

CrystalPur Household Water Filters

Overview

1.1 billion people still do not have access to clean drinking water and 1.8 million children unnecessarily die each year from diarrhea related to unsafe water, according to the World Health Organization (WHO).

Contaminated surface water is the primary source of drinking water for households in many villages, towns, and cities in low-income countries. Relying on untreated sources of water leads to major health crises. With few low-cost solutions to improve the quality of water, people have no choice but to drink dirty water. WHO found that ceramic filters were one of the most promising household level treatment options and the most cost-effective environmental intervention to prevent diarrheal disease and water borne contaminants across a wide range of country settings.

The Problem with Typical Filtration Devices

Low success rates of current filtration devices on the market are heavily influenced by:

- Large, inconvenient size
- Poor durability
- Slow, inefficient flow rate
- Inability to purify all parasites, bacteria and water borne diseases from contaminated water
- Market acceptance
- Scale, reach, and sustainability

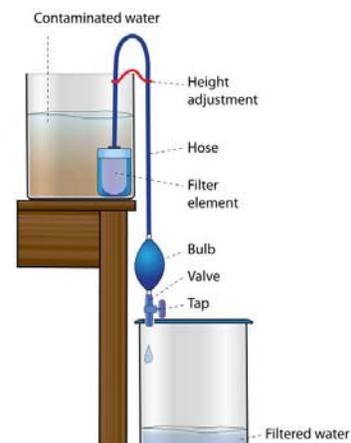


The Solution is a “CrystalPur” Household Water Filter

CrystalPur is a newly patented water filter designed by Basic Water Needs Foundation, Netherlands, in collaboration with EnterpriseWorks, a division of Relief International (EW/RI). The filters generate a positive financial impact on households whether it comes from reduced fuel costs, elimination of the need to purchase bottled water, or improve health outcomes and lower medical expenses. CrystalPur promises to save lives by changing the face of worldwide, low-cost, household water treatment.

What makes a CrystalPur Water Filter the Best Choice?

- Removes 99.99% all bacteria, parasites and water borne diseases
- Filters up to 7,000 liters of clean drinking water before needing to be replaced (this is enough water for a family of 4 for 1 year)
- No chemicals are used for the purification process
- Can filter even very dirty water
- Economical to use
- Internationally lab tested and approved
- CrystalPur filters meet World Health Organization standards for safe drinking water



How is CrystalPur different?

Convenience. CrystalPur eliminates the need for large storage space by sitting inside existing water storage containers that are already present in most households in our market sector.

Affordability. Estimated retail price for CrystalPur is US\$7 - \$10

Technology. CrystalPur's filter is impregnated with nano silver particles for optimal bacterial removal and has been international tested to remove 99.99% of parasites, bacteria and water borne diseases.

Flow Rate. Because CrystalPur utilizes a siphon system rather than depending on gravity to filter water, CrystalPur delivers 4-6 liters of clean drinking water *per hour* as compared to traditional ceramic water filters delivering approximately 1-2 liters per hour.

Turbidity. Most filters of this type are not effective in filtering turbid source water. Because of CrystalPur's washable, inner fleece pre-filter, CrystalPur can be used with water sources that other similar filters simply cannot handle.

Life Span. Most ceramic filters last between 3-6 months depending on quality of source water. CrystalPur's back-washing technology allows it to be nearly totally self-cleaning. The CrystalPur Filter is proven to filter over 7,000 litres of water, enough drinking water for four people for one year.

Scalability. The history of ceramic water filters has centered on small, artisan based manufacturing. EW intends to change that with CrystalPur. The primary ceramic filter element is mass produced for export or centrally manufactured depending on the country of implementation. Final product assembly will still be accomplished through the use of local entities, predominantly by women. The CrystalPur brand will also be heavily promoted to build brand awareness and loyalty.

Sustainability. EW always markets and distributes consumer products through the local private sector. As a market driven model, all the local actors throughout the distribution chain profit. Relief International as an NGO plays an important role in helping to reach more inaccessible rural areas and also in disseminating the critical health awareness campaigns that accompany all CrystalPur deployments.



Fleece Pre-Filter

About Us

EnterpriseWorks, a Division of Relief International is a US-based not-for-profit organization working to combat poverty through economic development programs based on sustainable, enterprise-oriented solutions. RI/EW has worked with local businesses and organizations for more than 40 years in 100 countries. By supporting profit-making enterprises to create employment and to increase productivity and profits, RI/EW addresses the challenges of rural, peri-urban, and urban development.

Questions?

Relief International – Headquarters
5455 Wilshire Blvd, Suite 1280
Los Angeles, CA 90036 USA
Tel: +1 310 478 1200
Fax: +1 310 478 1212
Email: hq@ri.org

EnterpriseWorks, Division Relief
International 1100 H Street NW Suite 1200
Washington, DC 20005 USA
Tel: +1 202 639 8660
Fax: +202 639 8664
Email: dc@ri.org