

SEAGULL® IV NEWS



Seagull IV Purifiers come in sizes and configurations to fit the pure water requirements of essentially any household.



Seagull® IV Drinking Water Purification Systems

Everyone needs fresh water and increasingly more people are demanding the best quality, best tasting water available. This has led many to by-pass tap water by installing point-of-use filters at the kitchen sink, or buying pricey bottled water. Over time, the price and hidden environmental costs associated with bottled water can be substantial. Like-wise, faucet-type filters and gravity pitchers, for example, may only improve the taste of tap water.

For even better quality and reassurance, environmentally friendly **Seagull IV purification systems** are economical, dependable, superior alternatives to filters and bottles. Independently certified to the USEPA Guide Standard Protocol for Microbiological Purifiers against *Bacteria, Cysts, and Viruses*, General Ecology purifiers also remove bad tastes, odors, fine particulates and many other contaminants, to instantly deliver purified water for convenient hydration and good health (see Seagull IV product literature for details).

Seagull IV purifiers' unique proven "Structured Matrix™" purification technology meets USEPA Standards, and has done so for over 35 years. Structure Matrix performance includes **1.** Ultrafine Microstraining, **2.** Molecular Capture, and **3.** Electrostatic Removal. These mechanisms, working together, remove a wide range of



waterborne aesthetic, and other contaminants such as *Giardia, Cryptosporidia*, and water-borne pathogenic bacteria, *but not salts and minerals*, necessary to help promote good health. No electrical connections are required.

Seagull IV systems are environmentally-friendly requiring no chemical additives or electricity to purify. Seagull IV purified water costs only a fraction of the direct costs of bottled water...without negatively impacting our environment.

THE SOLUTION to on-board drinking water problems

Watermakers reduce salt levels for potability. Add a Seagull® IV Drinking Water Purifier and enjoy refreshing, high-quality, purified water for all your on-board hydration, cooking and ice-cube needs. Seagull IV purification systems purify instantly, without chemical treatment, hold-time or electricity...right from your fresh water tank. They excel at removing the chemical and aesthetic contaminants that thrive in tanks that cause bad taste and odor. These award-winning systems are standard or factory option on many of the world's finest yachts, including: *Nordhavn, Sunseeker, Oyster, Island Packet, Amel, Sabre, Grand Banks, Fleming, Endeavour, Hinckley, and many more.*

General Ecology's original Nature Pure Ultrafine™ Series purifiers, introduced almost 40 years ago, quickly became proven market leaders worldwide. Continuing a tradition of innovative product evolution, General Ecology's new **Nature Pure QC** "Quick-Change" Series purifiers, with enhanced performance and great new convenience features, is a worthwhile successor.



WHO WE ARE

The outstanding success of General Ecology, Inc. is continually evidenced by independent testing results, and by over 35+ years of customer satisfaction through service to a wide range of sophisticated users worldwide.

As the world leader in environmentally-friendly, chemical-free water purification technology for over 35 years, General Ecology, Inc. offers quality, value, and convenience in its line of Seagull®IV water purifiers. Developed by multi-disciplined scientists and engineers to protect against modern environmental waterborne contamination problems, the company's proprietary "Structured Matrix™" technology combines innovative concepts and purification techniques not available from any other product. Water purification is General Ecology, Inc.'s business. Its resources are primed on continuing to provide top quality water purification products that enable customers to obtain the best tasting, quality drinking water at a fraction of the cost of bottled water.

General Ecology, Inc. continues to meet and surpass the goals of the company ensuring that its customers receive the many benefits of refreshingly pure, great tasting, and safe water!



WHAT'S NEW

General Ecology, Inc. has expanded, adding 16,000 square feet of space connecting existing buildings thus providing production expansion for continued growth.

ATTENTION: BUILDERS, REMODELERS AND PLUMBERS!



Present your job prospects with the exclusive innovative technology offered in Seagull IV point-of-use drinking water systems. General Ecology provides purifiers for home installation, not available from home store retailers. Reach today's potential customers and satisfy their interest in a GREEN building product and superior home drinking water.

Purified Water...NOT JUST FOR DRINKING!

Water is the most important ingredient for good health and well being. And it's not just for drinking! Home water sources that are purified to remove bad taste, odor, and contaminants will make everything prepared with water taste better... **soups, pastas and salads to powdered and mixed drinks, coffee, tea, and even ice cubes.** Water is an essential ingredient to every meal. Seagull IV environmentally friendly water purifiers are the answer: no chemicals or electricity needed, for purified water instantly, easily installed under the sink, perfect for refrigerator ice-makers, hot water dispensers and wet bars, quality made with the best materials for minimal maintenance. *Be sure to check performance claims to obtain genuine General Ecology replacements.*



Accept no substitutes.
Use only genuine General Ecology
Seagull IV Replacement Purification
Cartridges, Canisters and Modules.



NATURE PURE QC2 “Quick CHANGE” PURIFICATION SYSTEMS

The All New Nature Pure QC2 Series Point-of-Use Drinking Water Systems employ the proprietary “Structured Matrix™” purification technology that purifies without adding harmful chemicals or electrical connections to produce great tasting purified water instantly from fresh water sources.



CONCEPT: “Nature Pure QC2” Systems eliminate the need for traditional pressure vessel “housings”. Instead, small, lightweight, replaceable canisters are conveniently hand-turned into compact stainless steel “interface units with integral stainless steel mounting brackets.” Nature Pure QC systems are easily and conveniently integrated into watercraft, recreational vehicle and other fresh water systems. There are no V-clamps, shear rods, toggles or similar closures. Water flow is automatically turned off when a canister is removed from the interface unit, and turned on when a canister is hand-turned into place. Nature Pure QC2 systems are exceptionally space saving, easy to install, operate and service, and weigh less than other systems.



Nature Pure QC2 Basic system includes interface with by-pass connector, NPRS2QC Canister, and “quick and easy” connection lines to be used with your existing faucet including a tethered cap for quick and easy winterization.

Nature Pure QC2 Faucet system includes interface with tethered sanitary by-pass connector, NPRS2QC Canister, “quick and easy” connection lines, and a point-of-use FP faucet with ceramic disk valving.



- Nature Pure QC2 Systems with RS2QC Canister Remove:**
- Bacteria*
 - Viruses*
 - Giardia*
 - Cryptosporidia*
 - Many Organic Chemicals*
 - Specific Pesticides and Herbicides*
 - Parasitic Cysts*
 - Odors*
 - Sediment*
 - Foul Tastes*
 - Algae*
 - Colors and More!*

Especially Ideal for ICEMAKERS, RVs, SMALLER BOATS and FRESH WATER APPLICATIONS

INTRODUCING first need XLE "ELITE"

featuring even greater durability, improved sanitation,
extended capacity, convenience and continued economic savings.



Robust Durability — Increased XLE ELITE canister strength allows 2 to 3 times greater resistance to damage from dropping and other physical shocks.

Improved Sanitation — Innovative New Cleanout Port creates more effective and convenient canister cleaning without hose removal and flow reversal, reducing accidental contact with "dirty" water.

Extended Capacity — Quick and Easy Cleanout configuration extends canister life with greater, more efficient rinse for silt and debris removal.

Economic Savings — New XLE ELITE canister is compatible with first need XL and earlier first need systems. Matrix Pumping feature also included for campsite convenience.



Outdoor Recreation

Over two decades of rigorous verification and field testing by research institutions, health and safety associations, independent laboratories, expeditions, and individual users worldwide, has proven **first need** to be the most effective, complete portable water purifier on the market today. The "XLE" extends and enhances this reputation.

International Travel

When traveling, keep your family healthy and properly hydrated with great-tasting, refreshing purified water. **first need Trav-L®-Pure** helps ensure a healthy, worry-free trip by protecting against many of the contaminants that cause distressing waterborne illnesses. Great for restaurants and especially for international travel.



Be Ready for Hurricane Season and any other Emergency!

First Need® XLE (pictured above) is a lightweight, take-along and store-anywhere, easy to pump system. Get purified water from fresh water sources (pools, creeks, ponds, collected rain water, etc.) during emergencies when pressurized water is not available.



Seagull®IV Emergency Preparedness Kit enables quick and easy conversion of Seagull IV X-2 and X-1 water purifiers to a manual pump system.



General Ecology, Inc.

151 Sheree Boulevard • Exton, PA 19341
Toll Free: 1-800-441-8166 • Tel: 610-363-7900 • Fax: 610-363-0412
www.generalecology.com • info@generalecology.com

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in the
USA**