



Powered by Clickability

Company touts reverse osmosis water system

By LAURA CARROLL
VIEW STAFF WRITER

A company in the Southwest wants locals to get purified. Good Water Co., a local distributor for Diamond Water, is peddling its water purification system to both residential and commercial customers across the valley.

The system works through reverse osmosis, which, according to Tom Cartwright, chief executive officer of the company, purifies the water. The goal is to provide bottled water quality to the entire home.

Company literature indicates the system removes nearly all of the substances found in tap water by passing it through a series of filters and membranes to reduce up to 98 percent of substances, including arsenic and lead. In addition, Diamond Water uses GE patented technology and is certified by NSF International/ANSI.

"If you think about Aquafina, that's the same quality of water," said Mike Paice, president of the company. "We take the city water and purify it."

Because the water is purified and doesn't have the typical salt build-up that household water normally has, Diamond Water leaves a spotless finish in its wake. "We're as close as we can get to distillation," Paice said.

"One advantage over water softeners is that you don't have to add chemicals," Cartwright said. "We're taking the salt out of the water. It takes between 95 and 98 percent of everything out of the water."

Benefits, according to Paice and Cartwright, include no scales in pots, coffee makers or dishwashers; reduction of soap film on tile, tub and sink and elimination of calcium build-up on pipes. The Diamond Water system filters water that runs to each part of the house that uses water, including the dishwasher, washing machine, sinks, refrigerator and freezer.

The company offers financing on its product and offers a 10-year warranty on parts and labor. The systems cost between \$3,000 and \$7,000, according to Paice.

"We probably have 400 systems installed," he added.

Maintenance on the systems includes a filter that has to be changed once a year, and Paice estimates the average maintenance costs around \$125 per year.

"Our equipment has less maintenance than any other product on the market," he said. "And environmentally, it's better because salts don't go down the drain."

For more information, visit www.diamondpure.com or call 243-9400.