



BECAUSE PEOPLE MATTER



MEDIA KIT

High Performance Whole House Water Filters

The Honest Water Filter Company

OUR STORY

The Honest Water Filter Company was officially started in March of 2019 after several years of research and development. The goal was simple, be honest about water quality and how to address it. It was a dramatic change from the norm within the industry which included hard sales by salesmen with no plumbing knowledge. Our goal is to “disrupt” the water treatment industry with our products and our honesty. Our whole house water filters are an industry-changing technological advancement. We pride ourselves on the value we bring to you through our products and being The Honest Water Filter Company.

OUR MISSION

PASSION:

Our passion is clean water; clean water that is healthy for you and your family, as well as healthy for your expensive plumbing system.

WELCOME TO A NEW WORLD:

The Honest Water Filter Company is the first of its kind in the world in residential water treatment. Every product is certified by NSF for its performance – which is rare in the industry. We are very proud to be the #1 ranked product in the world within our category.

GREENEST PRODUCT AVAILABLE:

Our goal is to provide the best water possible in a globally responsible way. That's why our systems waste zero water, use zero electricity, and are 100% recyclable.



@hwfcompany



@The_HWFC



@the-honest-water-filter-company

The Honest Water Filter Company
P.O. Box 2399 | Ramona, CA 92065
(858) 842-4224

The Honest Water Filter Company

OUR PEOPLE

ERIC BROCKMIRE – CEO, PRESIDENT

Eric Brockmire, President and Founder of The Honest Water Filter Company, has 30 years of experience in the plumbing industry and 25 years of experience in the water treatment industry. As his passion grew for water treatment, he spent 8 years traveling across the country teaching plumbers about water treatment and the effects water can have on plumbing systems. While he was teaching and working in the water treatment industry, he began to wonder if there was a better option for whole house water filtration systems, then Eric met with Aquamor. They began designing a cartridge-based system that is a fraction of the size of “traditional” whole house systems, while not requiring any backwashing, draining or electricity.



CURRIE GAUVREAU – VICE PRESIDENT, OPERATIONS

Currie Gauvreau is the Vice President of The Honest Water Filter Company. Currie has taught for more than 26 years, while serving as an adjunct faculty member at a variety of universities including American Military University, Strayer University, University of Phoenix, Ashford University, and ITT Technical Institute since 2006. Currie also served 17 years as a law enforcement officer in Sarasota County, Florida. After he retired from law enforcement, he has focused on skilled trades training, where he became the Director of Success Academy, which supported North America’s largest home service providers including HAVC, plumbing, and electrical services. Currie provided the organization with training in such areas as: leadership, communication, sales, and business management.



The Honest Water Filter Company

OUR PEOPLE

CHRIS ADAMS - VICE PRESIDENT, SALES

Chris's vast experience in water treatment spans over 22 years. He has owned an award-winning water treatment dealership as well as served on Executive Management Team at two major water treatment manufacturers. Beyond his water treatment experience, Chris has been a high school varsity basketball coach. He received an athletic scholarship for basketball and baseball at Colby College in Colby, Kansas. He holds Sales Training Certificates from Dale Carnegie and attended Rapport Leadership Training.



JOHN PHIPPS - VICE PRESIDENT, MARKETING

John comes to the Honest Water Filter Company with 30 years of marketing experience. He holds a B.S. in Business, Major in Marketing from Eastern Illinois University and a Certificate in Direct Marketing from the University of San Diego. He spent 27 years in the golf industry and has been in the plumbing industry for 3 and half years. He sponsors a child in Haiti through Compassion International and saw the poor water conditions in Haiti first-hand realizing the need to help the world get clean water.



The Honest Water Filter Company

IN THE PRESS

FOR IMMEDIATE RELEASE

HONEST WATER FILTER COMPANY ANNOUNCES BEST SYSTEMS AVAILABLE FOR WHOLE HOUSE WATER FILTRATION ONLY AVAILABLE THROUGH PLUMBERS

RAMONA, CA - May 19, 2020 – The Honest Water Filter Company, the most-advanced cartridge-based whole house water filtration systems, is proud to announce the #1 performing product in the world for Point of Entry (POE) water systems.

The first breakthrough technology in over 65 years in whole house water treatment, the Honest Water Filters boast the best flow rates, micron ratings and gallon ratings while maintain 99.95% effectiveness for the removal of particulates, chlorine, chloramines and cyst bacteria depending on model.

Five years in development with Aquamor Water based in Temecula, California, the Honest Water Filter has undergone rigorous testing by the National Sanitation Foundation (NSF) to achieve certifications for performance that no other whole house system can match.

Hard Water Solution. In addition to their effectiveness in removal of contaminants and chemicals in your water, the Honest Water Filters offer a hard water solution by adding polyphosphates which have been used in commercial applications for over half a century. Our FDA-approved polyphosphates treat hard water by effectively sequestering hard water minerals such as calcium and magnesium so they cannot adhere to pipes and plumbing fixtures.

"We set out to create the first dealership network for licensed plumbers to offer the best point of entry (POE) whole house water filtration to their customers at an affordable price," said company founder, Eric Brockmire. "We also wanted to create environment-friendly systems that do not use electricity, waste water or use salt. Plus the cartridges are 100% Made in USA and 100% recyclable," Brockmire continued.

More information on the Honest Water Filter is available at <https://honestwaterfilter.com>.

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The Honest Water Filter Company

OUR PRODUCTS



(858) 842-4224

eric@honestwaterfilter.com

Breaking Away



From Tradition

Why The Honest Water Filter

- ▶ First truly new technology in over 60 years
- ▶ Does not waste water
- ▶ Does not use electricity
- ▶ Does not use salt
- ▶ Mounts on the wall
- ▶ 100% recyclable
- ▶ 100% Made in USA



Certified For Performance



Platinum Plus

- ✓ Sub-micron (0.2) filter removes common bacteria*
- ✓ Removes chloramines
- ✓ Provides a hard water solution
- ✓ Capacity 120,000 gallons

*Cryptosporidium, Giardia, Toxoplasma, Entamoeba & more



Gold- HC

- ✓ Sub-micron (0.2) filter removes common bacteria*
- ✓ Removes chlorine
- ✓ Capacity 530,000 gallons

*Cryptosporidium, Giardia, Toxoplasma, Entamoeba & more



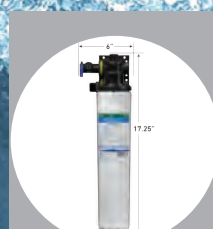
Silver - HC

- ✓ 5.0 micron filter reduces contaminants
- ✓ Removes chlorine
- ✓ Capacity 530,000 gallons



Bronze

- ✓ 10 micron sediment filter
- ✓ Provides a hard water solution
- ✓ Capacity 132,000 gallons



Titanium

- ✓ Sub-micron (0.2) filter removes common bacteria*
- ✓ Removes chloramines
- ✓ Capacity 8,000 gallons

*Cryptosporidium, Giardia, Toxoplasma, Entamoeba & more

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OUR CERTIFICATIONS



Visit [NSF.org](https://www.nsf.org) to view our listings

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OUR MARKETING SUPPORT



the
Honest
water
filter
company
honestwaterfilter.com



PLATINUM
Plus
HWF-4933P



Whole
House
Water
Filtration



Better Water For Your Family Better Water For Your Home

Reduces Organics, Chlorine, **Chloramines and Particulates in Drinking Water!**

If you are looking for highest quality whole house water treatment at an affordable price, then our Platinum Plus System is for you.

- Finest coconut shell catalytic carbon block filter reduces organics, particulates, contaminants including chlorine and chloramines that make drinking water smell and taste bad and harm your plumbing.
- Sub-micron (0.2) filter reduces 99.95% of microbial cyst bacteria like cryptosporidium, toxoplasma, giardia and entamoeba that are resistant to public water disinfection and could cause issues with your health.
- Polyphosphates adds a hard water solution and scale inhibitor. Food-grade, FDA-approved polyphosphates treats and sequester hard water minerals and protects your plumbing from limescale formation and corrosion.
- NSF rated to treat 120,000 gallons

Pinhole Leak Protection

- Does Not Waste Water
- Does Not Use Electricity
- Mounts on the wall to save space
- 100% Recyclable

The Honest Water Filter is the best way to ensure you and your family are drinking, cooking and bathing in cleaner, healthier water.



Tested and Certified by NSF International against NSF/ANSI Standard 42 and 53 for the reduction of Cyst, Chlorine taste and odor.

MADE IN USA



VETERAN OWNED

Limited Lifetime Warranty

“It’s Like Having a Refrigerator Filter For Your House”

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The Honest Water Filter Company

OUR INSTALLATIONS



USES A FRACTION OF SPACE

INSTALLS INSIDE OR OUTSIDE IN UNDER 1 HOUR*



Systems are easily buildable for larger homes

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*Typical Installation. Actual Installs.

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OUR CONTACT INFORMATION

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