

FOR IMMEDIATE RELEASE:

Pleatco unveils Powerful New PLEATCO ADVANCED™ Filter Cartridges.

(New York) – Pleatco, the New York based water filter cartridge company, has announced a quantum leap forward in the arena of pool and spa water filtration with the introduction of their new PLEATCO ADVANCED filter cartridges. This new product is the distillation of innovation, science and marketplace analysis. The result is the world's most powerful, high performance line of filter cartridges for pools and spas.

The new product line was developed by Pleatco's team of engineers, who proactively seek out new technologies, components, ideas and techniques from within and outside the pool and spa industry. In the case of PLEATCO ADVANCED filter cartridges, these engineers discovered a new and unique, uniformly bonded filtration media, the driving force in PLEATCO ADVANCED, which delivers super-charged cleaning performance; it's vastly superior to anything that has come before.

The next step was the launch of a massive field study to verify the exceptional performance of PLEATCO ADVANCED. The testing was meticulous and conducted over 18 months by 40 industry professionals nationwide in broad climates, environments and conditions. It didn't take long for reaction and praise to come pouring in...

"PLEATCO ADVANCED by far is the fastest cleaning, most efficient filter cartridge I have ever used. After a whole season of crystal clear performance it remained like almost new. I'm floored by its performance." – Rick Vine, Service Professional, NY.

"I have never seen a cartridge filter capture so much dirt and consistently hold the same PSI as when it was installed. Wow!" – Gilberto Serrano, Service Manager, Florida

In these real world and laboratory tests, PLEATCO ADVANCED delivered a never-before-experienced 12 week standard full loading cycle – compared to the span of other filters of just 4 weeks. Because of its load capacity and longevity of service, PLEATCO ADVANCED filter cartridges require less energy usage, meaning reduced wear on the pump. This translates into dramatic energy savings for pool and spa owners...that's good for the environment, too.

"PLEATCO ADVANCED cartridges held up great all summer, were very easy to clean and really kept my pool perfectly nice and sparkling." – Kim Rahe, pool owner, Ohio.

The disciplined science behind PLEATCO ADVANCED was spearheaded by Pleatco's VP of Engineering and Research, Richard Medina. Medina is proud of his teams' accomplishments in the development of PLEATCO ADVANCED, and the products ability to offer far greater dirt holding capacity than previous filtration cartridges.

"With reduced pore size distribution," according to Medina, "the 4-ounce bonded media fabric used in PLEATCO ADVANCED delivers rapid turbidity reduction via unique cross-

filtration flow, which easily and efficiently captures dirt particles, achieving a deeper level of water cleanliness and clarity than ever before.

It's a new standard, PLEATCO ADVANCED advances the *entire* industry, not just Pleatco. You can see the difference."

In the pool and spa filtration space, not much had changed in over 50 years when it came to core methodologies such as sand filtration, DE grids and filter cartridges – the heart of the water cleaning process. Six years ago, under new Owner and CEO Howard Smith, Pleatco began turning that tide. Innovative thinking and a scientific approach to filtration of pool and spa water are hallmarks of the company's rise to prominence in the industry. PLEATCO ADVANCED is the newest step in the revolution of water filtration technology.

Pleatco's staff and management thrive on the challenge of not becoming complacent, to continually seek groundbreaking methods and strategies which improve water quality, making the water we play and swim in as safe, clean and healthy as possible.

"When it comes to clean water," says Pleatco's Howard Smith, "we're never done. We have an obligation to do what's right." That commitment is underscored by research which shows a child drinks 1.3 ounces of water for every 45 minutes they play in a pool. That's a sobering statistic, one each member of the Pleatco team takes to heart. It moves them to raise the bar higher.

PLEATCO ADVANCED raises this bar to a previously unattained height. It consistently delivers cleaner, clearer, healthier water. Adding to its extensive list of benefits is longer service life, extended time between necessary cleaning, less frequent replacement of the cartridge, less pressure, greater flow and less energy consumption. It's win/win for the consumer and service professional.

For all the performance virtues built into PLEATCO ADVANCED – it's success is in the water it filters; clear, pure water that you, your family and friends relax, play and swim in.

Scientifically engineered PLEATCO ADVANCED, the next level of water filtration standards from people you trust...Pleatco – the clean water company.

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