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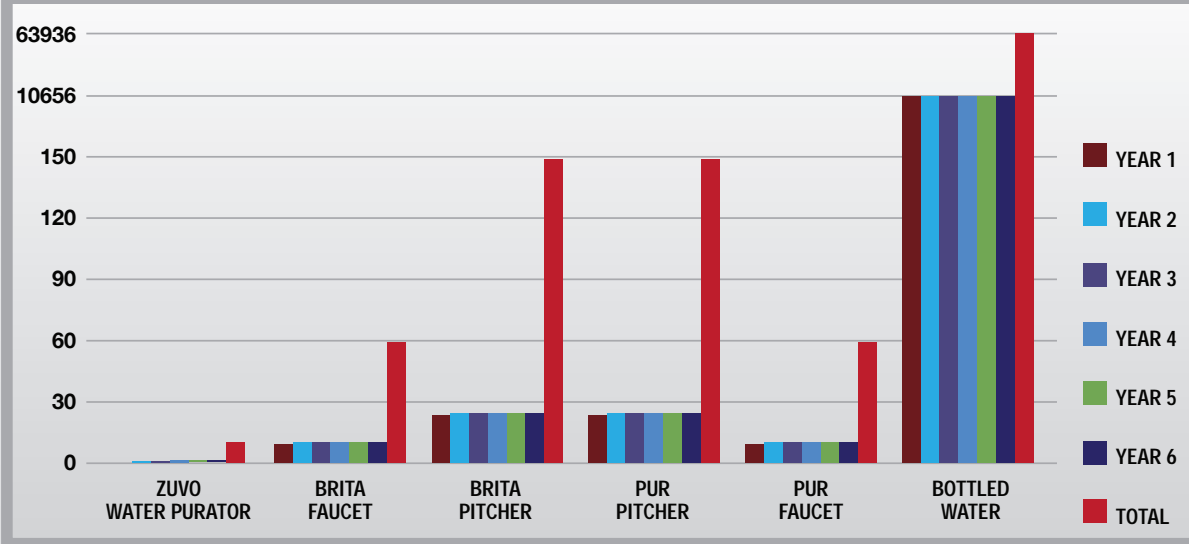
## ZUVO versus LEADING DRINKING WATER PRODUCTS

Price, Value and Waste Comparison between Zuvo Water Purator™ and Leading Drinking Water Products

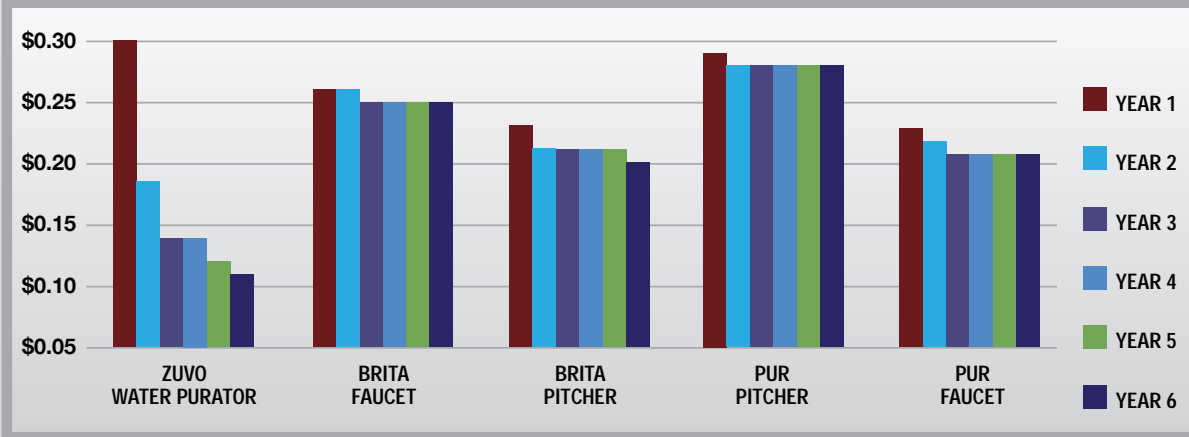
	BOTTLED WATER	PITCHER WATER (Brita, Pur)	FAUCET MOUNT (Brita, Pur)	ZUVO WATER PURATOR
Initial Cost	\$3.99/case	#35	\$50	\$300
1st year cost per gallon	\$1.18	\$0.23	\$0.23	\$0.30
Cumulative Cost for 1st year	\$1,182	\$227	\$230	\$300
2nd year cost per gallon	\$1.18	\$0.21	\$0.22	\$0.18
Cumulative cost thru 2nd year	\$2,364	\$427	\$430	\$360
# of discarded parts at end of year 2	21,312	49	19	4

SOURCE: Zuvo. Assumes 1000 gallons of water consumed per year.

### Bottles / Filters Replaced Assumes 1000 gallons consumed annually with filters replaced at manufacturer's suggested level.



### Average Cost per Gallon Assumes 1000 gallons consumed annually with filters replaced at manufacturer's suggested level.





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## ZUVO versus LEADING DRINKING WATER PRODUCTS

### TOTAL COST OF OWNERSHIP

Assumes average manufacturer's suggest retail price (as of 01/2009); 1000 gallons consumed annually with filters replaced at manufacturer's suggested level.  
Zuvo Water Purator promotion includes 1 addition free filter with purchase

	Retail Price*	Replacement cartridge cost	Capacity per Replacement (gal)	Output	# of Replacements	Cost of Replacements	Total Cost	Total Output	Avg. Cost per gal
<b>ZUVO WATER PURATOR</b>	<b>\$299</b>	<b>\$30</b>	<b>500</b>	<b>1000</b>	<b>0</b>	<b>0</b>	<b>\$299</b>	<b>1000</b>	<b>\$0.30</b>
Brita Faucet	\$38	\$25	100	1000	9	\$225	\$263	1000	\$0.26
Brita Pitcher	\$35	\$8	40	1000	24	\$192	\$227	1000	\$0.23
PUR 6000C Pitcher	\$25	\$11	40	1000	24	\$264	\$289	1000	\$0.29
PUR Plus FM-3000	\$50	\$20	100	1000	9	\$180	\$230	1000	\$0.23

	Output	# of Replacements	Cost of Replacements	Total Cost	Total Output	Avg. Cost per gal
<b>ZUVO WATER PURATOR</b>	<b>1000</b>	<b>2</b>	<b>\$60</b>	<b>\$359</b>	<b>2000</b>	<b>\$0.18</b>
Brita Faucet	1000	10	\$250	\$513	2000	\$0.26
Brita Pitcher	1000	25	\$200	\$427	2000	\$0.21
PUR 6000C Pitcher	1000	25	\$275	\$564	2000	\$0.28
PUR Plus FM-3000	1000	10	\$200	\$430	2000	\$0.22

	Output	# of Replacements	Cost of Replacements	Total Cost	Total Output	Avg. Cost per gal
<b>ZUVO WATER PURATOR</b>	<b>1000</b>	<b>2</b>	<b>\$60</b>	<b>\$419</b>	<b>3000</b>	<b>\$0.14</b>
Brita Faucet	1000	10	\$250	\$763	3000	\$0.25
Brita Pitcher	1000	25	\$275	\$839	3000	\$0.28
PUR 6000C Pitcher	1000	25	\$275	\$564	3000	\$0.28
PUR Plus FM-3000	1000	10	\$200	\$630	3000	\$0.21

	Output	# of Replacements	Cost of Replacements	Total Cost	Total Output	Avg. Cost per gal
<b>ZUVO WATER PURATOR</b>	<b>1000</b>	<b>3</b>	<b>\$140</b>	<b>\$559</b>	<b>4000</b>	<b>\$0.14</b>
Brita Faucet	1000	10	\$250	\$1,013	4000	\$0.25
Brita Pitcher	1000	25	\$200	\$827	4000	\$0.21
PUR 6000C Pitcher	1000	25	\$275	\$1,114	4000	\$0.28
PUR Plus FM-3000	1000	10	\$200	\$830	4000	\$0.21

