Pure Water For Life



By Ayesha Inoon

Water is the basis of all life and pure drinking water is an essential component of good health and well-being. It is believed that consuming eight glasses of water a day not only cleanses and re-energises the body but also prevents a number of diseases in the long term. Even so, many of us tend to take water for granted. With the variety of water filters and bottled water products that flood the market, it is easy to pick whatever kind of water is nearest at hand without considering its benefits or disadvantages. However, Pure Tech Lanka, a Korean based company now operating in Sri Lanka, offers the unparalleled benefits of pure clustered water through a highly advanced water filtering system.

Water makes up more than two thirds of the weight of the human body and research has shown that a mere 2% drop in the body's water supply can trigger signs of dehydration such as impaired short-term memory, fatigue and difficulty focusing on small print.

It goes without saying that drinking plenty of water is necessary for an active healthy, life. However, as Azthar Mohomad Ali, Manager, Pure Tech Lanka explains, it is not merely the quantity of water, but also the quality of water that has an effect on the body. The pure clustered water obtained from the Roro water purifiers available from Pure Tech Lanka has a number of advantages over ordinary tap water, mineral water, and water obtained from other filtering systems.

Mineral water may contain a number of inorganic minerals that are unnecessary and in some cases, even harmful to human beings, he says. Even boiled water and water purified by other methods may still contain harmful sediments. The Roro water purifiers on the other hand, consist of a five stage water filtration system that includes a reverse osmosis water filter with activated carbon pre-filters and a bio ceramic magnetised filter. The end result is pure clustered water in which 99% of contaminants have been removed and in which the water molecules are smaller

than in regular water.

Clustered water can actually pass through the cell walls, says Azthar Mohomad. Both the amniotic fluid of pregnant women and the body fluid of new born babies consist of clustered water. This makes it the best kind of water to aid the process of metabolism in the body, dissolving nutritive elements and eliminating waste. By regularly drinking pure clustered water, one can enjoy better health, higher energy levels and a better quality of life overall.

The mother company of Pure Tech Lanka is Pure Water Korea based in Korea, and has been in the industry since 1983. It was the first company to introduce water purifiers that functioned with the Reverse Osmosis Water Purifying System to Korea, imported from the USA. In the recent past Pure Water Korea has developed water-purifying systems for farms, schools and hospitals.

The filtering system is attached directly to the tap of the consumer’s choice. It is both efficient and cost effective, without the hassle of waiting for water bottles to be delivered and then finding storage space for bottles. The machine is first provided for a one-week probation period, says Azthar Mohomad, during which the consumer can decide if it meets his or her requirements. He adds that a number of large corporations are part of their clientele and that there has been an excellent response to the system so far. The company also plans to introduce domestic water purifying systems in the near future.

The mother company of Pure Tech Lanka is Pure Water Korea based in Korea and has been in the industry since 1983. It was the first company to introduce water purifiers that functioned with the Reverse Osmosis Water Purifying System to Korea, imported from the USA. In the recent past Pure Water Korea has developed water-purifying systems for farms, schools and hospitals. The President of Pure Water Korea is Dr Joonho Cho.

Pure Tech Lanka has the distinction of being the only Sri Lankan company that is presently using the bio ceramic water filtering system. Apart from having the ISO 9001: 2004 certification, the company is also a member of the Water Quality

Association, USA and has been approved by National Safety of Foods, USA and Federal Communication Commission, USA. The company pledges to continue to bring the latest technology from Korea to Sri Lankans and provide new job opportunities.