

Is Your Drinking Water Treated with PHILIPS UV Lamp?

Yes, you heard it right. You get the PHILIPS UV lamp to do the work when you use the PHILIPS Pure Water Dispenser.

The company recently launched this innovative household appliance which utilises advanced Ultraviolet (PL-S) technology to ensure clean water for the whole family.

This slim and elegant water dispenser has two functions - it filters and sterilises. Tap water first passes through a macro-filter to remove bigger particles, before going through a dual filter to capture both large and small particulates, turbidity, suspended solids, chlorine, volatile organic chemicals and cysts.

The filtered water is then treated in the UV chamber where an advanced TUV PL-S UV lamp awaits. This Class A UV chamber kills bacteria, viruses, parasites and amoebae by destroying their DNA.

So, no more guess-work about the safety of your water!

With a single touch of a button, clean water is instantly available for your whole family.

The device is also intelligent! It has a microchip that controls the purity and amount of water dispensed according to instructions preset by you. The dispensing feature ensures you have enough purified water while you are busy attending to other chores - with no possibility of overflow. This is a very handy feature for busy mothers.

Another feature worth mentioning is the smart alert system, which sends out a signal when the filter needs to be replaced - approximately after 2,700 litres of water is filtered.

If the filter is not replaced after 3,000 litres, the PHILIPS Pure Water Dispenser will automatically lock. No water can be dispensed unless the filter is changed. This means you are always assured of the quality of your filtered water.

Eddie Ong, Director, Sales Organisation Leader at PHILIPS Consumer Lifestyle, says: "With today's busy lifestyle and growing concerns

about the environment, Malaysians are becoming increasingly aware of the need to find easy yet effective solutions to maintaining healthy living."

UV-based purification has proven to be a highly successful and popular method to treat drinking water in Canada, the United States, Germany, Japan Korea, Norway and Finland. It is also often used in hospitals and laboratories, he says.

The PHILIPS Pure Water Dispenser has been awarded the Water Quality Association's (WQA) Gold Seal, Class A certification. The WQA is an international non-profit trade industry association and the Class A certification indicates that the water purifier is capable of disinfecting microbiologically contaminated water and meets public health standards. The Gold Seal proves that the product has met or exceeded industry standards for contaminant reduction, structural integrity and material safety.

Royal PHILIPS Electronics of the Netherlands is a global leader in the healthcare, lifestyle and technology industry. It delivers products, services and solutions through the brand promise of 'Sense and Simplicity'.

Headquartered in the Netherlands, PHILIPS employs approximately 124,300 employees in more than 60 countries. With sales of 27 billion euros in 2006, the company is a market leader in medical diagnostic imaging and patient monitoring systems, energy efficient lighting solutions, personal care and home appliances, as well as consumer electronics.

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