

## Quality from a trusted name

GE, an innovator in water technology, has crafted the Pro Elite™ Professional Series Water Treatment System to the highest standards. Your investment will reward you with quality water throughout your home.

The bold, contemporary enclosure design places the Pro Elite in a class of its own. Its contoured triangular shape and two-toned gray/metallic finish make it a standout among contemporary home appliances.

- **Smart thinking**

Full-digital electronic controller commands system through all stages of operation and adjusts according to your water usage

- **Efficiency expert**

Only regenerates when needed – saves time, energy and money

- **First alert**

Conductivity cells instantly alert the system controller to any change in water quality

- **Never forgets**

Memory back-up retains settings during power outages

- **Only the finest**

Components constructed of the very best materials to withstand corrosion and wear



Only available through authorized dealers of the Pro Elite™ Professional Series Water Treatment System by GE.

# Treat your water, treat yourself

Pro Elite™ Professional Series Water Treatment System by GE



## It's easy on the environment

Our water conditioning products are designed to preserve our planet's precious resources while improving people's lives. Our manufacturing processes and technology improvements aim for greater energy efficiency and lower environmental impact.

With a Pro Elite Professional Series Water Treatment System in your home, you're helping protect our environment:

- Energy-efficient operation with fewer regeneration cycles
- Extend the life and improve the efficiency of water-using appliances
- Use gentler cleaners instead of harsh chemicals
- Use less shampoo, soap, detergent and other cleaning products



[www.proelitesystems.com](http://www.proelitesystems.com)



Dealer  
Pro Elite

This system has been Tested & Certified by WQA to NSF/ANSI Std. 44 and ORD 0902 for "lead free" compliance.

The valve used on this unit is Tested and Certified by WQA against NSF/ANSI Std. 61 Section 8 for Material Requirements Only.



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Member – Water Quality Association

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imagination at work

## Unconditioned water is one tough problem

There's only one way to say it: unconditioned water has no place in your lifestyle. You can eliminate it from your home – and your life – with one of the most sophisticated water conditioning systems available today.

The Pro Elite™ Professional Series Water Treatment System by GE.



## Tough on your home

Unconditioned water leaves its mark all over your house, resulting in a whole host of problems for homeowners, including:

- Unsightly stains and residue on sinks, tubs, tile and fixtures
- Hard water etching of glass surfaces
- Undesirable mineral build-up inside the water heater shortens its life and decreases energy efficiency\*
- Mineral build-up also negatively affects other water-using home appliances\*



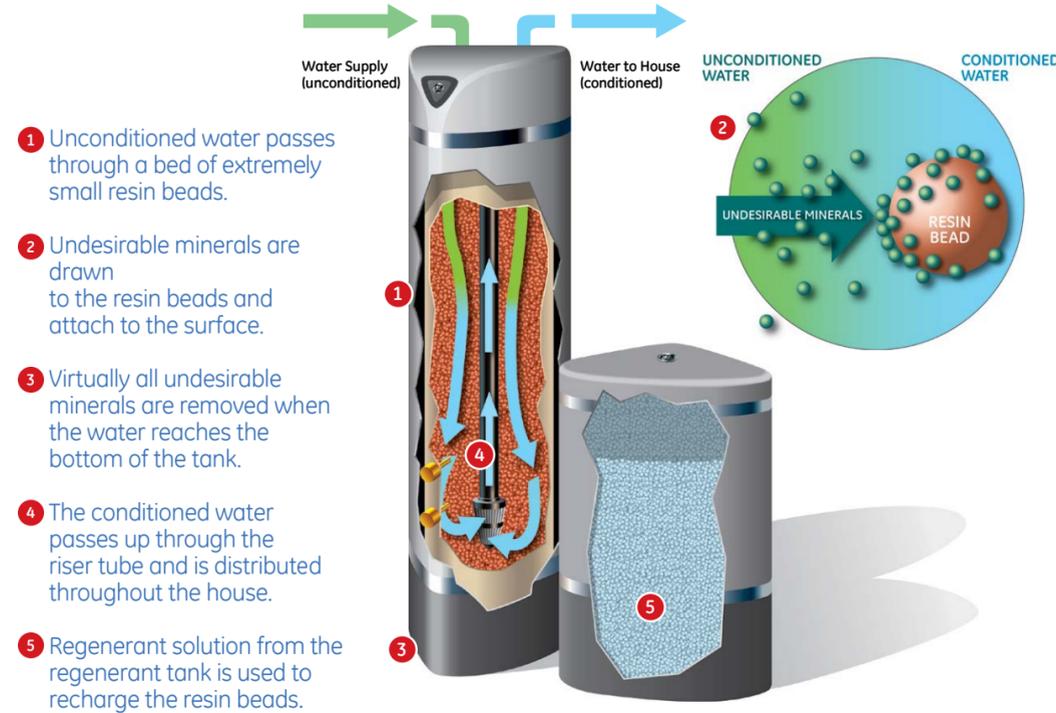
## Tough on you

Unconditioned water can affect you in the shower, kitchen, or anywhere else in the house, leaving you with:

- Scratchy, unabsorbent towels and premature fabric failure
- Soaps that don't lather or rinse well, leaving a residue on skin and hair
- The need to spend up to 50% more money on soaps, shampoos, detergents and other cleaning products\*\*
- Reduced effectiveness of cleaning products
- More time spent scrubbing tubs, tile and fixtures
- Higher energy costs to operate an inefficient water heater
- Shorter life cycle of water-using appliances lead to costly repairs or replacement\*



## How the Pro Elite™ System conditions your water



## The GE Analyzer advantage

The exclusive GE Analyzer performs round-the-clock monitoring to determine the need to regenerate the system.

### 24/7 monitoring

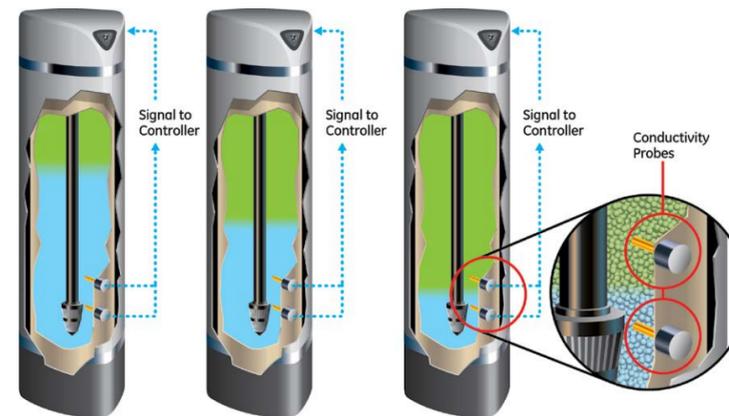
- Automatically adjusts to changing water conditions
- Ensures a continuous supply of quality water

### Advanced conductivity cell technology

- Conductivity cell design is innovative and market proven
- Superior conductivity with non-corrosive 18-karat gold-plated probes
- Replaces traditional metered and time clock controls

### Easy on the environment

- Fewer regeneration and rinse cycles conserve water and regenerant



## Benefits your whole family will enjoy



Once you have conditioned your water, you can feel the difference immediately. Your skin and hair will feel cleaner, fresher and softer after bathing. Your towels and other fabrics will retain their natural softness, fluffiness and comfort. Sheets and bedding will feel cleaner and smell fresher. Your glassware and dishes will sparkle once again, and unsightly hard water spots will be eliminated. Ugly stains in your sink and in other areas of your bathroom will be gone for good.

- Cut spending on detergents and other cleaning supplies – by up to 50%\*\*
- Showering gives you a fresh, clean feel
- Machine washables will rinse cleaner, feel softer and retain color longer
- No more soap film or hardness residue
- Reduce energy costs and extend the life of the water heater and other water-using appliances\*

When it comes to improving your lifestyle, saving money on cleaning products and feeling better in your own home, the choice shouldn't be hard at all.

**The Pro Elite™ Professional Series Water Treatment System by GE.**

