**What is the relevance of a water purifier?**
One has to first realize the importance of pure drinking water on your health much before thinking about full option cars, high end mobiles, exotic vacations, villas, or home decor. Not investing in a hygienic and healthy drinking water source is your recipe for future health disaster.

Unlike old times, urban water sources from which we obtain our potable drinking water are no longer pure/hygienic or suitable for human consumption. In such a scenario, it is wise to use a domestic purifier customized to treat the obtrusive parameters of your water source and restore the water quality.

The most important parameters that need to be checked are: pH, Odour, Taste, Color, Turbidity, TDS, Total Hardness CaCo2, Calcium as Ca, Magnesium, Chloride, Sulphate as SO4, Nitrate as NO3, Alkalinity as CaCO3, Total iron as Fe, Total Ammonia as NH3, Sulphides as H2S, E.Coli, and Total Coliform.

**How do I select a water purifier?**
A purifier is to be selected based on the water parameters that are at unacceptable limits and need to be rectified, the scope for water wastage during the treatment process, your understanding of the treatment concept, utility of the purifier model, nutritional requirements of the end user, your budget, and an estimate of the annual service charges.

**What are the common technological differences in water purifiers?**
Purifiers are used to treat both mineral parameters as well as biological parameters. In water sources that have acceptable mineral parameters, most often UV purifiers are being used. UV or ultraviolet treated water supposedly removes any prospect of a bacterial contamination like E.Coli or Coliform by exposing the water to UV radiation.

RO purifiers are used for water sources that have unacceptable mineral parameters with or without bacterial contamination. RO purifiers significantly cut down excessive mineral parameters as well as treat biological parameters using Reverse Osmosis technology. RO purifiers are often used along with UV filters to ensure fool proof treatment of bacterial contamination.

Most public water supply sources have TDS in the range of 35 to 150, which is ideal. Well water has TDS ranging from 150 to 300 and bore well water has TDS upwards of 300 to even 2000. Using RO filtration for public water source or TDS below 150 is an unhealthy practice as it reduces the TDS a further 85% rendering the TDS of the water too low and thereby unhealthy for human consumption. Too low a TDS leads to dilution of blood and too high TDS makes the blood concentrated on absorption. Consuming such water in the long run, having too low TDS leads to the body pulling out minerals from the bones and organs to restore the density leading to bone loss and tissue damage, while too high TDS leads to overworked kidney which has to filter the blood and restore the blood density persistently, ultimately damaging kidney function in the long run.

**What are the new concepts/technologies now available for water purification?**
The two new concepts are that of Nano Ion Technology and Kangen water.

**What is Nano Ion Technology and why is it a wiser alternative to UV purifiers?**
UV filters uses UV strips and UV filaments to irradiate the water for disinfection and removal of bacterial contaminants. The drawback of this concept is that UV strips are yet to fully prove its ability to generate UV radiation effectively. Moreover, UV tubes/filaments are plagued by poor quality/fake UV filaments now flooding the markets and have technical blind spots leaving it ineffective in sterilizing the water adequately.

Nano Ion Technology uses the concept of nano technology and electrolysis wherein the water chamber is fully exposed to the process of electrolysis releasing silver nano ions that render the water unviable for biological contaminants to survive. These Silver Nano Filters can treat up to 7500 liters of water and is a fool proof alternative to UV filters.

**Why Alkion Silver Nano?**
Alkion offers budget purifiers that incorporate nano ion technology, with or without RO system, and remineralization with best in class alkaline filters. Alkion discourages complicated and glitzy electronic parts meant only to perk up prices and does not improve water quality in any way. Alkion DOES NOT use UV purifiers/e-boiling filters. Alkion does not use ultrafiltration (UF), Nanofiltration (NF), or TDS adjusters along with RO which are nothing more than marketing strategies that do not add any value to the final water quality. Alkion does not use TDS adjusters which actually bypass the RO system thus severely compromising the water purification mechanism.

- Alkion customizes purifiers based on the customers' water quality. Alkion budget purifiers are user friendly and have user serviceable parts and components.
- Alkion models have taps positioned in the middle or top, making it suitable for all modern kitchen spaces limited by cabinets.
- Alkion offers transparent pre-filter housing as standard which helps customers always know the condition of the filter and need for service.
- Alkion also has models which have stainless steel storage tanks which are easily removable and washable.
- Alkion models do not have electronic motherboards, sensors, digital cut off that does not provide improved water quality to the customer and are costly to service.

**Why Alkion Kangen?**
Consumers have moved on from wanting not just purified water, but also desire customized on-demand enriched water. Kangen technology uses electrolysis technology using different types of metal plates as electrodes. The properties and combination of the plates are so selected that we can control the output pH, acidity, alkalinity, hydrogen ion, and water clustering of the purified water. The health benefits of consuming Kangen water daily are multifold and available in the public domain. Alkion Kangen has the support system and expertise in helping customers choose the best model for their healthcare and lifestyle needs.