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IMMEDIATE RELEASE

The Potable Aqua PURE™ Electrolytic Water Purifier Now Available at Retailers Nationwide

Potable Aqua® releases the smallest, most cost-effective water purification device to date

JACKSON, Wis. – DATE – The highly anticipated **Potable Aqua PURE™ Electrolytic Water Purifier** from the most trusted brand in water purification, [Potable Aqua®](#) (PA), is now available to consumers nationwide. The device incorporates patented technology that utilizes a simple brine solution (salt and water) to create a powerful mixed-oxidant disinfectant capable of purifying even the dirtiest water. The highly compact PA PURE™ device inactivates viruses, bacteria, Giardia and Cryptosporidium, killing 99.9 percent of all organisms without the need to pre-filter or pump.

“PA PURE is the smallest and most cost-effective water purification device currently on the market,” said Andrew Wundrock, senior vice president of sales and marketing for Wisconsin Pharamcal, the manufacturer of the PA PURE device. “With nothing but a little bit of salt, you can purify up to 20 liters of water at one time. The device is also completely sustainable and requires no replacement parts throughout its 60,000 liter lifetime.”*

The PA PURE (MSRP: \$99.99) is designed for outdoor enthusiasts, international travelers, relief organizations and militaries around the world. It offers a variety of benefits over other water purification devices, including:

- **Scalable Treatment:** Easily select the volume of water you want to treat from 1 to 20 liters.
- **No Replacement Batteries:** USB rechargeable from a computer or outlet – purifies 150+ liters per charge.*
- **Solar Powered Backup:** Built-in solar panel for fail-safe, back-up charging – anywhere, anytime.
- **Ready to Use:** No need to pre-filter water – ready when you need it.
- **Lasting Protection:** Residual disinfectant extends protection to water that is not immediately consumed.
- **Sustainable:** Device requires no replacement parts to treat 60,000+ liters of water.*
- **Cost-Effective:** Virtually free to operate throughout the lifetime of the device.
- **Maximum Durability:** Designed to meet military drop, freeze/thaw and load bearing requirements.

-more-

ADD ONE: Potable Aqua PURE™

In contrast to other water purification devices on the market, PA PURE's disinfecting power is fueled by mixed oxidants. Water purification with mixed oxidants results in a potent, broad-spectrum kill of viruses, bacteria and protozoa, making the water bacteriologically suitable to drink. Unlike UV light, which may require pre-filtration to guarantee inactivation of all microbes in very cloudy water, PA PURE mixed oxidants can inactivate microorganisms in all types of water with no pre-filtration.

The PA PURE device has received praise from leading outdoor industry media organizations in recent months, including *Gear Junkie* and *OutsideOnline.com*. It received a "[Best in Show](#)" award from *Gear Junkie*, which honors the most unique and standout products from the thousands unveiled at the Outdoor Retailer Show in Salt Lake City, Utah.

The PA PURE is available at these retailers nationwide: REI, Sports Chalet and Bass Pro Shops. To learn more about the PA PURE device and to purchase online, visit www.potableaqua.com. The recently updated website includes helpful videos, Q & As and other educational content.

Wisconsin Pharmacal Company:

Wisconsin Pharmacal is a world leader in outdoor health and safety products. Wisconsin Pharmacal's complete brand portfolio includes Potable Aqua® water purification tablets, Potable Aqua PURE™, Coleman® insect repellents, Coleman® first aid kits, StingEze® insect bite relief products, BAITMATE® fish attractants, and Atwater Carey® Insect Shield® treated nets and screens. Additional information about Wisconsin Pharmacal can be obtained by calling **1-800-558-6614** or by visiting www.pharmacalway.com.

*Volumes are based on a standard single dose in alignment with the EPA Guide Standard & Protocol for Testing Microbiological Purifiers. Treating for protozoa may require dosing in excess of the standard, and may reduce the total volume of water that can be treated on one battery charge.

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Editor's Note: For product images, samples and other requests, please contact Brian Meehan at brianm@celticinc.com, or call (262) 789-7630, ext. 133.