

General Ecology, Inc.

DRINKING
WATER PURIFIERS
& MICROFILTERS

The pure science of safe water™



General Ecology, Inc.

the pure science of safe water™

Parior to the late 1960's, the availability of safe drinking water was not considered to be a problem. Although tories in the media only hinted at troubles on the horizon, knowledgeable scientists and other experts who were studying the extensive pollution of both our groundwater and our surface water supplies, and who knew about existing antiquated water treatment facilities, began realizing the full extent of the coming water quality problems.

It became obvious that these problems were persistent, pervasive and long term, and unlikely to be remedied at any time in the near future.

Recognizing this fact. Richard T. Williams, president and founder of General Ecology, Inc., searched worldwide for a suitable technology to provide what became known as point-of-use and point-of-application, drinking water purification. Finding even the best existing technology to be inadequate to remody modern pollution problems, he organized an effort first to define, and then to develop, manufacture and responsibly distribute advanced technology drinking water purification systems.

Mr. Williams, formerly a research and development engineer with the renowned Lawrence Livenmore Labs, brought together top scientists and engineers from the California Institute of Technology, the University of California at Davis and the Max Plank Institute in Germany. This group, comprised from diverse, comprehensive and proven technical backgrounds, marked the beginning of General Ecology, which was incorporated in 1973.

Interestingly, there were no commercial biases to influence thinking, i.e., no one on the team was associated with any manufacturer and the effort was supported solely from within the group. General Ecology's purification and separation technology was scientifically developed from basic research and was optimized to effectively, reliably and ecologically remove a broad range of drinking water contaminants. These included all three forms of water-bome disease-causing microorganisms, specific toxic and carcinogenic chemicals, foul tastes, odors, sediment and other particulate matter. This proprietary technology, now known as the General Ecology "Structured Matrix*", is independently certified to meet the Environmental Protection Agency's very rigorous Microbiological Standard for

Drinking Water Purifiers, which encompasses pathogenic cysts, disease bacteria and viruses. General Ecology's purifiers with Structured Matrix have become the industry standard of excellence against which other products are evaluated.

While most of our products are used in residential, boating and recreational applications, our customer list also comprises many sophisticated sectors. These include national and international airlines, government agencies, military and emergency preparedness organizations, professional outfitters, scientists, research laboratories, medical research teams and major corporations. Among the highlights illustrating General Ecology's technical laedership in drinking water purification is specification into Airbus Industries, Bombardier and Boeing aircraft, as well as supplying executive aircraft manufacturers, such as Gulfstream, and aircraft galley manufacturers, worldwide.

Located in the beautiful countryside near Valley Forge, Pennsylvania, and with distributors worldwide, General Ecology products now are sold in over 40 countries. Among General Ecology's more popular brand names are: Seagull'1V, First Need Poltuxe, First Need Trav-L*-Pure, First Need Base Camp". Aqua-Polish*, BodyGuard*, Nature Pure* Ultrafine". Microlite*, Versa-Pure*, Superior* and Spark-L-Pure*. Many of General Ecology's products and product features are patented with both U.S. and international registration. Trademarks and Tradenames are registered internationally.

All products incorporate General Ecology's unique Structured Matrix technology, allowing designs to be compact, lightweight, and reliably and ecologically effective in removing unwanted waterborne contaminants while leaving dissolved minerals and electrolytee essential to good health and to good taste. Foods and beverages prepared with General Ecology purified water taste and are more nutritious than those prepared using water heavy with chlorine and other odors, tastes and contaminants.

We continue to meet and surpass the original goals established 30 years ago, plus new objectives, ensuring that our customers receive the benefits of refreshingly delicious and safe water...without ingesting added chemical pesticides in the process.

the pure science of safe water



The World Leader in Drinking Water Purification for 30 Years!



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MICROFILTERS

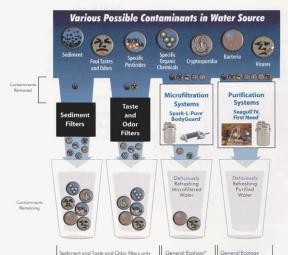
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We are very proud of our products and proud of the heritage of our drinking water systems that have provided safe, clean drinking water to so many around the world. Quality Assurance is of primary importance at General Ecology with 100% of our production receiving qualifying inspection. Because we take pride in our reputation for excellence, and because our customers entrust us with their well being when they use our equipment, we devote significant time and resources to our commitment to quality. Each product earns our Quality Assurance Seal only after being rigorously tested and accepted to carry the General Ecology, Inc. name

CHOOSING YOUR SYSTEM

A QUICK REFERENCE FOR CONTAMINANT REMOVAL



Sediment and Taste and Odor filters only improve the appearance, taste and odor of drinking water, but do little to protect you from harmful contaminants if present in the water. These filters can be used to pre-treat water with a heavy sediment content to help extend the life of a more effective system. General Ecology® Microfiltration systems, with the microfiltration version of our "Structured Matrix™"technology rated at 0.5 micron (1 micron absolute) retention, are excellent but are intended for use only with water supplies that are considered bacteriologically acceptable. If viruses or bacteria are present in water source, a purification system is needed for safer drinking water.

Purification systems. with "Structured Matrix" purification technology rated at 0.1 micron (0.4 micron absolute) retention, are unsurpassed and independently certified to remove cysts, bacteria and viruses These purifiers also remove a wide range of pesticides, herbicides and other chemicals, chlorine, foul tastes, foul odors and color makina your drinking water delicious, refreshing and safe.



"STRUCTURED MATRIX™"

PURIFICATION TECHNOLOGY

How the Structured Matrix PURIFIES your water without using chemicals

Independently certified to meet the EPA Standard for removal of bacteria, cysts & viruses!



physically removes disease bacteria, pathogenic cysts like Giardia, Cryptosparidia, and other specific parasites and debris down to 0.1 microns (0.4 absolute). Removing the pathogens also removes the disease toxins they contain and is far superior to "poisoning" organisms with pesticides and allowing the pathogen residue, toxins and pesticides to remain in the water to be consumed.

Broad Spectrum Molecular Capture**

traps and captures specific organic and other chemicals such as pesticides, herbicides and solvents, as well as chlorine and other trace contaminants that can be toxic and/or carcinogenic, along with foul taste, odor, and color.

3 Electrostatic Removal**

uses specially charged space-age surfaces, essentially as magnets, to remove minute particles, molecules and colloids suspended in the water.

** All of these purification mechanisms work together to REMOVE viruses, disease bacteria and other contaminants far smaller than submicron microfiltration alone can remove.

to Steelife of Street Four Tostes & Odors Dir and Sediment Hormful Bacteria CONTAMINANT REMOVAL Chlorine CAPABILITIES Cross COMPARISON STRUCTURED MATRIX™ YES YES YES YES YES YES Seagull®IV First Need® CHARCOAL FILTER GAC NO NO NO YES YES? YES PRE-COAT CARBON NO NO YES YES? CARBON BLOCK NO NOS YES? YES YES YES? YES ULTRAVIOLET RADIATION S YES? NOS NO NO NO NO S DISTILLATION YES YES YES NOS NO REVERSE OSMOSIS NO NO NO NO

- ? Comparisons are from general information. Performance varies widely within categories.
- + Usually not effective against organic contaminants ordinarily found in drinking water.
- Check manufacturer's claims and test results for specific information.



for effective removal of Cryptosporidia per Centers for Disease Control.

Purify water by REMOVING contaminants without using chemicals

beautiful combination of form and function, Seagull*IV "LTF" lifetime finish water purifiers combine our advanced "Structured Matrix."** technology with the strength and endurance of modern materials. All Seagull IV purification systems are independently certified to meet EPA microbiological standards for ready of bacteria, cysts and viruses, without chemical treatment. Plus, Seagull IV systems remove chemical and aesthetic contaminants including herbicides, pesticides, chlorine and foul tastes, odors and colors, for great tasting water on demand. Seagull IV systems feature stainless steel pressure vessels, "Quick and Easy" "pressure proof installation lines, Structured Matrix cartridges, and mounting brackets. "LTF gold" finish used on all ports and "LTF gold" faucets provide a lifetime of shine, resistant to scratching and corrosion from cleansing powders and harsh water conditions. Choices abound, there is a Seagull IV system to meet your water purification needs.

"I love that your technology is chemical-free. This is so important to me and my family. How wonderful it is having purified water whenever we want it - right at our kitchen sink. -M.B.

"Very easy to install.

Noticed the taste difference immediately!" -A.K.

The 2001 and 2002 ADEX Award was presented to General Ecology, Inc. for products "exhibiting superior design based on form, functionality and style" Design Journal -Editor-In-Chief, John Moses.





"Two weeks ago I had installed, in my kitchen, one of your water purification systems. I just want to tell you have pleased we all are. For years I have been purchasing bottled water. Your water is much better. There is no takes, just wonderful, cleen spackling water. We are thrilled with your product..." -L.G.

INTRODUCING.. Esprit™ faucet — the newest, stylish choice offered for Seagull IV "LTF" lifetime finish Designer Series. Esprit faucet features a variety of options to add a distinct look to a designer kitchen or bar area. This sleek, slim faucet is available in "LTF gold" or chrome finish, with both of flat or rounded faucet base. The added benefit of Esprit faucet's narrow base and long reach swivel spout permit the perfect positioning of the faucet for convenience and style. Plus, Esprit faucet is top-mounting, designed to permit connection lines to be pre-attached for quick and easy installation.



Seagull®IV Designer Series with Esprit faucet

Seagull IV X-2KF Purifier

Two gallons per minute undersink purification unit with luxurious "Esprit"" designer faucet. Includes: Ceramic disk faucet, Cartridge, "Quick & Easy" connection lines, mounting hardware and "direct connect" icemaker port.



"Esprit" faucet available in Chrome or "LTF gold" finish

PART #830501 (Chrome / Rounded base) PART #830503 ("LTF gold"/ Rounded base)

PART #830500 (Chrome / Flat base) PART #830502 ("LTF gold" / Flat base) Independently certified to meet the EPA Standard for removal of bacteria, cysts & viruses!

Seagull®IV Designer Series In-line Model

Seagull IV X-2KB Purifier

Two gallons per minute undersink purification unit for use "in-line" with existing faucet. Includes: Cartridge, "Quick & Easy" connection lines, mounting hardware & "direct connect" icemaker port.



Flow Rate	
Avg. Capacity*	
Cartridge Type	
	O Series Stainless Steel and lead-free ports with LTF
Dimension (see drawings - pg.9)	5.0 in. (12.7 cm) diameter / 10 in. (25.4 cm) high

^{*}Capacity will vary depending on characteristics and concentrations of contaminants and inlet water pressure.

Purify water by REMOVING contaminants without using chemicals



Seagull®IV Designer Series with Pristine Faucet

eagull IV X-2KF Purifier

Two gallons per minute undersink purification unit with luxurious "Pristine" "designer faucet. Includes: Ceramic disk faucet, cartridge, "Quick & Easy" connection lines, mounting hardware and "direct connect" icemaker port.



low Rate	2 gpm (7.6 lpm)
	RS-2SG (Structured Matrix)
Particle Retention Rating	
Pressure Vessel Construction	00 Series Stainless Steel and lead-free ports with LTF.**
Dimension (see drawings - pg.9)	5.0 in. (12.7 cm) diameter / 10 in. (25.4 cm) high
Working Pressure	25-125 psi
Norking Temperature	

"Pristine" faucet available in Chrome or "LTF gold" finish

PART #810200 (Chrome) PART #810300 ("LTF gold")



Seagull®IV X-2 Replacement Cartridge RS-2SG

2,000 gallons* or more at a flow rate of two gallons per minute.

The Avent pormers.



PART #789000

Seagull®IV Designer Series with Pristine Faucet

Seagull IV X-1KF Purifier

One gallon per minute undersink purification unit with luxurious "Pristine" "designer faucet.
Includes: Ceramic disk faucet, Cartridge, "Quick & Easy" connection lines, mounting hardware and "direct connect" icemaker port.



Flow Rate	1 gpm (3.8 lpm)
Avg. Capacity*	1,000 gal. (3,800 liters)
Cartridge Type	
Particle Retention Rating	
Pressure Vessel Construction	300 Series Stainless Steel and lead-free ports with LTF™
Dimension (see drawings - pg.9)	5.0 in. (12.7 cm) diameter / 8.875 in. (22.6 cm) high
Working Pressure	25-125 psi
Working Temperature	33° - 100°F (0.5° - 38°C)

Purify water by REMOVING contaminants without using chemicals

Independently certified to meet the EPA Standard for removal of bacteria, cysts & viruses!

Our most popular model, Seagull IV X-1F water purifier, offers the fast flow rate of 1 gallon per minute with an average capacity of 1,000 gallons. Its dedicated, lead-free faucet with lifetime ceramic disk valving is available in a chrome finish. Compact stainless steel housing, with lead-free "LTF" ports, encases our proprietary "Structured Matrix"" purification technology for chemical-free purification.

Seagull®IV Faucet Model with "FP" Faucet

~ BEST SELLER! ~
Seagull IV X-1F Purifier

One gallon per minute undersink unit including cartridge, "Quick and Easy" connection lines, mounting hardware, and FP faucet.



Flow Rate	
Avg. Capacity*	1,000 gal. (3,800 liters
Cartridge Type	RS-1SG (Structured Matrix
Particle Retention Rating	
Pressure Vessel Construction 300	Series Stainless Steel and lead-free ports with LTF"
Dimension (see drawings - pg.9)	i.0 in. (12.7 cm) diameter / 5.375 in. (13.7 cm) high
Working Pressure	25-125 ps

PART #701050

Seagull®IV Countertop Model

Seagull IV X-1D Purifier

One gallon per minute countertop unit including cartridge, "Quick and Easy" 3 flow diverter assembly, and spout.



Flow Rate	
Cartridge Type	
Particle Retention Rating	
Pressure Vessel Construction 30	00 Series Stainless Steel and lead-free ports with LTF**
Dimension (see drawings - pg.9)	5.0 in. (12.7 cm) diameter / 5.375 in. (13.7 cm) high
Working Pressure	25-125 psi
	33° - 100°F (0.5° - 38°C)

PART #702000

Seagull®IV Pump Model

Seagull IV X-1P Purifier

Manual pump, countertop unit for nonpressurized systems including cartridge, quick disconnect pump with inlet strainer, and integrated spout.



Flow Rate	
	1,000 gal. (3,800 liters)
Particle Retention Rating	
Pressure Vessel Construction	Series Stainless Steel and lead-free ports with LTF™
Dimension (see drawings - pg.9)	0 in. (12.7 cm) diameter / 8.875 in. (22.6 cm) high
Working Pressure	

^{*}Capacity will vary depending on characteristics and concentrations of contaminants and inlet water pressure.

Purify water by REMOVING contaminants without using chemicals

Seagull®IV X-1 Replacement Cartridge

RS-1SG

1,000 gallons* or more at a flow rate of one gallon per minute. Fits X-1 purifiers.



PART #788000

Seagull IV Ice-Maker Kit Connects purifying systems to refrigerator ice makers and hot

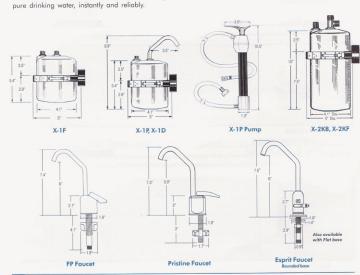
PART #700139 (Seagull IV Models: X-2KF, X-1KF, X-1F)

Emergency Preparedness Kit

Converts Seagull IV Systems to manual pump systems when pressurized water isn't available.

PART #700222 (Seagull IV Models: X-1D, X-1F)

Beneath the counter, the durable beauty of Seagull IV "LTF" lifetime finish Series continues. Our proprietary "Structured Matrix"" technology is encased in compact 300 series stainless steel housing with "LTF gold" finish ports and pressure proof, flexible installation lines. Easy V-clamp access and threadon replacement cartridges make installation and maintenance a snap. Plus, top mounting faucets with ceramic valving, countertop adapter kits, icemaker ports and double-action metal alloy pumps are just a few of the features of the various models of Seagull IV water purifiers that make our systems easy to use for



Purify water by REMOVING contaminants without using chemicals

Independently certified to meet the EPA Standard for removal of bacteria, cysts & viruses!

Seagul IV X-6 Water Purifier provides top quality drinking water for large capacity needs in compact stainless steel housing. At an average 6 gallon per minute flow rate, with an average 6,000 gallon capacity, Seagull IV X-6 water purifier provides more than enough pure water for many residential and commercial applications. Features include a replacement module with 3-stage "Structured Matrix" purification technology, plus quick change connectors to fit either ½ or 1 inch lines, and dielectric isolating positioners.

Seagull®IV Large Capacity Model

Seagull IV X-6 Purifier

Six gallons per minute water purification unit with module, quick change connectors to fit ¾ or 1 inch lines, and dielectric isolating positioners.



Flow Rate	
Avg. Capacity*	
Cartridge Type	RS-65G (Structured Matrix)
Particle Retention Rating	0.1 micron nominal (0.4 absolute)
Pressure Vessel Construction	300 Series Stainless Steel and lead-free ports
Dimension	0.0 in. (25.4 cm) diameter / 17.5 in. (44.5 cm) high
Working Pressure	25-100 psi
Working Temperature	

PART #100003 (3/4") PART #100004 (1")

RS-6SG Module

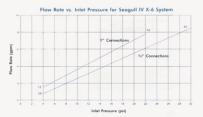
6,000 gallons* or more at a flow rate of six gallons per minute.

* average rated capacity



PART #100501





^{*}Capacity will vary depending on characteristics and concentrations of contaminants and inlet water pressure.

SPARK-L-PURE® MICROFILTER

Large Capacity Microfiltration System for household water supply

SPARK-L-PURE units are intended for use with water supplies that are considered to be bacteriologically acceptable. Removes fibers, dirt and scale, chlorine, foul tastes, odors, specific pesticides and other chemical contaminants, by incorporating extremely fine Microfiltration, Broad Spectrum Adsorption/Molecular Sieving, & Electrokinetic Attraction. Using General Ecology's Aqua-Polish" - APT modules, SPARK-L-PURE systems provide a rated flow of up to 26 GPM more than enough for household total supply, and for many commercial and industrial applications.

Spark-L-Pure® Microfiltration Unit

Flow Rate	26 gpm (100 lpm
Avg. Capacity*	
	0.5 micron nominal (1.0 absolute
Dimension	
Working Pressure	25-100 ps
Weight	24 lbs
	33° - 100°F (0.5° - 62°C

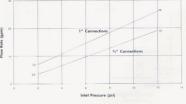
PART #100000 (3/4") PART #100001 (1")





PART #100500





BODYGUARD® MICROFILTER

Microfiltration System for the shower

BodyGuard Shower System cleanses water supplies of various impurities for a cleaner, healthier shower experience, Intended for use with water supplies that are considered to be bacteriologically acceptable, BodyGuard Shower Filter offers microfiltration of 1.0 (0.5 absolute) micron to remove cysts, fibers, odors and other particulate contaminants including sediment, dirt, algae and scale. Easy to install and maintain, BodyGuard Shower Filter provides a rated flow of 4.0 gallons per minute with an average capacity of 10,000 gallons.

BodyGuard® Microfiltration System



Flow Rate	
Avg. Capacity*	10,000 gal. (37,850 liters)
Operation Pressure	
Particle Retention Rating	
Pressure Vessel Weight	
Dimension - diameter	
Dimension - length	5 in. (36.83 cm) / with hanger 24 in. (60.96 cm)
Working Temperature	33° - 145°F (0° - 63°C)

PART #650001



BodyGuard® Replacement Module

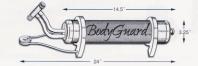
10,000 gallons" or more at a flow rate of four gallons per minute.



PART #650500

REMOVES CHLORINE AND MUCH MORE!

- . Easy to install and maintain
- Self-leveling legs
- Exceptional capacity
- Non-twist hoses
- · Easy cartridge change
- · Effective and dependable



Capacity will vary depending on characteristics and concentrations of contaminants and inlet water pressure

FIRST NEED® PURIFIERS

Ideal for travel, outdoor recreation and emergency preparedness

Independently certified to meet the EPA Standard for removal of bacteria, cysts & viruses!

A full line of General Ecology® portable drinking water purifiers are also available. Our First Need products use the same "Structured Matrix"" technology as used in our Seagull®V systems, to instantly remove contaminants from the water source. Providing purified, delicious drinking water wherever you go, these portable units are perfect for camping, hiking, canoeing, traveling and emergency preparedness. Whether on the trail or in a restaurant, there is a first Need water purifier that will fit your needs. Ask your dealer for more information or visit www.generalecology.com.



A best seller, First Need Deluxe Purifier offers pure water on the go, straight from the fresh water source. Recently voted 2002 Outside Buyer's Guide "Gear of the Year", First Need Deluxe Purifier features: "direct connect" to popular this bottles, canteens and hydration packs; a double-action field serviceable pump; "no hands" gravity feed option; long non-kink tubing and a self-cleaning prefilter. Each consister is sealed to prevent contact with contaminants and has an average rated capacity of 125 gallons per consister. Great for emergencies tool

PART #320000



Often labeled the "sophisticated" portable water purifier, First Need Trav-L.*-Pure Purifier is simple to use. Just pour water into its container and pump. No dangling hoses or external accessories, it's completely self-contained. Each consister has an average rated capacity of 125 gallans and is sealed to prevent contact with contaminants. As durable as it is easy to use, First Need Trav-L-Pure Water Purifier has been used by UN Forces in Somalia and is a favoritie of travelers worldwide.

PART #343101



Great for small groups, First Need Base Camp" Purifier is easily adaptable to gravity feed systems. Features include a double action field serviceable pump, a compact stainless steel housing, long non-kink tubing, a unique, durable prelitier, and a water resistant carrying case. The system comes complete with a "Structured Matrix" purification cartridge which provides an average 500-1,000 pallon capacity with a ½ pallon per minute pump rate.





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