

SUMMERLIN SOUTH VIEW

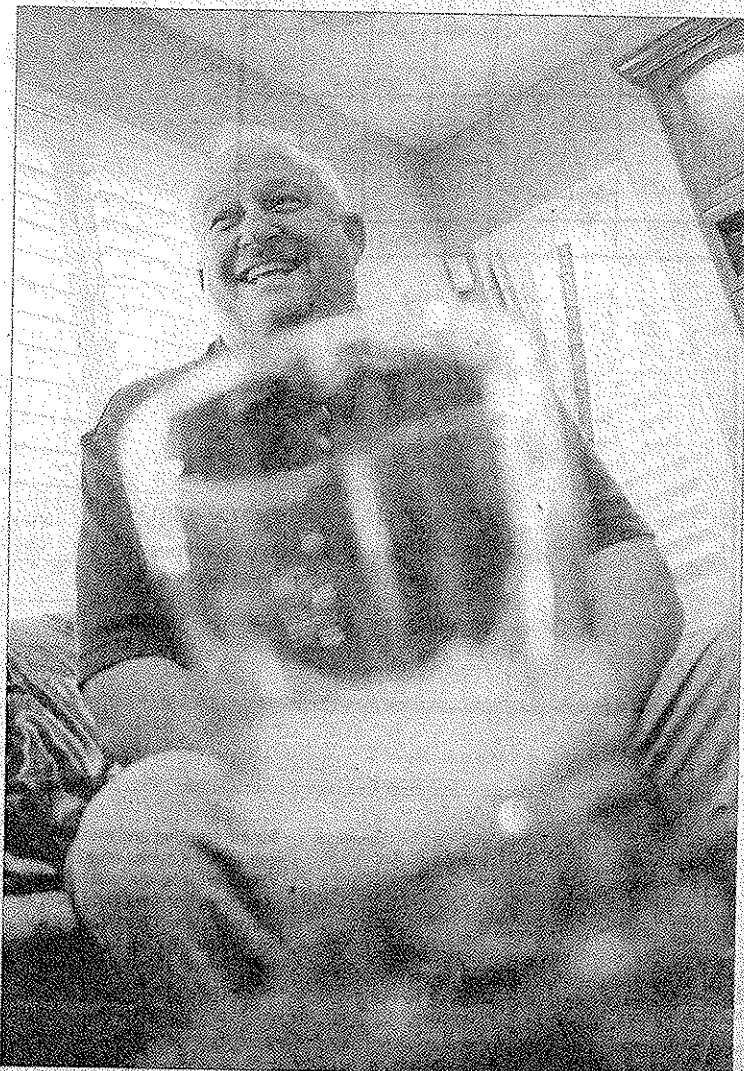
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MIKE PAICE

Creating clean water



Summerlin inventor's reverse osmosis system captures interest of Discovery Channel, spurs green company

By JAN HOGAN

VIEW STAFF WRITER

Summerlin resident Mike Paice no longer sets out plastic water bottles with his household. His household doesn't use them any more.

Why? It's outfitted with his invention, the PureOFlow water system. Locally, he sells the reverse osmosis system through his company, the Good Water Company, 4280 W. Reno Ave. Suite F.

"We weren't trying to be a green company, but we became one," he said.

If Paice looks familiar, it may be because you caught him on the Discovery Channel's "Planet Green" series. That show, which aired on July 13 on cable Channel 103, dealt with revamping a bungalow in Venice Beach, Calif. The structure was upgraded to be energy efficient and function with as little ecological impact as possible.

Filming Paice's part took about 12 hours.

"There were people everywhere, like you see on that show where they say, 'Move that bus,'" he said, referring to "Extreme Makeover: Home Edition."

His 15 minutes of fame was upstaged by the

So far, (Mike) Paice's invention is in about 600 valley homes, he said. In 10 years, he expects that to increase to about 50,000.

JENNA DOSCH/VIEW
Mike Paice, inventor of the PureOFlow water system, sits inside his Summerlin home while discussing his July 13 appearance on the Discovery Channel's "Planet Green."

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▶ **WATER:** Residential system costs \$3,400

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product, however. When the show aired, the product got more camera time than he did.

"I think I was on screen for like 10 seconds," he said.

It wasn't Paice who was looking for free publicity. The Discovery Channel people heard about the system he invented and contacted him, perhaps impressed by test results on Paice's Web site at www.pureoflow.com.

The site states that the system reduces up to 98 percent of unwanted substances, such as arsenic, lead and radium, with some particles as small as 1,000th the width of a human hair.

"The city hits EPA (Environmental Protection Agency) standards," said Danny Prince, advisor for the company. "We go way beyond that."

South Summerlin residents Rob and Holly Silvestri, who have 4-year-old twins, had the PureOFlow system installed in their home a couple years ago. Before they learned of it, they used crates of bottled water to mix baby formula and use in their cooking.

"You hear about so many

"It was basically two pipes when I got it."

MIKE PAICE
INVENTOR, PUREOFLOW WATER SYSTEM,
TALKING ABOUT AN EARLY TEST VERSION
OF THE PRODUCT

contaminants in our water," Holly Silvestri said. "It's alarming to think what we might be drinking. Having children, it was even more of a concern."

The system is a reverse osmosis one. Reverse osmosis is a separation process that uses pressure to force a liquid through a membrane. The residential version for PureOFlow became available in 2005 and costs roughly \$3,400. So far, Paice's invention is in about 600 valley homes, he said. In 10 years, he expects that to increase to about 50,000.

Currently, his company is doing as many as 30 installations a month, most of them in commercial venues.

The PureOFlow system had humble beginnings.

His partner in the invention is Tom Cartwright. Back in 1999, when he was the global director for General Electric's water division, Cartwright sent Paice an

early test unit for the water system.

"It was basically two pipes when I got it," Paice said.

The initial thought was it would complement swamp cooler systems. But Paice saw other possibilities. He tinkered with it and came up with a system for commercial use.

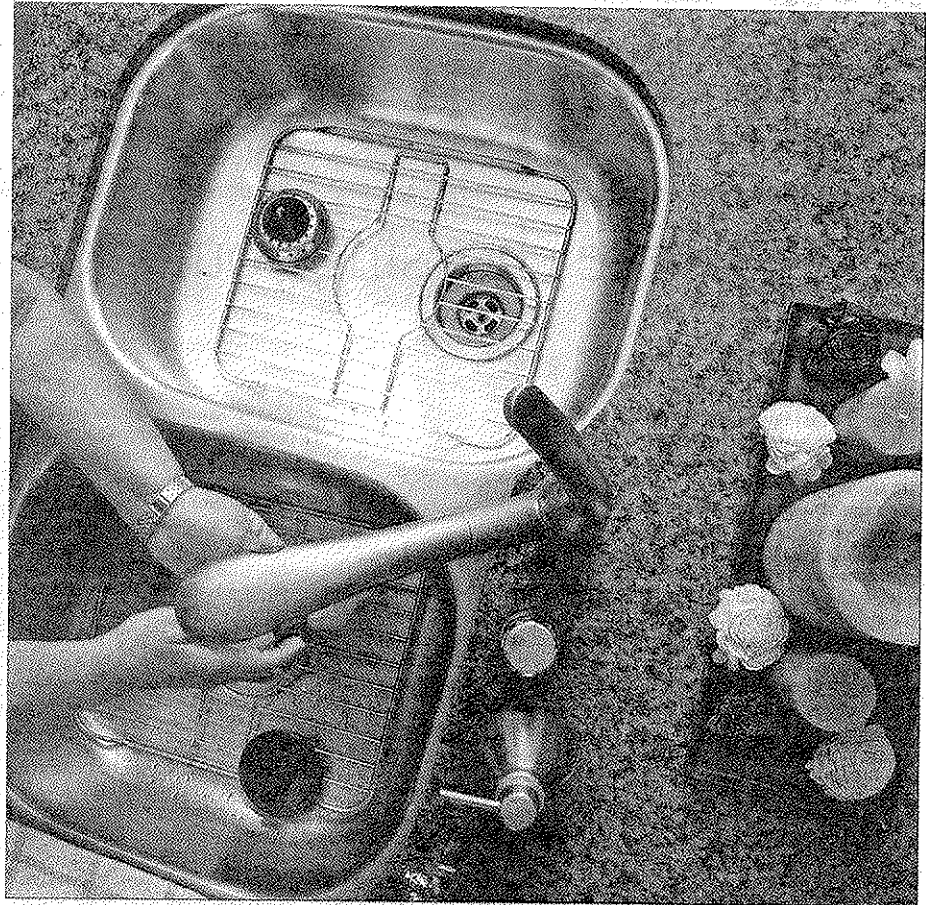
Only, it filtered water so cleanly, he realized it could be applied to private homes, as well.

Now, he and Cartwright have an alliance with GE and seven patents on the invention, and the system is selling to businesses across the country, Paice said.

Commercial systems sell for about \$25,000. Locally, businesses that utilize it are Rosemary's Restaurant, 8125 W. Sahara Ave., and Golden Tavern Group's Sierra Gold, 6515 S. Jones Blvd.

Certain convenience stores in the valley also are equipped with the system. The taste, Paice said, is better when soda syrup uses the filtered water, like at Terrible Herbst stores, where Paice's invention is in use.

"My kids won't get their sodas at any place but Terrible Herbst anymore," Paice said.



Housekeeper Rosa Solimano rinses a child's cup in a kitchen sink at Mike Paice's home. The reverse osmosis system is said to reduce up to 98 percent of unwanted substances, such as arsenic, lead and radium.

JENNA DOSCH/VIEW