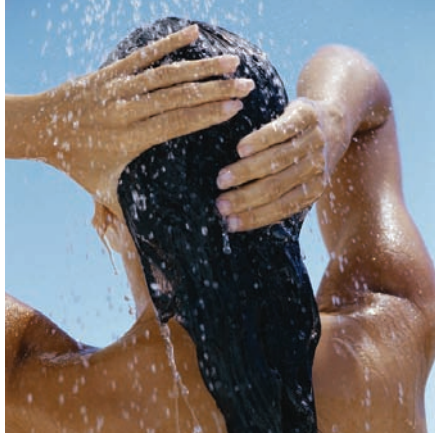


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QUALITY WATER . . . a softer, cleaner experience



Skin will feel softer and hair will rinse cleaner – no more soap film or hardness residue.



Unsightly stains in the sink, toilet and shower will be eliminated.

Truly a better quality of life

Clothing and towels will feel softer and fluffier.



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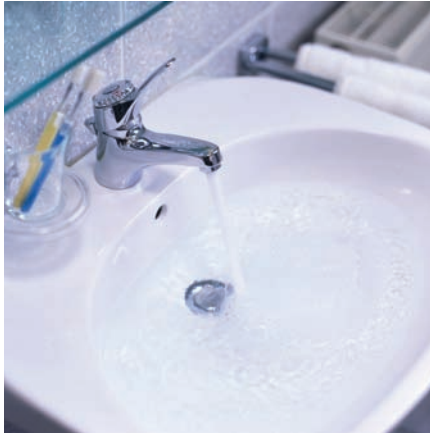
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QUALITY WATER . . . a brighter, cleaner experience



Glasses will sparkle, no more cloudy film! Dishes rinse clean without the need for costly drying agents.



Sinks are spotless! No more iron stains or hard water build-up.

Machine washables will rinse cleaner, feel softer and retain color longer. Conditioned water also extends the life of clothing fibers.



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QUALITY WATER . . . healthier, high quality water for drinking and food prep



Water straight from the tap or blended refreshments simply taste better.



Rinse and prepare foods with the confidence of quality water.

A clean,
fresh rinse
with every
brushing.



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QUALITY WATER . . . save time and energy

Spend more time on the fun stuff in life! Scrubbing away stubborn stains and frequent cleaning is a distant memory.



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PAYBACK from QUALITY WATER

Save money everywhere water is used in your home.



- 25% on appliances
- 30% on soap and detergent
- 33% on clothing
- 20% on energy

Source: Water Quality Association



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The Quality Water QUIZ

- Would you like an endless supply of higher quality water?
- Would you like to improve the quality of water used for drinking and cooking?
- If you're drinking bottled water, how much are you spending each week?
- Would you like to see the sparkle return to your sinks, faucets and tub/showers?
- Would you like to have shinier hair and softer skin?
- Would you like to have cleaner, softer laundry?
- Would you like to reduce your spending on soap, detergents and cleaning products?
- Would you like to spend less time on household cleaning chores?



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GE Professional Series Systems

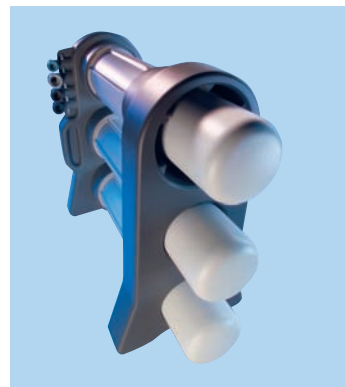
When you purchase a GE Professional Series Water-conditioning System, you can be assured of owning the highest quality equipment. Each component is designed for optimum performance and is built to provide years of dependable service. And you can be confident that your system is supported by a knowledgeable industry professional: the GE Platinum Dealer. Best system, best dealer... the best bet for quality water in your home.

We think the GE Professional Series System is simply the best. Here's why: The system features our Logix controller, which incorporates "smart" technology. The Logix learns how your family uses water and programs

system operation for the most economical performance. The system outperforms industry standards for regeneration and water usage. You save money and conserve water.

GE can also bring bottled water quality to your kitchen. At the touch of a lever, the GE Reverse Osmosis Drinking Water System delivers a steady stream of clear, impurity-free, clean-tasting water for you and your family. A residential water purification system eliminates the hassle of handling those big heavy bottles – and it's a lot less expensive!

GE – The best systems, the best dealer... the best bet for quality water in your home.



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