

SEAGULL® IV NEWS

green



ENVIRONMENTALLY
FRIENDLY COMPANY
FOR 35 YEARS



Seagull® IV Drinking Water Purification Systems

The economical alternative to costly bottled water...without adding chemicals

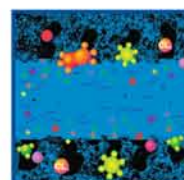
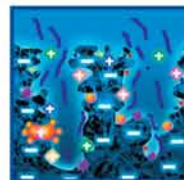
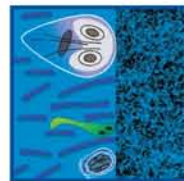
Everyone needs fresh water, and increasingly more people are demanding the best quality, best tasting water available. This has led many to by-pass in-home tap water and either install point-of-use filters at the kitchen sink, or buy pricey bottled water. These alternatives to common tap water can be very expensive, and the quality can be suspect. Over time, the price and hidden environmental costs associated with bottled water can be staggering. Like-wise, faucet-type filters and gravity pitchers are expensive and only slightly improve the taste of tap water. The environmentally friendly Seagull IV purification system is an economical, dependable alternative to filters and bottles. As a purifier that is independently certified to the USEPA Guide Standard Protocol for Microbiological Purifiers against *Bacteria*, *Cysts*, and *Viruses*, it removes bad taste and odor, and contaminants down to the level of 0.4 microns. It instantly delivers purified water according to its claims, for your family's daily hydration and good health.

The Seagull IV purifies with its proven "Structured Matrix™" purification technology. This unique technology meets or exceeds the USEPA Standards, and has done so for over 35 years. Many competitors have tried to duplicate Seagull IV, and its unrivaled

results, pure water instantly, without needing chemical addition, electricity, or hold-time...but can not. Structure Matrix works by: **1.** Ultrafine Microstraining, **2.** Molecular Capture, and **3.** Electrostatic Removal. These mechanisms remove a wide range of waterborne aesthetic, bacteriological, and viral contaminants such as giardia, cryptosporidia, chlorine, and E.coli that cause bad taste, odor, and sickness, while leaving in salts and minerals that help promote good health.

As noted above, Seagull IV systems are environmentally-friendly. They require no polluting chemicals or costly electricity to purify, compared to bottled water which is expensive and impacts negatively on our environment. Millions of tons of petroleum products are used to produce, refrigerate, ship, and dispose of plastic bottles.

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



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 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!

FALL 2010



Nature Pure® QC

General Ecology's original Nature Pure Ultrafine™ Series purifiers, introduced 20 years ago, quickly became proven market leaders worldwide. Continuing its 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 and will be available this Fall.



ATTENTION BUILDERS, REMODELERS & 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 customer and satisfy their interest in a GREEN building product and superior home drinking water.

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



THE SOLUTION

to on-board drinking water problems

Watermakers reduce salt levels for potability, but add a Seagull® IV Drinking Water Purifier and enjoy refreshing, high-quality, purified water for all your on-board drinking, 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 the world's finest boats, including: *Nordhavn, Sunseeker, Oyster, Island Packet, Amel, Sabre, Grand Banks, Riva, Endeavour, Hinckley, and many more.*



800-441-8166 E.S.T. • www.generalecology.com





VERSA-PURE®

Purified Drinking Water from airline galleys/sinks...just 3¢ per liter

Versa-Pure systems have helped assure drinking water quality for over 30 years. By installing General Ecology's effective airline drinking water purifiers and microfilters aboard their aircraft airlines protect passengers and crew, while reducing costs.

Versa-Pure systems, including the new **Versa-Pure QC**, are available in many installation configurations and provide cost effective flexibility to match the level of treatment to route requirements.

Specified on A380, B777 and most other leading aircraft

Purified Water... **NOT JUST FOR DRINKING!**

Water is the most important ingredient for one's 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 taste better, **from soups, pastas and salads to powdered and mixed drinks, coffee, tea, and even ice cubes.** It's an essential ingredient to every meal. Seagull IV environmentally friendly water purifiers are heads and shoulders above the competition: no chemicals or electricity needed, purified water instantly, easily installed under the sink, perfect for refrigerator ice-makers and hot water dispensers and wet bars, quality made with the best materials and minimal maintenance.



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 XL** to be the most effective, complete portable water purifier on the market today.



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.

International Travel

"We have never bought bottled water in our 40,000 plus miles of sailing and cruising around the globe - despite taking in water everywhere we have been, including places such as Eritrea, Yemen, Indonesia, Central America and too many other primitive places to mention. In 12 years of living aboard our yacht full time, we have never experienced a waterborne illness. As far as we are concerned, the unit has paid for itself many times."

W. LaFleur
Sailing Vessel Como NO

"Thank you for making such a dependable product. We've relied on our Seagull IV for over 20 years!"

Jeff S. / VA

"Great product. Fast pumping and good tasting water regardless of the water source. I use it in week long treks, weekend hikes and even to filter tap water in underdeveloped countries. This product has never failed me..."

Eric. L. / UT

Emergency and Disaster Preparedness

BE READY!

Emergency Preparedness Kit and first need®XL Portable Purifier

Be ready for hurricane season and any other emergency. 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.



Seagull®IV
Emergency
Preparedness
Kit

The **first need XL** 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.

first need portable purifier being used on a medical expedition in the Peruvian Amazon with "Adopt-a-Village International"



HURRICANES • CONTAMINATED WATER • POWER OUTAGES • EARTHQUAKES • STORMS • NO RUNNING WATER