



THE REAL THIRST FOR LIFE.

WATER. REIMAGINED.

BLU 
BLU LOGIC USA

Water filtration is now the premier method of water purification.

BLU filters use the chemical absorption process, the most superior system available today. Additionally, BLU's filters can selectively retain healthy trace minerals for taste and nutrition. BLU's bottle-less water coolers provide an endless supply of pure drinking water without the hassles, costs, and environmental harms of bottled water.

UNBOTTLE THE BEAUTY WITHIN



SAVE MONEY

On average, cost reductions over bottled water exceed 40%.

GO GREEN

Bottled water production uses 17 million barrels of oil and puts 50 billion plastic bottles in our landfills every year.

HASSLE-FREE

Transporting and lifting 42 lb water jugs is bothersome and can cause injuries.

SPACE EFFICIENT

No more bulky water bottles, no more waste of space.

A HEALTHIER CHOICE

Our water is purified in a closed, stainless steel system. No BPA leaching and no contamination from air borne pathogens.



Multi Use Feature An elegant solution, a simple flip of the adaptor combines the convenience of a sports bottle filling station, or the secure placement for a cup or glass.

Functionality BLU Products are ergonomic, intuitive and stylish and come in a variety of creative, space maximizing models.

Temperature Choices Hot, Cold and Ambient settings, push button temperature as high as 212degrees F.

Energy Savings Designed with built-in automatic energy-saving hot tank sleep mode.

Safety Hot Water Locks to prevent burning accidents.

Recessed Dispensing Head The positioning of the dispenser, prevents contamination by one's fingers.

LCD Interface Touch screen LCD displays the exact temperature of the water, notification when it's time to change filters, and information on the amount of gallons consumed.

Anti-Microbial Touchpad Protects against cross contamination.

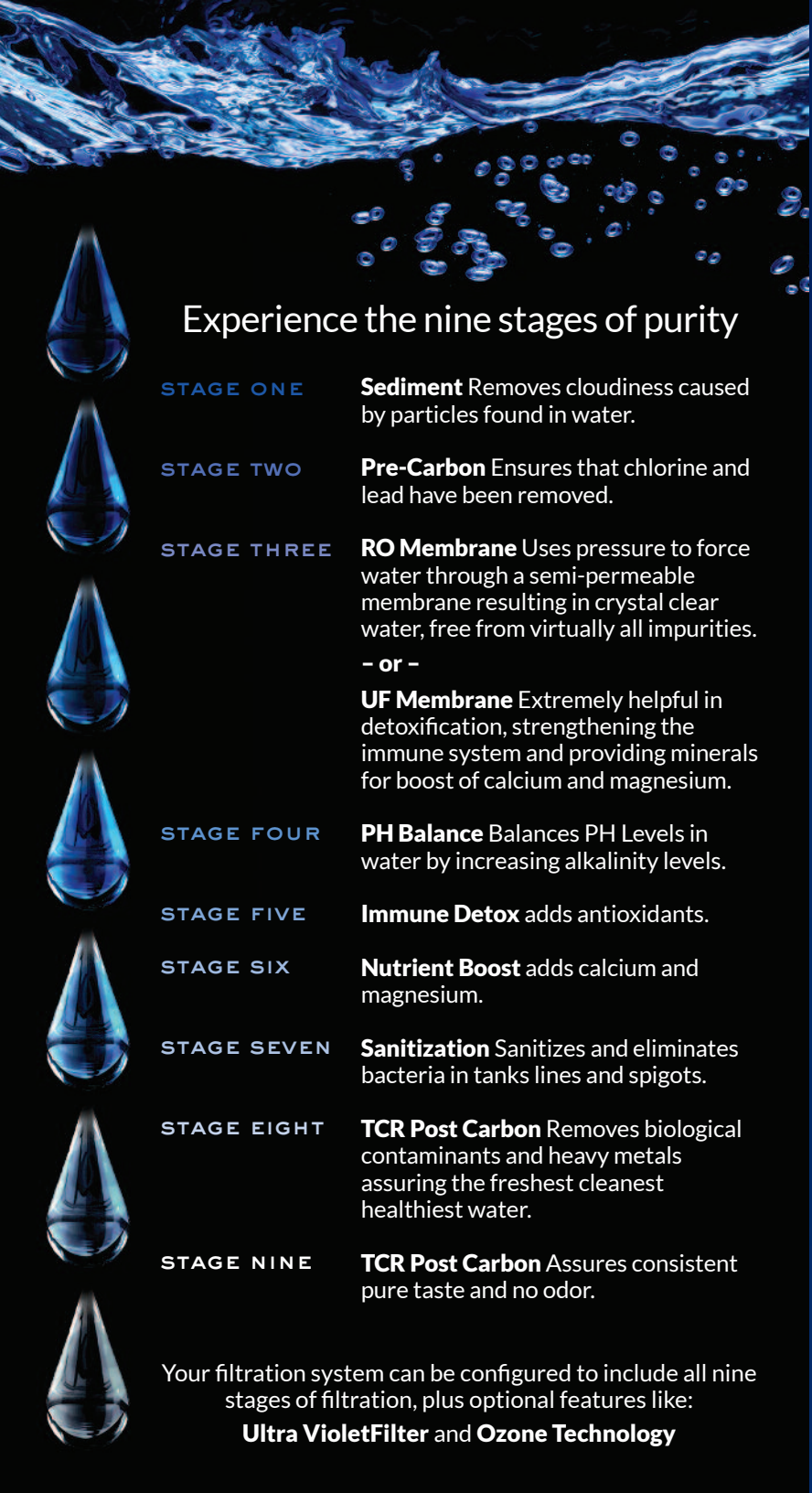
EXCLUSIVE TO BLU COOLERS

Drip Tray Spill proof, leak proof and dishwasher safe drip tray allows spilt water to trickle to a catch basin. Once basin is full, a soft alarm will inform the user to dispense the excess water.

Leak Detection Moisture sensor and instant automatic shut-off prevents overflows and leaks. A soft alarm calls attention to assess the system.

BLU's better equipped and well-thought-out, beautifully designed cooler, will motivate us to increase our daily water intake and make the move to regain control with bottle-less coolers.

We are confident to offer a great product that has many market leading benefits. Not only it offers a unique natural filtration process, but it represents an innovative approach to create an affordable unit, with unequivocal compact size and shape.



Experience the nine stages of purity

STAGE ONE

Sediment Removes cloudiness caused by particles found in water.

STAGE TWO

Pre-Carbon Ensures that chlorine and lead have been removed.

STAGE THREE

RO Membrane Uses pressure to force water through a semi-permeable membrane resulting in crystal clear water, free from virtually all impurities.

- or -

UF Membrane Extremely helpful in detoxification, strengthening the immune system and providing minerals for boost of calcium and magnesium.

STAGE FOUR

PH Balance Balances PH Levels in water by increasing alkalinity levels.

STAGE FIVE

Immune Detox adds antioxidants.

STAGE SIX

Nutrient Boost adds calcium and magnesium.

STAGE SEVEN

Sanitization Sanitizes and eliminates bacteria in tanks lines and spigots.

STAGE EIGHT

TCR Post Carbon Removes biological contaminants and heavy metals assuring the freshest cleanest healthiest water.

STAGE NINE

TCR Post Carbon Assures consistent pure taste and no odor.

Your filtration system can be configured to include all nine stages of filtration, plus optional features like:

Ultra Violet Filter and Ozone Technology



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