



a little further ahead

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**“promoting a unique
collection of practical
goods & services”**

First Need[®] Portable Water Purifiers

certified to meet EPA Microbiological Purification Standard for removal of cysts, bacteria AND virus!

A letter of assurance & confidence
to our customers...

Recently, because PUR and Sweetwater announced that their respective “Stop Top” Accessory and “ViralGuard” cartridges do not effectively meet EPA standards for purifiers in outdoor (untreated) water, our customers have expressed concern.

General Ecology, Inc. wants to reassure our customers that First Need Portable Water Purifiers have been independently certified to meet the EPA Microbiological Purification Standard against cysts, bacteria and virus. Testing was done by Dr. Gerba, one of the authors of the Purification Standard, at the independent laboratory of the University of Arizona. Water used for testing included “worst case” challenges from all three forms of microbiological contaminants (bacteria, cysts and virus). First Need portable water purifiers removed all three forms of contaminants meeting the Microbiological Purification Standard. We note the word “removed” because General Ecology, Inc.’s unique “Structured Matrix” technology does not rely on pesticidal chemicals but actually removes the contaminants through a 3-stage process.

Unmatched in test results, to our knowledge, General Ecology, Inc. is the only company to meet this Microbiological Purification Standard without the use of chemical pesticides (such as iodine resin filters), hold time or double processing. It is interesting to note that all three of our purification product lines First Need, Seagull® IV and Nature Pure® Ultrafine™ have been certified to this same federal standard. Our proprietary “Structured Matrix” technology works without chemicals, hold time or double processing, for pure drinking water that has been relied on by users worldwide for over 27 years.

For more information, customers in the United States and Canada, may also call toll free 1-800-441-8166 for free literature to be sent to them. All customers may also request literature by email at info@generalecology.com