

## **Business Press**

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### **Go green with bottleless water**

***Water purification company sees profits quadrupling in short period***

**By BEN STEPHENS**

The quality and sources of commercially bottled water is a big topic these days; conversation circulating around office water coolers should perhaps shift toward the dispensers themselves. The Good Water Co. could only be so fortunate.

The Las Vegas-based water purification systems dealer/developer announced this month a product that does away with the plastic bottle completely. Dubbed the Hydration Station, it is a bottleless cooler that attaches directly to a building's water supply to vend purified water at a cost competitive with traditional cooler providers.

It is the follow-up to Good Water's home purification system, PureOFlow, and the second in a line of reverse osmosis products. Not to mention, Good Water execs predict annual revenue will quadruple within a few years. Reverse osmosis is recognized as a superior means of purifying water, although only recently has technology made it economically feasible.

It's hard to argue with Good Water sales and marketing director Danny Prince, as he applies an electrical charge to tap water turning it green (meanwhile the experiment has no effect on purified product). He explains that the particles originally were visible, until the Southern Nevada Water Authority added chlorine treatment process.

"The (Southern Nevada) Water District does a phenomenal job, for what they do," Prince said, ensuring it is consumable. "But it is good for you?"

Good Water touts its products' ability to remove nearly all substances found in tap water, passing it through a series of filters and membranes to reduce up to 98 percent of substances like arsenic, lead and radium.

The Hydration Station is available on a rent-to-own basis, starting at \$30 per month. "We anticipate this system to replace the bottled-water units in both homes and offices," Good Water president Mike Paice said in a statement. "The Hydration Station provides not only bottle-quality water without the bottles crowding the house or office, but also better-tasting coffee and tea."

Besides the consumption of water for drinking, Prince said the purified water solves a host of other issues. For instance, in commercial kitchens using the products, he said, they have seen zero scale or corrosion in ice machines and evaporative coolers, a major factor in their performance.