



Introduces

THE WATER PURIFIER

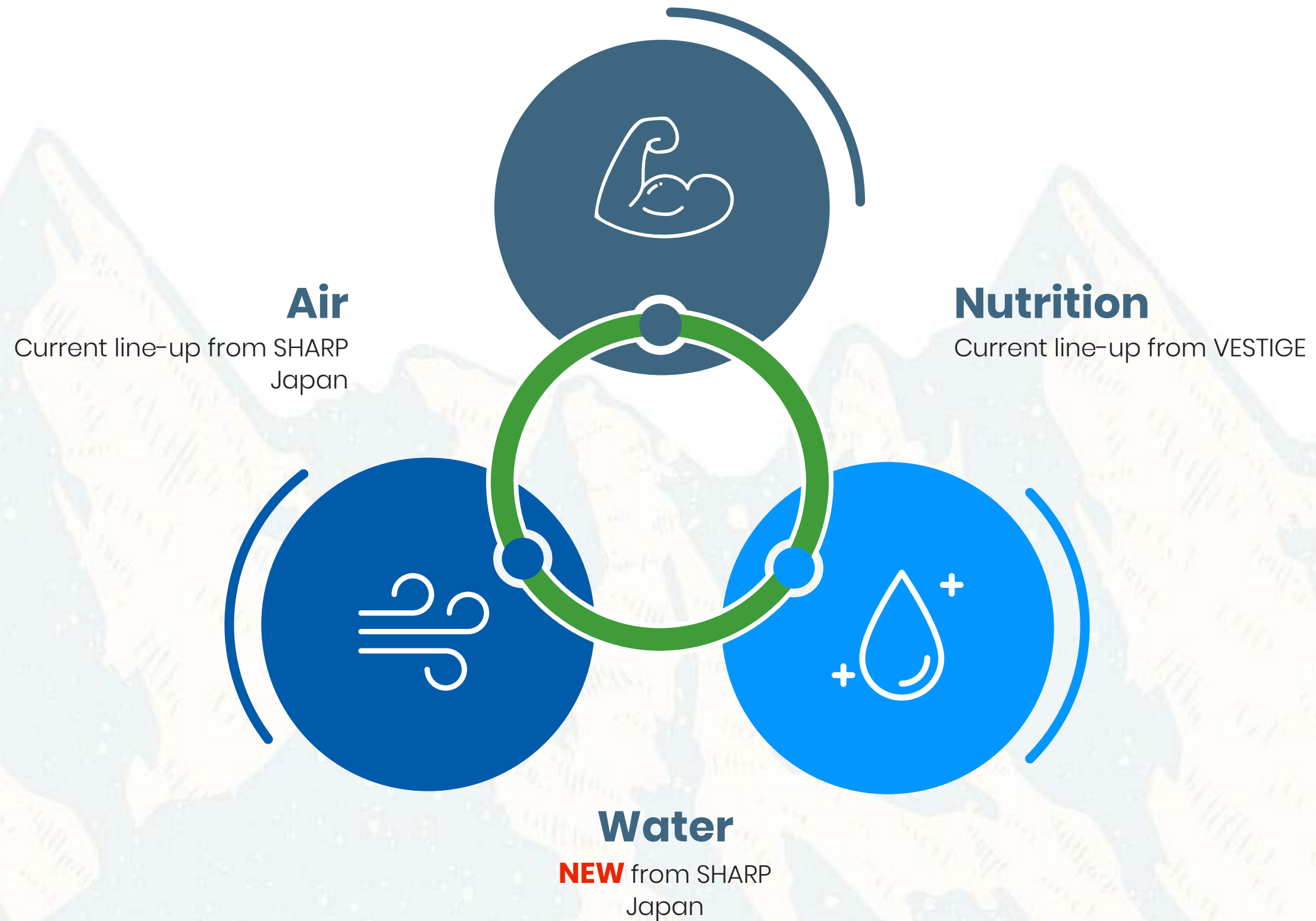
from

SHARP

Be Original.



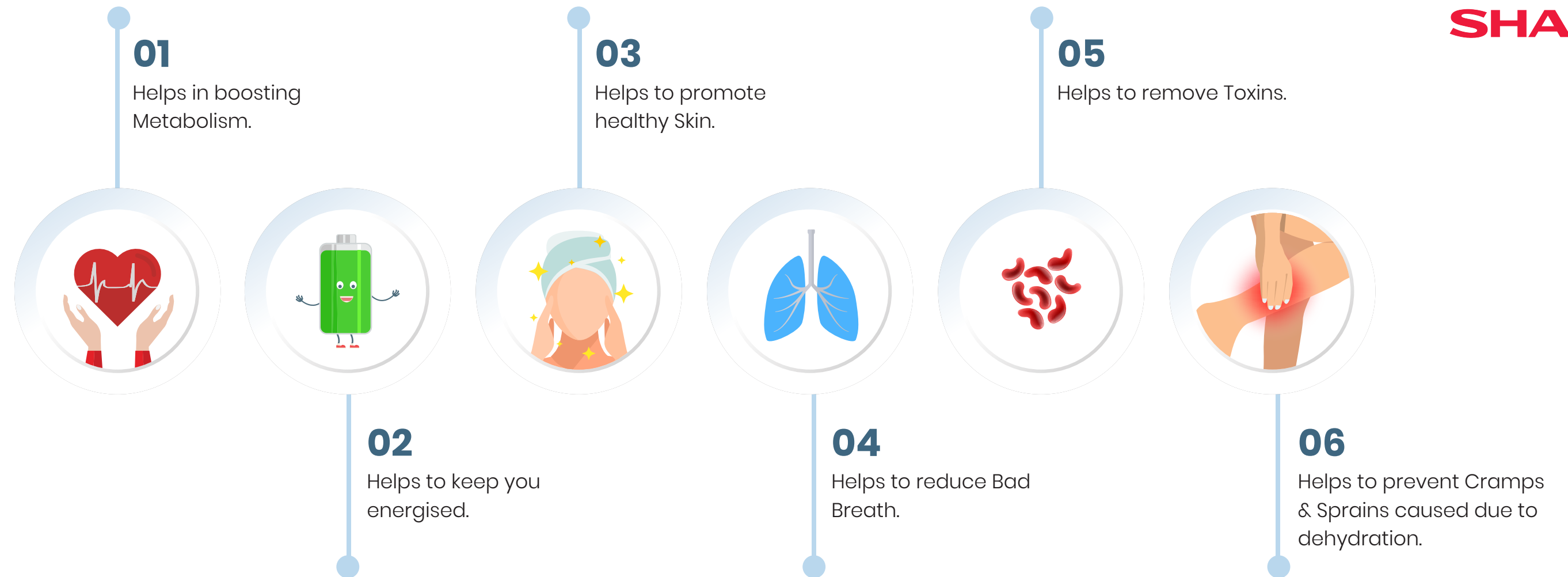
Holistic wellbeing now from Vestige



Importance of Water for Human Body



Benefits of Drinking Water



Benefits of CLEAN Drinking Water with the Vestige SHARP Water purifier

Whatever the normal water does, Sharp WP enhances the effects because clean drinking water is more bio available + it is safer with no harmful impurities + higher acceptability with respect to taste, odour and appearance



IMPURITIES OF Water



Common Impurities in Water



Physical Impurities

Mud, Sand, fly ash, metals, Manganese, Sodium, Salts & mining waste.

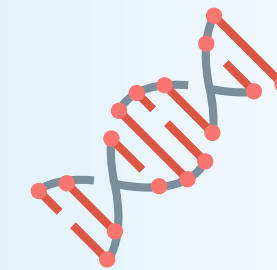
Causes Turbidity, Colour, Taste, Odor in raw water.



Chemical Impurities

Chlorine, Acids, Inorganic compounds, (sulphide & ammonia) and Organic compounds through decay.

Can destroy self purification ability of water.

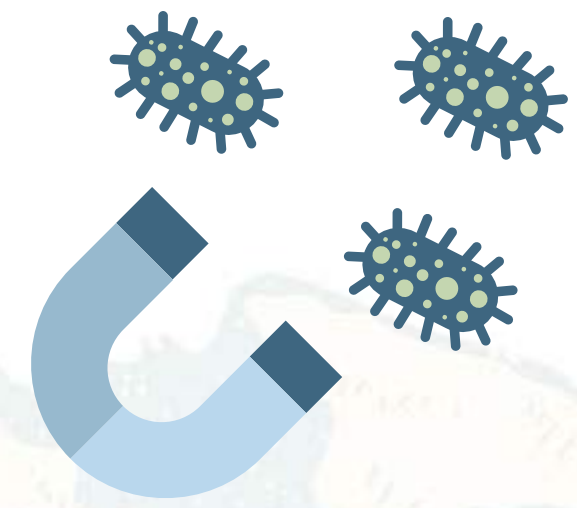
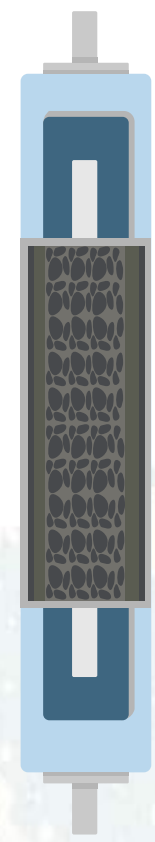
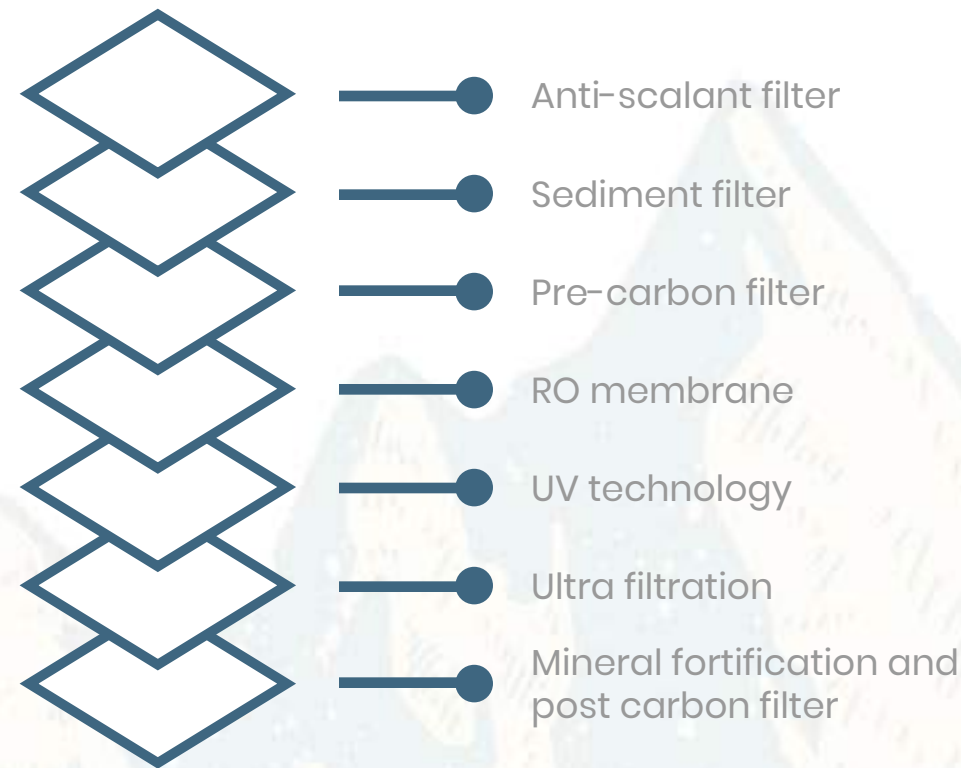


Biological Impurities

Caused by unhygienic discharge of sewage - Algae, Bacteria, Protozoa, Virus, Parasites, Cysts (eggs) & E-coli.

Collectively known as microorganisms causes Typhoid, Dysentery etc.

Competitive Scenario in Water Filtration



Increase filter stages

by adding tiny filters

Alkaline Cartridge

Chemical based with long term side effects

Cheap Products

Compromise on body plastic, filter, metal, UV Chamber & RO material

TDS Controller, e- boiling, Kitanu Magnet

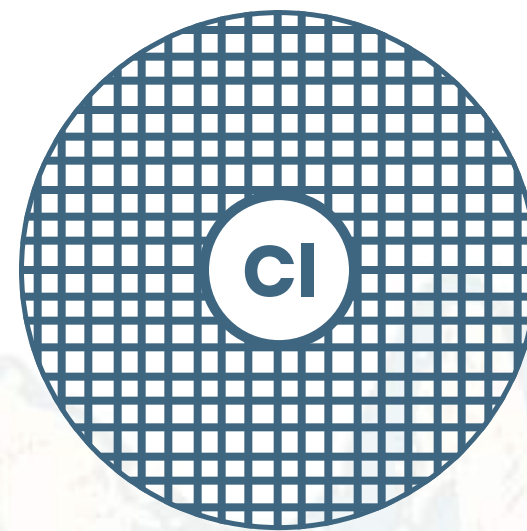
All marketing gimmicks

Competitive Scenario in Water Filtration



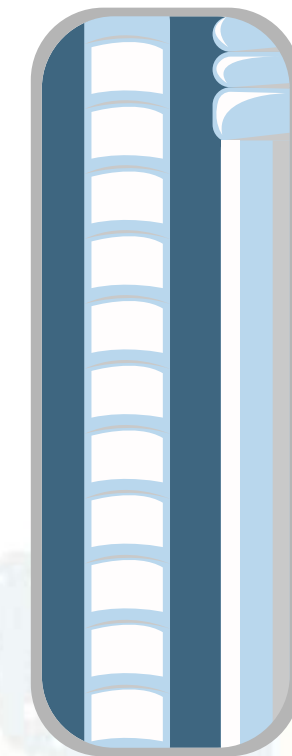
Assumptions about companies with high decibel advertising

Use of inferior quality material



Chemical Cartridge

Mostly uses Chlorine with long term side effects



UV Chamber

Service person doesn't clean the Quartz glass, hence the efficacy drops.



Introduces

THE WATER PURIFIER

from

SHARP

Be Original.



The Water Purifier WJ-400W Filter Membranes



01 PP Filter
Superior quality material and longer than competitors.

02 CB Filter
More granular surface and denser.

03 RO Membrane
Sourced from USA – premium quality.

04 AF Disruptor
One-of-a-kind: Ensures purity of water when delivered through tap.

Harmful Impurities Vs Sharp WP



COMMON HARMFUL IMPURITIES	FILTER/TECHNOLOGY	STAGE
Tannic Acid	Disruptor	4
Humic Acid	Disruptor	4
Algae	Disruptor	4
Protozoa, Virus & Parasites	RO & Disruptor	3 & 4
Bacteria, e-coli	RO & Disruptor	3 & 4
Heavy Metals – lead, chromium	RO & Disruptor	3 & 4
Pesticide residue – Isomers DDT	RO & Disruptor	3 & 4
Cyanide	RO & Disruptor	3 & 4
Mercury	RO & Disruptor	3 & 4

Harmful Impurities Vs Sharp WP



COMMON HARMFUL IMPURITIES	FILTER/TECHNOLOGY	STAGE
Cysts (Egg)	Carbon Block	2
Other Acids -	Carbon Block & RO	2 & 3
Mud, Sand & Fly ash	Polypropylene Filter	1
Iron, Chromium, Manganese	Polypropylene Filter & RO	1 & 3
Other Mining wastes - Zinc	Polypropylene Filter & RO	1 & 3
Chlorine	Carbon Block	2
Inorganic compounds - Sulphate, Ammonia	Carbon Block	2
Organic compounds (primarily through decay of dead animals) - Arsenic, Fluoride, Cadmium, Chromium etc	Carbon Block & RO	2 & 3

The Water Purifier WJ-400W – Overview



SHARP



FLEXIBLE USAGE AND INSTALLATION ENVIRONMENTS

May be installed in Kitchen or any other location with water input conveniences. Suitable for Under the Sink, Wall Mount or Table Top.



SHARP ORIGINAL DESIGN AND SUPERIOR BUILD QUALITY

Built with high grade raw materials wherever purified water makes contact.



ELECTRICAL & ENVIRONMENTAL SAFETY CERTIFICATES

RoHs, FDA, NSDS & SGS verification ensures security and health.



SUITABLE FOR VARIETY OF INPUT RAW WATER (HARD & SOFT WATER)

Underground storage tanks, Tube wells and Wells or Corporation.

The Water Purifier WJ-400W Filter Membranes



1. POLY PROPYLENE FILTER



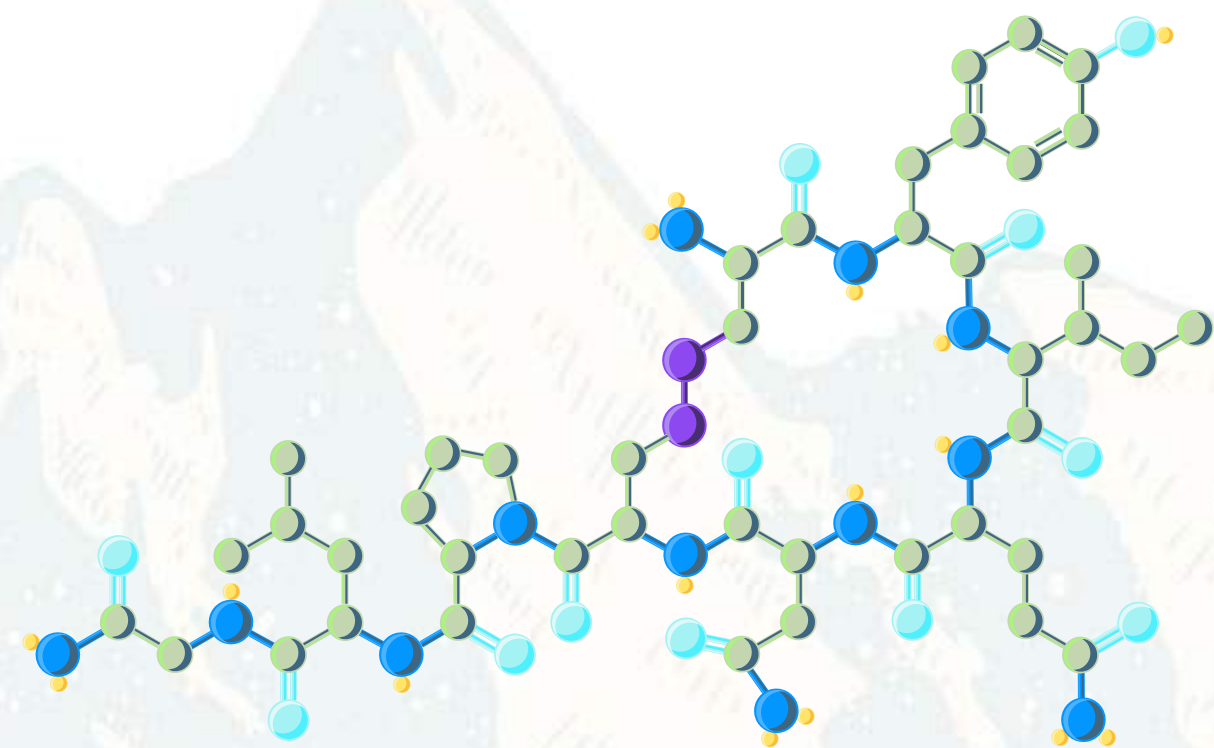
Preliminary filtration to remove sand, mud, rust & suspended solids.

EXPECTED FILTER LIFE: 6 MONTHS*



* Depends on the quality of water and usage

2. CARBON BLOCK



Remove organic compounds, chlorine etc. Also improves taste & aroma of water.

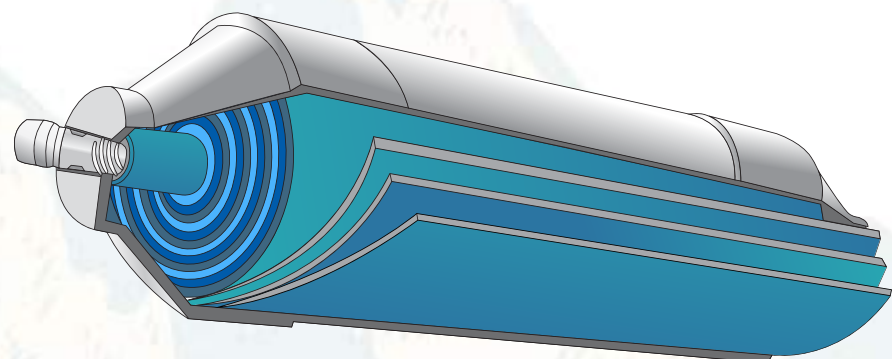
EXPECTED FILTER LIFE: 8 MONTHS*



The Water Purifier WJ-400W Filter Membranes



3. RO MEMBRANE FROM USA



Remove heavy metal such as arsenic, cadmium, chromium and lead; Inorganic salts such as fluoride and nitrate nitrogen; organic substances such as chloroform & carbon tetrachloride.

EXPECTED FILTER LIFE: 24 MONTHS*



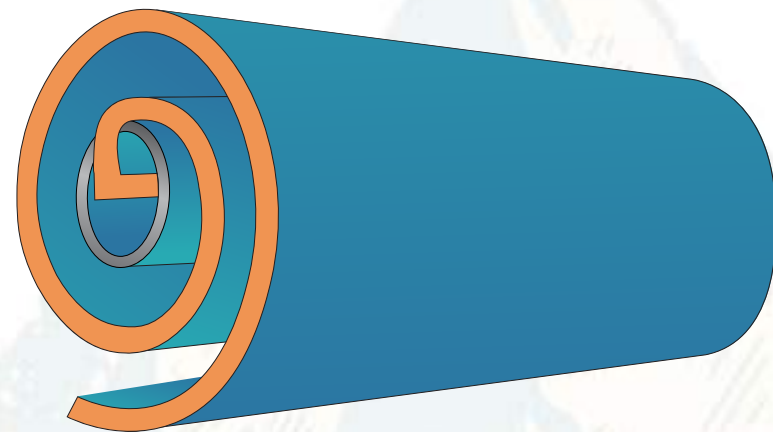
* Depends on the quality of water and usage

POLLUTANTS REMOVED BY RO MEMBRANE	AVERAGE FILTRATION RATES
Arsenic	99.3%
Lead	98.5%
Copper	98.7%
Trivalent Chromium	99%
Hexavalent Chromium	98.7%
Cadmium	98.1%
Barium	98.7%
Fluoride	95.5%
Selenium	~94%
Turbidity	99.3%

The Water Purifier WJ-400W Filter Membranes



4. AF DISRUPTOR



ζ-potential

51mV

Manufactured with Nano Alumina Fibers that have a Zeta potential of 51 millivolts. Removes cysts and bacteria. Unlike mechanical filters which rely on “pore size” the Charged Zeta Technology literally “secures” the contaminant. It is “absorbed” in a very real way.

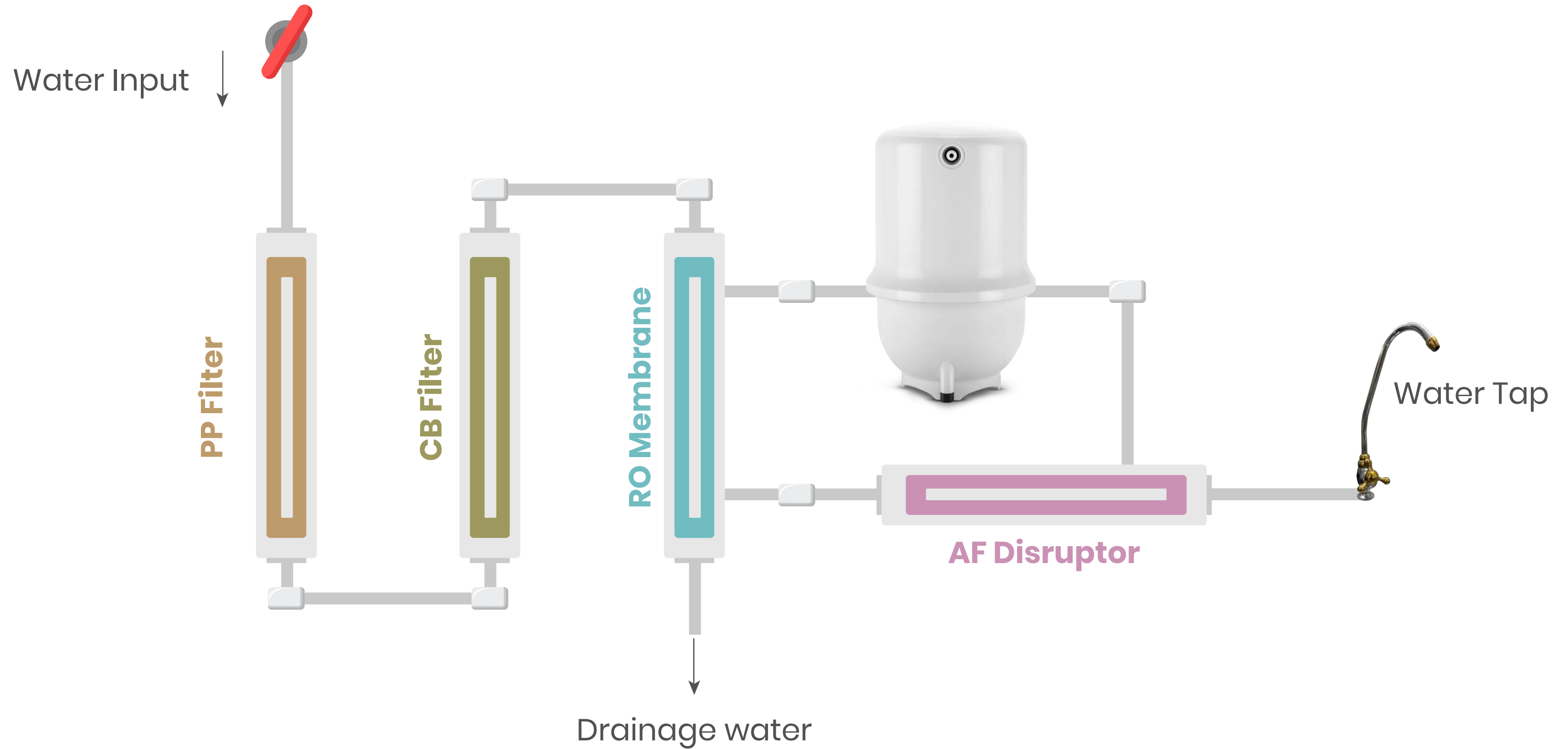
EXPECTED FILTER LIFE: 12 MONTHS*



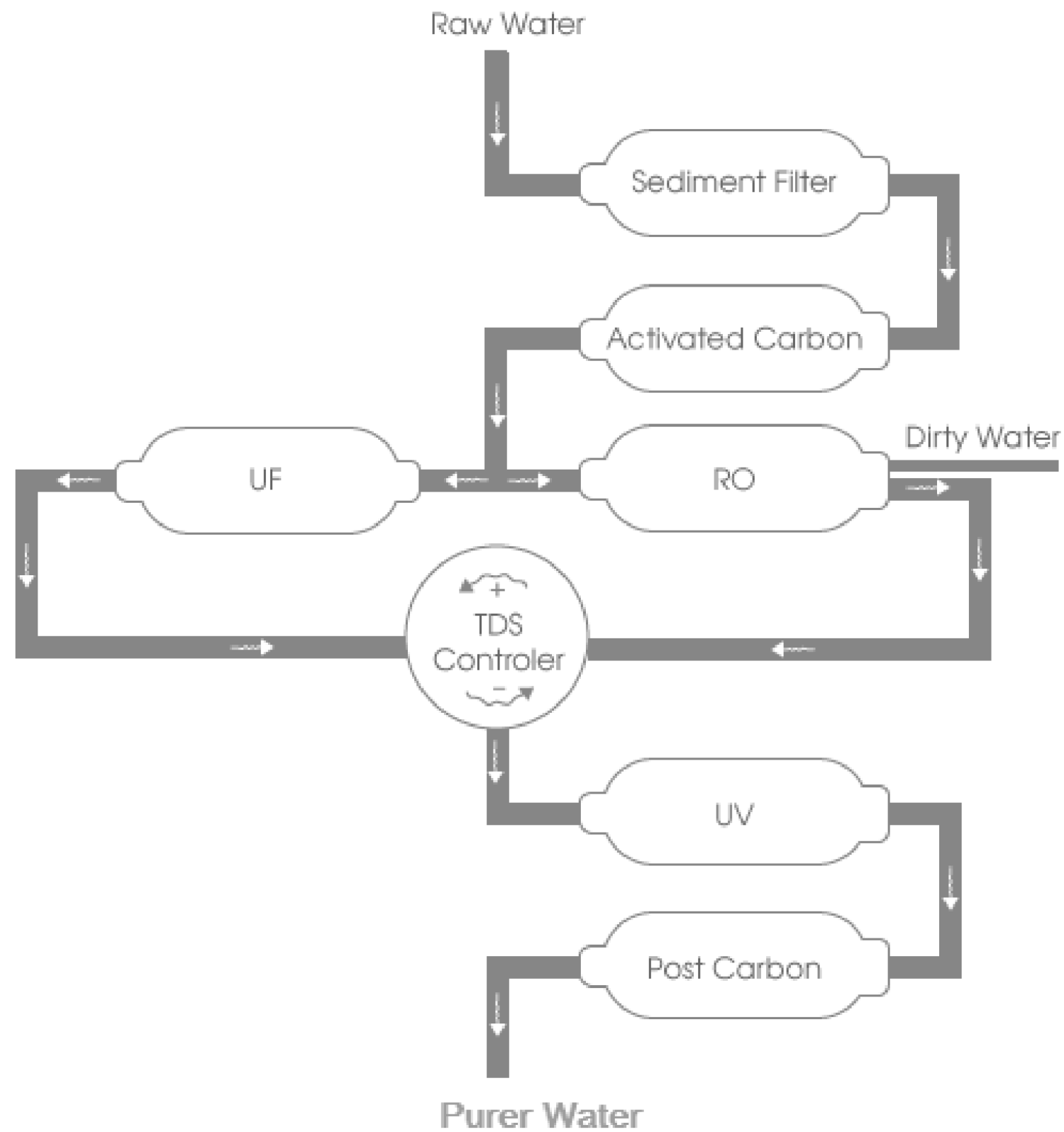
* Depends on the quality of water and usage

OVERVIEW	BENEFITS
<p>Sharp Unique Technology</p> <p>High efficiency Electro adsorptive reduction of virus, bacteria and endotoxin</p> <p>Post purification of water in the tank, the chances of growth of virus & bacteria remain</p>	<p>Disruptor® Filter with Ahlstrom Media</p> <p>Higher flow rates and lower pressure drop than membranes</p> <p>Ensures cleanest drinking water</p>

The Water Purifier WJ-400W – Block Diagram



Common Filtration System



The SHARP VESTIGE advantage



1. Cleanest Water Promise

The Disruptor® System ensures perfectly clean water delivered to us.

The SHARP VESTIGE advantage



2. Filter life Display Indicator

Option of **RESETTING** it if the water flow is normal.

[however if the flow rate reduces irrespective of the display indicator the cartridge must be replaced]



Ensure consistent clean water without increasing operating cost.

3. Unique combination of Filter Membranes



PP + CB + RO + AF DISRUPTOR

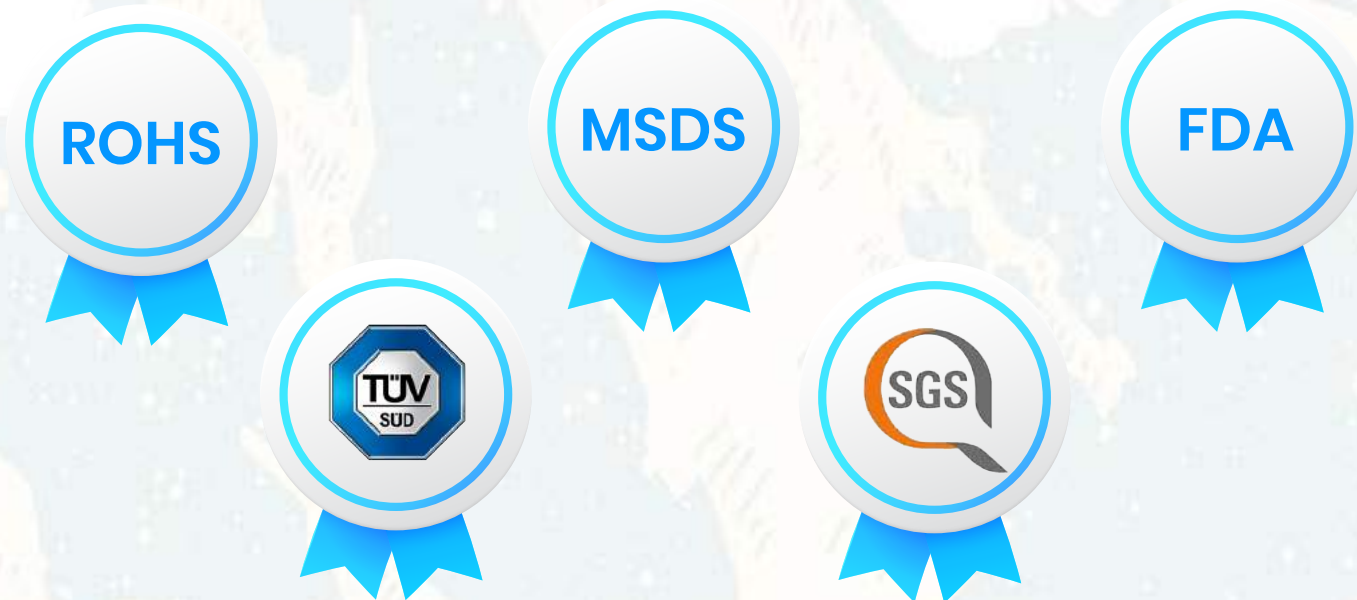
provide safest drinking water for your loved ones under variety water conditions

The SHARP VESTIGE advantage



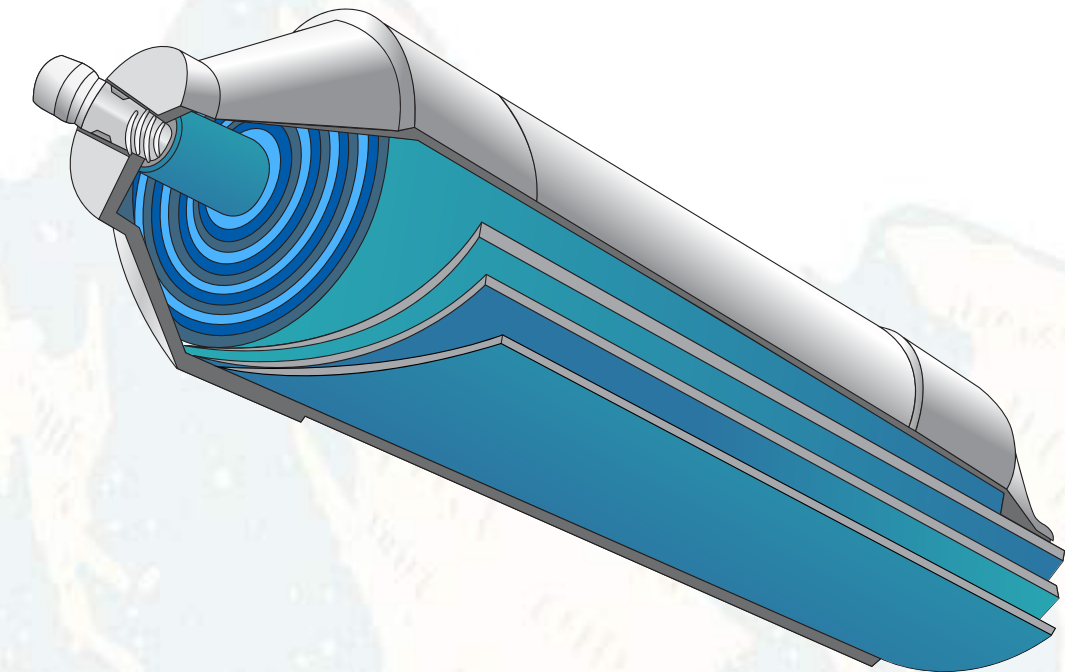
4. Environment friendly food grade materials

Superior build quality, understated design and look combined with environmentally safe high quality food grade materials used wherever water makes contact.



Safety Certificates from Restriction of Hazardous Substance (ROHS), Food & Drug Administration (FDA), Material Safety Data Sheet (MSDS), TUV & SGS

5. RO Membrane from USA

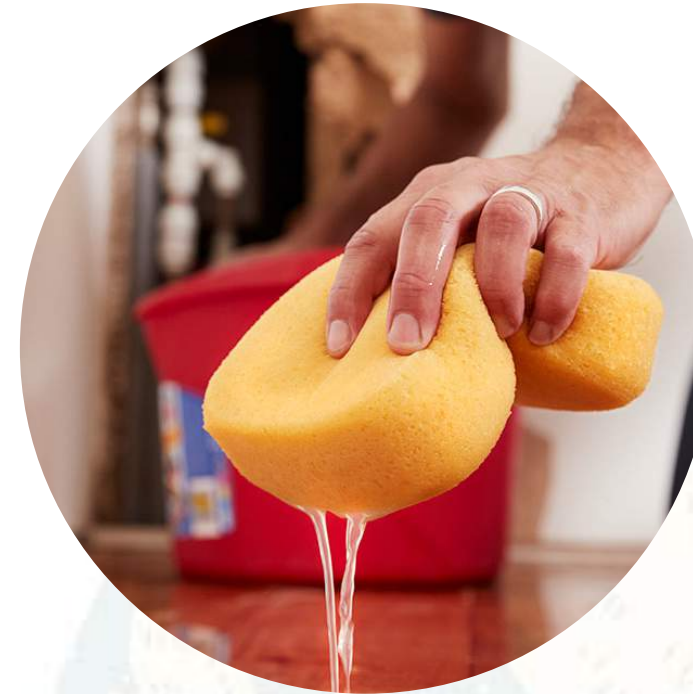


Deliver impeccable quality built around advanced technology and innovative performance features.

Reusing Drainage Water



For Gardening



**For Mopping Floors
& Cleaning Glasses**



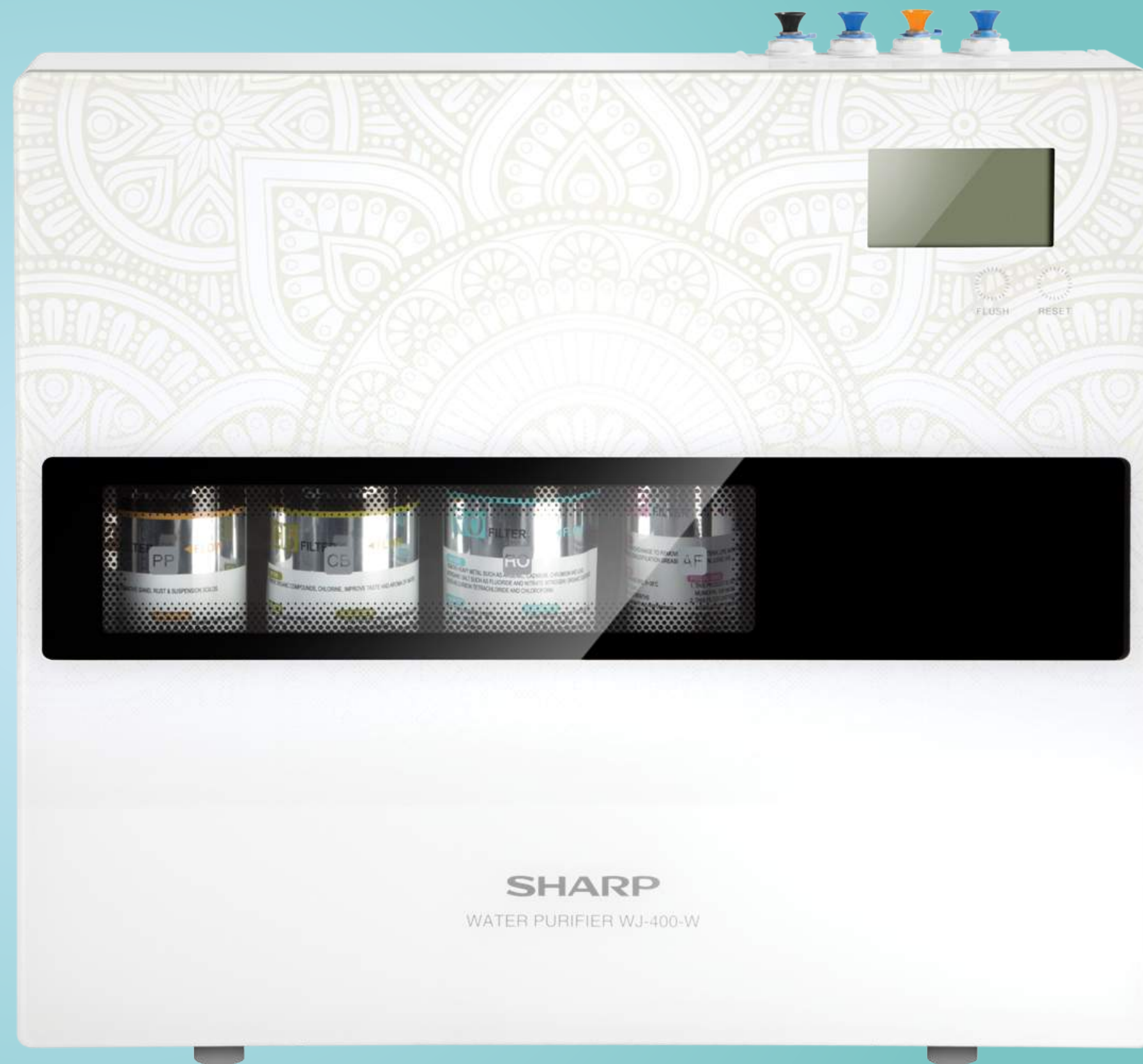
For Washing Utensils



For Flushing Toilets



INSTALLATION REQUIREMENTS

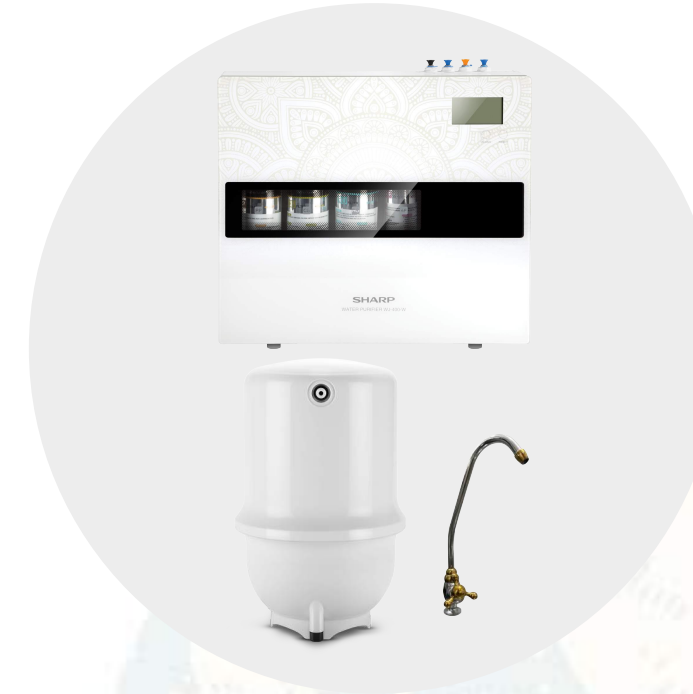


Before you Install the Sharp Water Purifier



1. Decide the location

Wall Mounted, Under the Sink or Table Top. You may even choose to Install outside the kitchen, provided you have source of Input Water.



2. Know the items in the box

The box contains The Main Unit, Water Tank & a Tap. They all must be preferably placed within a diameter of 2M.



3. Availability of electrical socket

A 5 Amp Plug socket is sufficient. Preferably within 1.5 Meter form the Main Unit.



4. Source water pressure

The source water should have sufficient pressure to fill 2 to 4 liters of water within a minute.

Before you Install the Sharp Water Purifier



5. Clean water delivery Tap

You have the option to place the tap in your existing wash basin or hang in the wall.



6. Kitchen Slab

In case you have GRANITE Slab in your Kitchen and you choose to place the tap, please get the hole done from outside Vendor.



7. Water drainage

The drain water may be utilized for various purposes as mentioned before.



8. Keep a check

Our tests are showing better life of filters than recommended by Factory. However please keep monitoring the quality of drinking water.

Do Remember



Customer Care contacts

You may call Sharp Toll Free Number **1800 4254 322** or give a missed call on **8750 922 277** or visit us at mysharp.in to register a call.



Installation & Service

The product comes with an initial Warranty of ONE YEAR. The Installation and Service shall be done by Authorized Sharp Technician only.



Genuine Filters give best results

The product works best with genuine replacement filters.




Service Response Time

Time from call logging to service may differ for different locations. In case of escalation, please contact


A D Singh
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Summarising Key Benefits



INSTALLATION FLEXIBILITY

Choose Kitchen or any other location with water input conveniences. Suitable for Under the Sink, Wall Mount or Table Top and variety of input water like Underground storage tanks, Tube wells and Wells or Corporation.




CLEANEST WATER PROMISE

The Sharp AF DISRUPTOR Technology ensures cleanest water is delivered from the tap, always.




**ENVIRONMENT FRIENDLY
FOOD GRADE QUALITY**

The Sharp water purifier uses highest quality material wherever the water makes contact.



**PREMIUM RO MEMBRANE
FROM USA**

Ensures Superior quality, Performance and the extended life.



FILTER LIFE DISPLAY & OPTION TO RESET

The Sharp water purifier gives choice to the user to reset the filter life if the quality of the water continues to be satisfactory, thus ensuring cost effectiveness.





Think Sharp
Drink Sharp

