



НОВАЯ ВОДА[®]

НОВОЕ КАЧЕСТВО ЖИЗНИ

Фильтры для воды. С 1996 года.

Expert

professional
series

New
generation
water filters

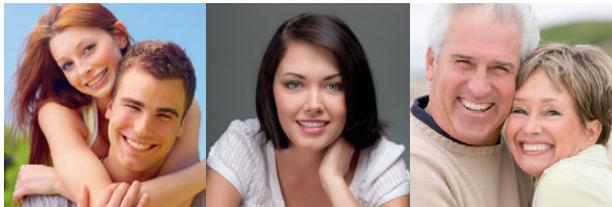




Going ahead of time, we have created a perfect and technological product.

Under-sink Expert filters are a real breakthrough in creating water purification systems with a new design, innovative technologies and outstanding water purification parameters.

Expert filters shift the boundaries of the possible. None of the past generation systems can be compared to them, both in technical parameters and water purification quality, which has moved closer to ideal like never before.



Consumers from test groups in Moscow, St.Petersburg, Rostov-on-Don, Novosibirsk and Vladivostok note an incredible softness and perfect taste qualities of water purified with Expert filters. Many of them compare it to extra class water from natural springs.

History of Expert filters success

In 2010, the rights for Novaya Voda trade mark were acquired by the German company DWT Deutsche Wassertechnologien GmbH, and after that we started creating a new product line, using cutting-edge European technologies.

The external and internal design of Expert filters has been developed by a team of German and Russian professionals in industrial design, who, during 6 months of hard work, created 6 principal prototypes, spent hundreds of hours for computer modeling and dozens of hours for natural tests. As a result, high ergonomics and technical perfection of all the key elements of the design were achieved.

About Novaya Voda

Novaya Voda is a professional manufacturer of water filtration equipment for household use. The company has been working in this field from 1996. Novaya Voda today is its own high-technology production, a team of single-minded people and a wide circle of partners in all the regions of Russia.

Presently, the Novaya Voda product line includes all modern types of household water filters, from in-line sediment filters to electronically controlled reverse osmosis systems.

Novaya Voda products are distinguished by high quality, wide assortment, and professional maintenance.

Five reasons to choose an Expert filter

- Expert filters have a cutting-edge design and space-saving dimensions, which allows placing it in any kitchen and in any interior.
- Never before has replacement of filtering elements been so simple and quick. Thanks to quick-connection fittings, replacement of cartridges in Expert filters is made without using special tools, without leakage of residual water, without force application and without many other difficulties characteristic of previous generation systems.
- Thanks to the use of modern filtering materials on a larger scale than in traditional water purification systems, and to innovative filtration technologies, InVorTex® and Capitech, the highest water purification quality is achieved.
- Wide choice: the Expert filter line is offered in nine basic assemblies for purification of tap water of any quality in any region of the country, in three color solutions, and may have five different types of faucets for purified water.
- High production quality and warranty period of 3 years.

Expert filters withstand the pressure of up to 45-52 atmospheres, at least 100 thousand of cycles of load of 0 to 16 atmospheres, they have been tested in the Research Institute of Plumbing Fixtures. The production of the filters has been certified under the international standards ISO9001:2008 and ISO14001:2004.



How it works

Expert filters are bench mounted to the cold water main at the water consumption point (usually under the kitchen sink), with a separate faucet going up for purified water.

In addition, tap water goes sequentially through several filtering cartridges and comes to the consumer after purification through a separate faucet when it's open, based on the "on demand" principle.



Modern design and space-saving dimensions

Thin, light and space-saving, with stylish and high-technology design, Expert filters set a new standard of what filters must look like in the 21st century.

Expert filters take 50% less space than traditional systems. That's why they are placed under any sink, even in a small-size apartment, without occupying too much room. For those people whose space under the sink is already occupied, there is an opportunity of placing the filter with an elegant body even over the sink. Thanks to the space-saving size and absence of brackets or supporting structures, Expert filters are 1.5-2 times lighter than traditional systems.



Quick-detachable cartridge fixing structure

The complicated procedure of replacing cartridges in past generation systems has finally changed in Expert filters for a well-thought-out solution taken by consumers with great relief.

Replaceable components of Expert filters may be replaced quickly and easily, because there is a simple access to the cartridges, there are no leaks of residual water during the replacement, there is no need to rinse the heads and bodies, there are no rubber rings, which means that you don't have to place and replace them. There is also no need to use force and special instruments, like it is with traditional systems.

Of importance is also that, after each cartridge replacement, consumers get a practically new system. This has a very good effect on reliability.

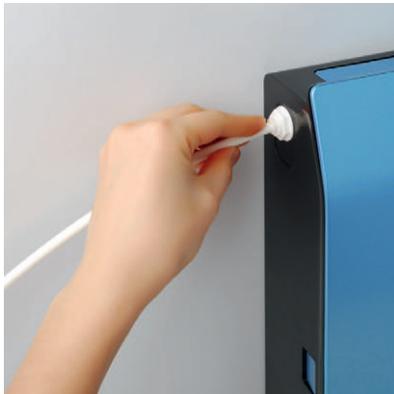


Depreciable threaded and rubber sealing joints are in the past

The design of Expert filters uses time-proven quick-connection fittings. Such a simple, and for that reason reliable and inexpensive fixture design ensures space-saving and absence of depreciable threaded and rubber sealing joints.

Quick connection fittings, both on replaceable elements proper and on the filter inputs and outputs, also significantly simplify its installation.

Despite its small sizes, fittings and plastic hoses are highly reliable components: they withstand the pressure of over 50 atmospheres (which is 10 times higher than that typical for real operation conditions) without any leaks.



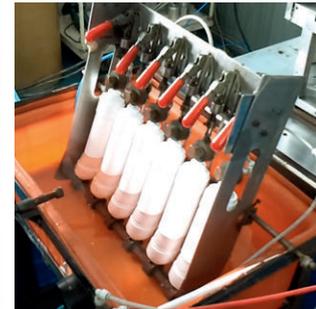
Durable filter element body

All the joints of the filter elements are sealed with ultrasound using specialized equipment. In addition, you don't have to use thread or rubber rings or any toxic glue, and high durability of the joint is ensured.

To check the leak tightness of the welded joints, strict 100% quality control is used by way of high-pressure air testing for each cartridge.

The pressure tests have shown that the selected filter structure has a high durability against cyclic loads, and cartridges withstand the pressure of up to 45-52 atmospheres.

All that guarantees absence of leakages in Expert filters in real conditions.



High purification quality

Expert filters, depending on the filter elements installed, purify water from all widespread tap water pollutants, such as chlorine and its derivatives, hardness, iron, pesticides, herbicides, nitrates and carcinogens, heavy metals, radioactive elements, other organic and inorganic impurities, rust, silt and other suspended matter, as well as bacteria and viruses. Water after Expert filters is close in its composition and flavor profile to water from natural sources. It can be drunk without boiling, cook food and drinks based on it, including for sucklings.

Purification degree

Admixture type	In the beginning of operation*	At the end of the resource (6 months)*
Active chlorine	100%	99%
Heavy metals	100%	99%
Iron	99%	97%
Organic compounds	99%	98%
Collibacillus	100%	100%

* Based on the results of laboratory tests on model solutions. These data are related to Expert filters designed for purification from relevant impurities.

Large internal volume of filtering environments and other advantages of the form-factor

The constructively high purification quality is achieved due to a large internal volume for filtering environments, up to 5 purification stages, 9 types of cartridges available for purification of tap water of any quality in any region of the country.

The two-sided cartridge design with spaced-apart input and output allows using filtering environments of any type and on a large scale: granular-fill, pressed, combined, as well as a membrane for ultrafiltration.



The doubled first stage of the original design in some models unites mechanical purification and sorption, increasing overall purification effectiveness. Such a solution allows having up to 5 purification stages in one filter and is especially effective for systems with softening.

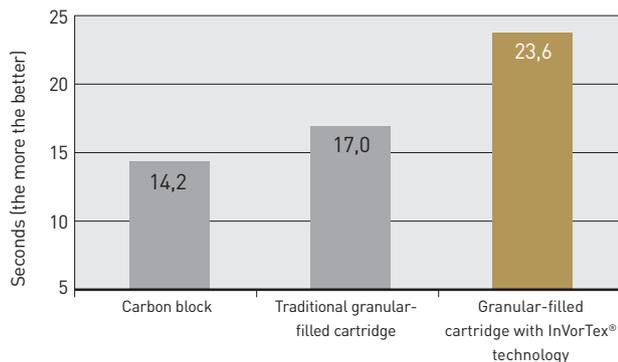


Patented InVorTex® water purification technology

Thanks to using InVorTex®, a new water purification technology patented in Russia and abroad, Expert filters have a 1.5 times longer life cycle, while the life cycle of individual filtering elements has increased up to 8 thousand liters. This made Expert filters the most economical, as calculated for a liter of purified water.



Characteristic time of contact with the filtering environment, sec



Water movement along the spiral inside the filtering element prevents formation of channels and increases the time of water contact with the adsorbent by 1.5-2 times. This significantly improves the purification degree and extends the life cycle. Tests have shown that, even at the end of its service life, coal cartridges with the InVorTex® technology ensure two-fold benefit in terms of purification of tap water from chlorine, as compared to traditional cartridges.



	Carbon block	Traditional granular-filled cartridge	Granular-filled cartridge with InVorTex® technology
Characteristic water path length in the filtering environment, mm	16,5	200	320
Characteristic time of contact of water with the filtering environment, sec	14,2	17	23,6

* at the filtration speed of 2 l/min.

High-quality filtering materials

Expert filters use modern high-quality filtering materials: the main fillers are activated carbon from Germany, two types of ion exchange resins produced in Holland, and synthetic zeolite and KDF^{®55} produced in the US. Environmentally friendly activated carbon from coconuts has an unprecedented absorbing surface area, making over 300,000 sq.m., as calculated for 1 cartridge, which is approximately equal to the area of 45 football fields!

The activated carbon is impregnated with active silver in the ion form to protect the absorbent from bacteriological pollution and life cycle extension. In addition, for protection from kickback of pollutants, Expert filters feature a special coal further activation technology using phosphoric acids, which guarantees no kickback into the water of pollutants and admixtures filtered earlier.

Unlike the practice of other manufacturers using only one type of ion exchange resin, two sorts of ion exchange resin are used in Expert filters for water softening. One of them is optimized by softening grade, the other by the service life, which extends the effective softening term even in complicated operation conditions. In addition, protection from hypersoftening is realized in such a way that the maximum ion exchange quality of the resin is achieved some time after the beginning of the filter's work, removing the side effect of hypersoftening at the start of the work.



Schungite – healing water from the nature

Some models use with schungite, a natural mineral from the Zazhoginskoye deposit in the Republic of Karelia, possessing outstanding sorption, catalytic and bactericide properties. Having fullerenes in its composition, it's not only perfectly purifies and disinfects water but also has medicinal properties.



CapiTech™ filtration membrane

At the stage of final purification of some models, CapiTech™ ultrafiltration cartridge is used with a hollow fiber glass membrane having the pore size of 0.01-0.1 µm, which is a reliable barrier not only for most pollutants but also for bacteria and some viruses. Capillary effects in the fiber glass polymer of the membrane provide at the same time both high speed – up to 2 l per minute – and high purification quality.

Even for such difficult-to-remove pollutants as ink, containing submicron size pigments, and even when using only one CapiTech™ cartridge, you get crystal clear water at the output.



KDF®55 filtering media

The deepest purification from bacteria, chlorine and heavy metals is provided by the unique patented catalytic media KDF®55 made in the USA. By uniting KDF®55 with the best activated carbon and InVorTex® we got a cartridge with an impressive life cycle of 10 thos. l and the purification quality that was not achievable earlier in space-saving systems.



KDF is a registered trademark of KDF Fluid Treatment Inc, USA.

Environmentally friendly and safe

For the sake of safety of people and nature, a special attention is given in Expert filters to environmental friendliness of the whole system and all its components.

Metal elements of the faucet for purified water are made of alloys not containing lead.

Instead of the traditional rubber feed pipe in metal braid, flexible, reliable and durable plastic feed pipe made of food-grade nontoxic plastic is used.

The cardboard package of Expert filters is based upon an environmentally friendly and renewable natural resource, wood, and the package itself is subject to secondary processing.

The longer you use an Expert filter, the greater good you do to the environment: one filter within its whole life cycle substitutes up to 12,000 plastic 5 liter bottles for drinking water.

An Expert filter substitutes up to

12 000

plastic 5 liter bottles for drinking water during the lifetime of the filter



Expert filter is the best choice, not only for you but also for the environment. Using the filter allows saving money and reduces the negative impact of bottled water on the nature.

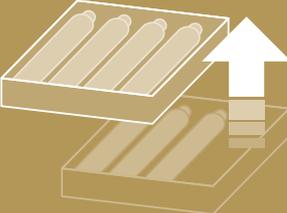


Upgradeability

The well-thought-out and simple structure of internal joints gives consumers an opportunity to modernize (upgrade) the system at the site of use without filter dismantling.

To modernize the system up to a senior model, it's enough for three-cartridge systems to buy the fourth cartridge, for example, with a schungite or ultrafiltration membrane. Modernization can also be made simultaneously with another replacement of filtering elements, if you buy a set of cartridges for replacement, designed for senior models.

Upgradable



Extendable functionality
Easily modernized at the site of use to a four-stage filter by the addition of the 4th stage – for example, K878 filtering element (ultrafiltration membrane) or K873 (schungite).

Options

Additionally, two more types of faucets for clear water are available as options: a flawless major urbanistic faucet in the high tech style for modern interiors or an elegant faucet with yellow elements for classical style kitchens.



Package and counterfeit protection

The new revolutionary design of the package gives much information for grounded model selection and makes the filter not only a useful but also a beautiful present.

The genuineness of Novaya Voda® products is confirmed by numbered holograms with counterfeit protection, applied to the package and to the body of Expert filters.



Removable cartridges supplied as sets

Removable cartridges for Expert filters are available both in single packages and as sets. The possibility of acquiring cartridges separately allows adapting the filter to any type of the source water, while the acquisition of removable components in typical sets is cheaper and makes the filter maintenance easier.



Free installation

Expert filters are supplied with everything necessary for simple and quick installation. In some regions, the free installation service is available from the manufacturer or partners.

Free
installation*
*conditions apply

Economical efficiency and low cost of ownership

Due to a great resource of removable filter elements and their availability in the form of typical sets, purification of one liter of water with Expert filter is 20% cheaper*, as compared to popular multistage treatment systems from other manufacturers.

* Depends on the filter usage mode. Based on the results of the market research made by Novaya Voda®, as of April 15, 2011.



Filter elements are the heart of Expert filters

Filter elements with the following characteristics are installed in Expert filters:

Article		Filter material	Designation	Life cycle*
K870		Pressed (baked) activated carbon made of coconut shell	Universal sorption of organic and inorganic solved admixtures (free chlorine, chlororganic compounds, pesticides, oil products, heavy metals, other organic and inorganic admixtures), removal of odor nuisance, improvement of water taste.	6,000 l (but not more than 6 months)
K871		Nonwoven polypropylene 5 µm	Removal of sediments larger than 5 µm	10,000 l (but not more than 6 months)
K872, InVorTex® technology		KDF®55, granular activated carbon made of coconut shell with an addition of silver	Universal sorption of organic and inorganic solved admixtures (free chlorine, chlororganic compounds, pesticides, oil products, heavy metals, other organic and inorganic compounds), removal of odor nuisance, improvement of water taste. The addition of KDF provides more effective removal of active chlorine, solved iron, heavy metals.	10,000 l (but not more than 6 months)
K873		Schungite, granular activated carbon made of coconut shell with an addition of silver	Universal sorption of organic and inorganic solved admixtures (free chlorine, chlororganic compounds, pesticides, oil products, heavy metals, other organic and inorganic compounds), removal of odor nuisance, improvement of water taste. Schungite's natural filtering environment possesses perfect sorption, catalytic, and bactericide properties.	6,000 l (but not more than 6 months)

* The purification degree and life cycle of the filter element depend on the composition and contamination degree of the source water, as well as on the use of operation of the water purifier. The said values were achieved on model solutions. The purification degree reduces during operation. The life cycle restriction is caused by the risk of bacteriological contamination of the filtering environment in the conditions of indoor temperatures.

Article		Filter material	Designation	Life cycle*
K874		Nonwoven polypropylene 5 µm, granular activated carbon made of coconut shell with an addition of silver	Removal of mechanical admixtures larger than 5 µm (rust, sand, silt, etc.), and wide-spectrum universal sorption of organic and inorganic solved admixtures (free chlorine, chlororganic compounds, pesticides, oil products, heavy metals, other organic and inorganic admixtures), removal of odor nuisance, improvement of water taste.	6,000 l (but not more than 6 months)
K875, InVorTex® technology		Granular activated carbon made of coconut shell with an addition of silver	Universal sorption of organic and inorganic solved admixtures (free chlorine, chlororganic compounds, pesticides, oil products, heavy metals, other organic and inorganic admixtures), removal of odor nuisance, improvement of water taste.	8,000 l (but not more than 6 months)
K876, InVorTex® technology		Food-grade ion exchange Na-cation exchanger	Softening (removal of hardness salts Ca ²⁺ , Mg ²⁺) of water, removal of scum on heating elements of household appliances (kettlers etc.), improvement of water taste.	8,000 l (but not more than 6 months)
K877		Synthetic ceolyte (BIRM), granular activated carbon made of coconut shell with an addition of silver	Additional deironing of drinking water after primary water treatment process (for example, in municipal water treatment systems), improvement of water taste.	6,000 l (but not more than 6 months)
K878, CapiTech technology		Micro fiber glass membrane with the pore size of 0.1 µm	Provides conditioning, final purification of water and ultra filtration from mechanical admixtures, stops conglomerates, molecular clusters, major organic molecules, most bacteria and protozoans, removes odor nuisance, improves water taste.	8,000 l (but not more than 6 months)

Model range of Expert filters

Expert filter model		M200	M300	M305
				
Designation	Universal purification	✓		
	Softening		✓	
	Deironing			
	Ultrafiltration			
	Bacterial purification			
Key purification technologies	InVorTex®	✓		
	Capitech			
	Schungite			
	Two-component softening		✓	
	Ferroban			
	KDF®55			
Filter elements	Number of cartridges / purification stages	3/3		3/4
	Cartridges installed	K871, K875, K870	K871, K876, K875	K874, K876, K875
	Set of cartridges	K680	K681	K682
Appearance	Body color	grey		blue metallic
	Type of clear water faucet	Piston valve		Ball
Additional services	Services provided to buyers in Moscow	Paid cartridge replacement		

M310	M312	M330	M400	M410	M420
					
			✓		
✓		✓			✓
	✓				partly
				✓	
		partly		✓	
			✓		
				✓	
✓		✓			✓
	✓				
					✓
4/4		4/5		4/5	
K871, K875, K876, K870	K871, K875, K877, K870	K874, K876, K873, K870	K871, K875, K870, K878	K874, K876, K875, K878	K872, K876, K875, K878
K683	K684	K685	K686	K687	K688
Blue metallic			Charcoal metallic		
Ball			Ball Premium		
Free filter installation (with restrictions) and paid cartridge replacement					

Technical characteristics and operation conditions for Expert filters

- Permissible water temperature: +5 to +35°C
- Permissible ambient air temperature: +5 to +40°C
- Pressure of the water supplied: 0.14 to 0.8 Mpa (1.4 to 8 kgf/cm²)
- Maximum dynamic pressure at the input (hydraulic impact): 1.6 Mpa (16 kgf/cm²)
- Recommended performance: 1-2 l/min
- Dimensions: 342 x 85 x 376 mm (without outshots)
- Weight: M200, M300, M305: 2.9 kg
M310, M312, M330, M400, M410, M420: 3.5 kg

Delivery set:

1. Expert filter with filter elements assembly: 1 it.
2. Tee-joint with a ball faucet: 1 assembly.
3. Faucet for purified water: 1 assembly.
4. Wrench for connection/disconnection of fittings: 1 it.
5. Plastic pipe (hose): 1 bundle.
6. Operation manual: 1 it.

You may find additional information on Expert water filters at: www.filter.ru/expert

Made in Russia

Novaya Voda and Novaya Voda logo, InVorTex are registered trade marks of DWT Deutsche Wassertechnologien GmbH, Germany

The manufacturer's quality management system is certified according to GOST R ISO 9001:2008. The manufacturer's environmental management system is certified for conformity with GOST R ISO 14001:2004.

