



Straw Style Filtration Product Comparison



UltraCeram RapidPure® Pioneer Purifier



LifeStraw Water Filter



Technology	UltraCeram Purification 99.9999% / 6-log	Activated Carbon Capsule Hollow Fiber (0.2 micron)
Effect	Virus Reduction 99.9999% Cyst/Protozoa Reduction 99.9975% Bacteria Reduction 99.9999%	Virus Reduction 0% Cyst/Protozoa Reduction 99.9% Bacteria Reduction 99.9999%
Output	1.2 Liters per minute	No Data Listed
Industry Std. Life ¹	Irrelevant	1000 Liters
Real World Life ¹	Up to 190 liters (50 gallons)	No Data Listed
Ease of Use	Simple	Must lie on stomach to use.
Use w/Water Bottle	YES	NO
Weight	2.6 oz. (Includes Carrying Pouch)	2.0 oz.
Carbon Infused	YES	YES
Silver Infused	YES	NO
Third Party Tested ²	YES	YES
Environ. Impact	Excellent. Replace filter element only.	Impactful. Buy completely new product.
Freeze Resistant	YES. Third party test certification.	NO
MSRP Retail	\$24.99	\$19.95 (MSRP)
Rep. Purifier Element	Coupon enclosed to purchase for only \$9.99.	NONE. Must buy completely new product.
Effective Against		
Viruses	✓	NO
Bacteria	✓	✓
Cysts	✓	✓
Algae	✓	Not Specified
Spores	✓	Not Specified
Particulate	✓	✓
Chlorine	✓	Not Specified
Taste	✓	Not Specified
Tannins	✓	Not Specified
Humic Acid	✓	Not Specified
Bromine	✓	Not Specified
Iodine	✓	Not Specified
DNA/RNA	✓	Not Specified

Do you want to purify your water or merely filter it?

Comparison of Reduction of Viruses, Bacteria and Protozoan Cysts like Cryptosporidium and Giardia

RapidPure Water Purifier with UltraCeram	Standard Water Filters
ULTRA-FILTRATION	MICRO-FILTRATION
99.9999% Reduction of Bacteria	99.9999% Reduction of Bacteria
99.9980% Reduction of Protozoa	99.9% Reduction of Protozoa
99.9999% Virus Reduction	0% Virus Reduction

So, what's it mean?
RapidPure Water Purifiers with **UltraCeram** are up to **100x BETTER AT REDUCING CONTAMINANTS!**

RapidPure's Carbon and Silver Bonus Water Treatment

RapidPure purifiers are infused with Activated Carbon and Silver. Silver is a self-sanitizing agent that kills the retained protozoa, bacteria, viruses, and cysts. Activated Carbon reduces any unpleasant odor and improves the taste of the water.

Competitor information sourced from readily available public documents and believed accurate at time of printing.

1) Tap water is standardly utilized to rate the capacity of water filters/purifiers and can provide a misleading indication of actual usable filter life in the field. Real world conditions vary greatly. Our testing has found that when using the same source of water supply, RapidPure will flow faster, capture more contaminants, and will often last as long or longer than the competition.

2) BCS Laboratories is RapidPure's 3rd party independent test lab: FL DOH Lab ID: E82924, EPA ID: FL01147. File: RapidPure 2.5 Filters Microbial Removal Efficacy Study Report: BCS1401004.docx