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**Launch of ZeroWater Ready-Pour Water Filtration Pitcher Provides Increases Effective Capacity**  
*Ready-Pour Water Filtering Technology Reduces Wait Time*



Bensalem, PA – April 2015 – Everyone who has used a traditional water filtration pitcher knows the frustrating routine of waiting for the pitcher to fill, empty; waiting for it to fill again, repeat. And each time the filter is changed, it's the same waiting game all over again. The newly launched Ready-Pour Pitcher from ZeroWater is the pitcher to possess a sealed lid and reservoir that enables consumers to pour water that has already been filtered without spilling water that's still filtering, taking waiting out of the equation. In addition, the Ready-Pour from ZeroWater removes 99.6% of contaminants and offers the purest

tasting water on the market.

Ready-Pour's innovative sealed lid and reservoir enables the pitcher to be kept full while adding up to two cups of additional capacity, helping to eliminate the wasted space on the top of the pitcher. That means it can hold 10 cups total (eight within the pitcher itself and two in the reservoir). The underneath water filter assembly ensures water passes directly through and not under the filter. As a result, users of the Ready-Pour Pitcher can rest assured that every drop they are drinking has been filtered via ZeroWater's patented five-stage, dual-ion exchange filtration system.

According to Water Quality Association statistics cited by the Environmental Protection Agency ([http://www.epa.gov/ogwdw/faq/pdfs/fs\\_healthseries\\_filtration.pdf](http://www.epa.gov/ogwdw/faq/pdfs/fs_healthseries_filtration.pdf)) in its "Water Health Series Filtration Facts," "more than four out of 10 Americans use a home water treatment unit." Many of these individuals choose water filtration pitchers based on their convenience and affordability. No other pitcher on the market marries those two facets quite as well as this innovative design.

The Ready-Pour Pitcher from ZeroWater 10Cup retails for \$32.99 and the 12Cup for \$37.99. Both Ready-Pour Pitchers come with an integrated Total Dissolved Solids meter (Value of \$29.99) which comes at no additional cost to the consumer. As the only water filter in its class to meet the FDA's definition for TDS in purified bottled water, this meter allows users to see at a glance the purity of the water they are drinking.

The ZeroWater Ready-Pour Pitcher is available at select retailers across the United States and Canada. For more information, please visit [www.zerowater.com](http://www.zerowater.com). Interested media may arrange a meeting with company management by calling (512) 294-6218.

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**About Zero Technologies, LLC**

Zero Technologies, LLC has developed the Zero Water Filtration System with the mission of delivering the best filtration possible to consumers through its patented 5-stage ion exchange filter, which removes virtually all total dissolved solids (TDS). No other filter pitcher or dispenser can make this claim. By removing virtually all TDS, ZeroWater is the only gravity-fed filtration system to match the TDS levels found in Purified Bottled Water. To date, the breakthrough ZeroWater filter has received certifications by NSF International and the Water Quality Association for the removal of copper, iron, zinc, aluminum, lead, chromium, mercury, chlorine and hydrogen sulfide. In addition, Good Housekeeping Research Institute findings reveal that ZeroWater filters remove more pharmaceuticals and chemicals than Brita and PUR.