



Waterway™ 16 and 27 Ounce Bottles

- **Treats 20 gallons (75 liters)**
- **NSF Certified Class I chlorine reduction**
- **Tested by an independent laboratory for lead reduction, with an average 97% removal over 20 gallons.**
- **Dramatically improves the taste of tap water**
- **Use only with microbiologically safe water**
- **Cost effective versus bottled water**
- **20 Gallons “Waterway” water costs less than \$5**
- **Replaceable filter elements**
- **Simple reliable operation**
- **Environmentally friendly**
- **Replaces bottled water**

Innova Pure Water’s 16 and 27-ounce Sport Bottles provide a means to obtain in a portable unit; effective chlorine, taste and odor filtration.

The Innova Pure Water 16 and 27-Ounce Sport Bottles (using filter Model WWBF) is marketed under the Waterway™ label, and is also available as a private label product.

Convenient and Easy to Use

The size of the bottles and replacement filters, makes travel with the device easy to accomplish. The bottle and filter may be brought along almost anywhere one goes.

Recommended Use

The 16 and 27-ounce Sport Bottles should be filled directly from the tap. Municipal water may contain residual chlorine, other components contributing to bad taste and odor, or additional contaminants. Simply bring the Sport Bottle to your lips, and squeeze or draw the contents through the patented exit filtration system. This immediately delivers clean-tasting filtered water for your drinking pleasure.

Strong Patent Position

The Innova line of Sport Bottle products is protected from competition with other bottles containing filters of a similar design, by a strong patent position. Innova has successfully defended it’s intellectual property rights against competitive manufacturers.

NSF Certified Class 1

The patented Innova filter design is so effective the 16 and 27-ounce Sport bottles (Models WW20L2 and WW27L2) pass the rigorous testing required by NSF International for chlorine, taste and odor reduction claims under NSF Standard 42, to provide Class 1 performance – the highest level certifiable.

Performance

The unique Innova filter is specifically designed to be easy to use. Low squeeze pressure will promptly deliver an adequate quantity of water each time. The patented design and proprietary Innova filter work together to deliver clean, fresh-tasting water.

The Innova filter will treat up to 75 liters of drinking water. That equates to 75-150 refill bottles of water before the filter needs to be changed. To ensure the best tasting water; Innova recommends you replace your filter every 30 days, regardless of use.

Cost Effective

Use of the Innova line of Sport Bottle products is cost effective relative to buying bottled water.

- 150 bottles “designer water” costs \$150
- 150 bottles “bottled” water costs \$100
- 20 Gallons “Waterway™” water costs less than \$5

- **Filters may be sanitized by boiling**
- **Ideal travel filter**
- **Available as advertising specialty and promotional product with customers' logo**

Customized Design

Depending on the consumer's needs, the 16 and 27-ounce Sport Bottles can be fitted with filters which can improve the aesthetic quality of the water, or address health related issues as well.

A micron rated membrane filter add-on will also be available soon, which provides protection from water contaminated with protozoan parasites. This product provides an alternative to disinfection for the removal of *Giardia* and *Cryptosporidium* cysts.

NOTE: While the Cyst Filter add-on is not yet available for commercial sale, Innova would like to make this product available for discussion.

Private Label Marketing

The Innova line of Sport Bottle products is available with private labeling of the buyers logo, as a specialty or promotional product. This provides an excellent means of providing name recognition and product association in a health conscious marketplace.

Environmentally Friendly

Our reusable bottle with replaceable filter cartridges, minimizes the environment burden resulting from the use of personal sized bottled water. The filter elements last for many uses, potentially eliminating up to 150 empty water bottles from the refuse stream.

Sanitized Filter Cartridges

The filter elements may be sanitized by boiling them in water.

Extractives testing in boiling water have shown that the filter elements are safe for use with boiling water, although the contaminant removal capabilities at high temperatures are unknown.

Innova Pure Water, Inc. seeks to present reliable information concerning the composition, properties and use of its products, however; (1) All advice concerning selection and use of any products is provided AT NO CHARGE AND WITH NO WARRANTY, (2) No warranty is made hereby; products described herein are warranted to conform to IPW's specifications only at the time of sale. All sales are subject to IPW's Standard Terms and Conditions of Sale.