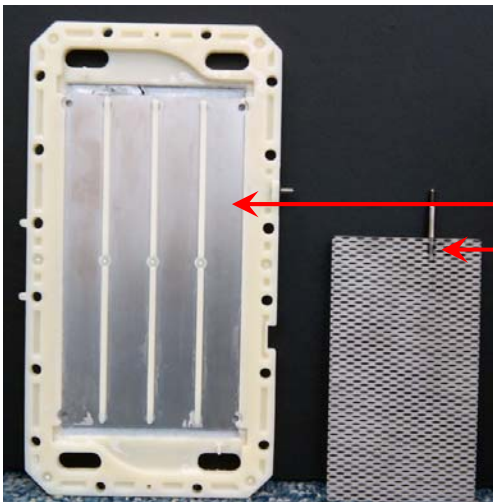


KANGEN SYSTEM...

1. The only original manufacturer with 5 USA service locations – **Enagic is the only company** that has been given the stamp of approval by **Consumer Guide**.
2. **Passes** the ‘Green Food Suspension’ test - see ‘Dr. David Carpenter’ page.
3. **5 Year warranty** - 15-20 year life expectancy - automatic self-cleaning system.
4. Enagic USA (2003) has **multiple service locations** - professional customer service and service their own machines.
5. **Loaner unit shipped to you** before you send yours in for servicing.
6. The **internal parts** of the home unit are identical to the heavy duty industrial unit.
7. The water chamber was made to dismantle in the event of servicing.
8. Filter lasts for **3,000 gallons**.
9. Approved as a **medical device** in Japan - endorsed by over 6,000 doctors.
10. Sold as a “Kangen Pure Water” ionizing machine making antioxidant water.
11. No other unit has the right to use “Kangen Water” in the USA.
12. Uses **230 Watts** of electricity = stronger alkaline, ionized water.
13. **Efficiency** - 7 thicker titanium plates barely heat up = strong alkaline, antioxidant water.
14. Costs **\$16 per sq/inch** of titanium plate surface area - see ‘Value for Money’ page.
15. Titanium plates are **dipped** in platinum spreading evenly.
16. Won an **award** from the ‘Japanese Association for the Prevention of Generic Diseases’, as being the only water treatment system to **prevent adult diseases**, awarded by a prestigious group of over 6,500 doctors & surgeons,



Kangen’s Solid Titanium plates dipped in Platinum vs Emco Tech’s cheap mesh knock-off, that over time does not hold up, as seen in the picture on the right →

[Page Down](#) for “**Comparison Slide Presentation**”

Smiley Papenfus – 813.600.3292
www.AlkalineWaterCure.com

COMPETITOR SYSTEMS...

1. Reseller of **Korean Emco Tech** budget machines, who make about 30 models for about 20 USA distributors.
2. **Fails** the critical ‘Green Food Suspension’ ionizing test.
3. **Deceptive warranty** – PageDn for the slide presentation.
4. Outsourcing of servicing.
5. You have no unit for healthy Alkaline Water while your unit is being serviced (if it can even be serviced - see picture below).
6. Cheap budget Korean parts and construction.
7. Sealed water chamber - needs **total replacement at \$700** a pop.
8. Dual filters introducing calcium to make up for the inability of these machines to make quality Alkaline Water. This causes calcium build-up, destroying the life of the machine – see pic below.
9. Not approved as a medical approval.
10. Sold as an appliance.
11. All competitors try to compare themselves to the benchmark of “Kangen Water”, never to any other machine.
12. Uses **80 Watts** of electricity = weaker alkaline, ionized water.
13. **Loss of efficiency** - thinner titanium mesh quickly heats up = weak alkaline water.
14. Costs **\$25 per sq/inch** of thin titanium mesh surface area - i.e. cheaper costs more.
15. Titanium plates are unevenly **micro-sprayed** with platinum.
16. No award from the medical fraternity.



Michael Kinnett

Molecular Hydration Specialist

The Competition

Who Is The “Competition”

- Emco Tech = “Private Labeling Manufacturer”
 - Royal Water, Jupiter Science, IonLife, Ionia, IonWays, Dong Yang Bio Valley, Winia Systems, Dong Yang, IonPia... (At least 11 different companies with at least 15 different models)
- Life Ionizer & KYK = “Assemblers”
 - Take parts / components manufactured by other companies, put them together and then call the resulting machines their own
- Tyent USA (Rettin – Tae Young E&T) & Chanson USA = “Resellers”
 - “Authorized” distributor of ionizer companies that use private label machines, as well as assembled machines.
- The majority of ionizers made by the “competition” have **virtually identical internal parts**, because most are made in the same factory!
- All the “competition” claims and comparisons come from resellers / assemblers... **not from the actual manufacturer / company!!!**

Who Is The “Competition”

- Jupiter Science (Emco Tech / Royal Water / Dong Yang) – South Korea
Operating since 1982...27 Years in the ionizer industry
- Life Ionizer (Earthtrade Water, Inc, Assembler) – South Korea
Operating since 1996...13 Years in the ionizer industry
- Tyent USA (Tyent, Korea Reseller) – South Korea
Operating since 2006...3 Years in the ionizer industry
- Water For Life USA (Originally Jupiter Distributor / Now KYK Reseller) – South Korea
Operating since 2003...6 Years in the ionizer industry
- Chanson Water USA (Chanson Water Co. Reseller) – Taiwan
Operating in USA since 2008...Chanson Taiwan since 2000...9 Years in the ionizer industry

The “Competition” Comparison

- The **\$1000** machines out there **ARE** pretty much equal
- They are forced to compare with the SD 501 because this is our top selling model and the *Industry Gold Standard!*
- This forces them to compete with and compare to a product that is out of their league.
- **Medical Equipment vs. Kitchen Appliance**
- **More concerned with looks...
...than performance!!!**



Understanding The Reason They Compare

- In marketing, comparisons are used to **elevate an inferior product** to the level of a superior product
- These comparisons are usually of **very specific or selected features**, never of all aspects of the product
- The product being compared to is **ALWAYS THE BEST...**
...the product doing the comparing is **ALWAYS INFERIOR!**

Remind consumers of what they already know

There Are Cheaper Ionizers In The Market

But what does “cheap” have to do with health???



Only \$149!!! But...



...Can You Really Compare These?

Do You LOOK For A Discount Doctor?



When it's YOUR health don't you want the best you can get???

Are They REALLY The Same Thing????

Understanding pricing differences:

- ✓ *Development & Design*
- ✓ *Research & Engineering*
- ✓ *Manufacturing & Materials*
- ✓ *Components & Craftsmanship*
- ✓ *Product Life Expectancy*
- ✓ *Warranty & Service*
- ✓ *Quality & Dependability*

KIA



MERCEDES



**These cars look very similar...
...why is there a price difference?**

THE DIFFERENCE IS IN WHAT YOU CAN'T SEE!!!!

SD501 “Power” Points

- **Plates have surface area up to 400% larger than competitors plates**
 - Dipped, not sprayed = longer wear & better coverage.
 - Bigger IS Better...More Surface Area = ++ Properties!
- **SD501 uses 230 watts of electricity**
 - Competitors typically use 80 - 110 watts.
- **Bigger plates and more power create more complete, stable & stronger ionized water.**
- **Properties last longer and are more effective!**

The “Competition”

- **Plates are not medical grade Titanium / Platinum “Mesh”...
Less expensive, less effective, not superior! Chain Link...**
- **Platinum is sprayed on (Thin & Uneven)**
- **Small plates = small properties**
- **80 – 180 watts of power... less power = less properties**
- **SMPS (Switched-Mode Power Supply)
Main Feature: stabilizes power source if the main line
fluctuates, very uncommon in U.S. Market.**

This feature is sold as a benefit...but they have a secret!!

The SMPS Dirty Little Secret

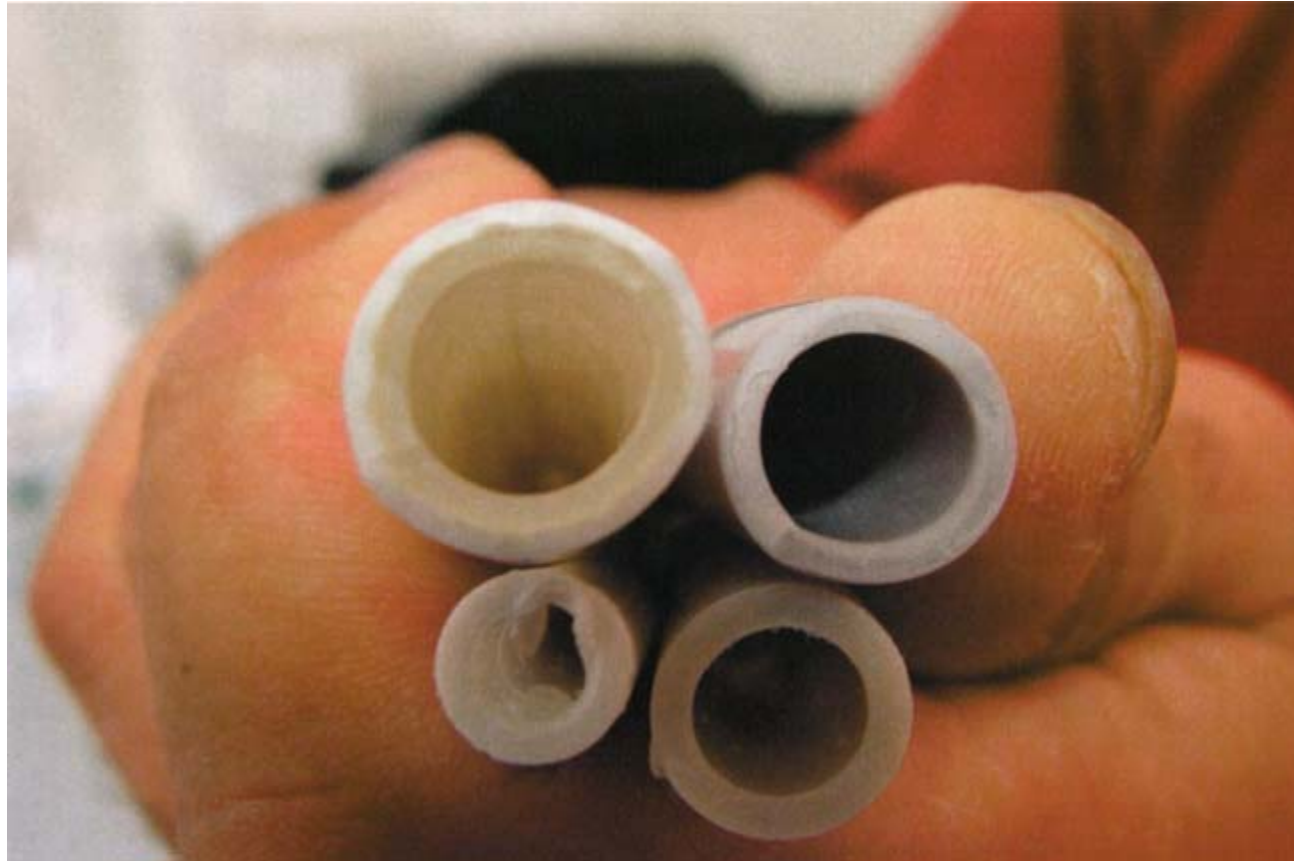
- **SMPS regulates voltage by turning the flow of electricity on and off at extremely high rates of speed.**
- **With a standard transformer, the power is constantly flowing, providing a consistent, steady electrical charge.**
- **An SMPS regulator switches the flow of electricity between “full on” and “full off”.**
- **The power supply is at “full off” approximately half the time during ionization to protect the mesh plates from overheating & melting.**
- **So if an ionizer with SMPS runs for 4 minutes, approximately 2 minutes of that time would be with **NO** electric current being sent to the plates!**

So how much of their water is actually ionized? Erosion!

The “Competition” – Expert “Spin” Masters

- **“Mesh Plate Electrodes”** – “...Five of the most advanced mesh platinum-titanium electrodes in the world...the electrodes are covered in a “super fine” mesh with very distinct high points and valleys...” **Also known as HOLES!**
- **“Auto Flow Control Valve”** – “...a flow control valve that allows you to fine tune the performance and gives you true functional control of the water pressure through your ionizer...” **Water must pass slowly in order to be ionized!**
- **“Temperature Shut Down”** – “...employs a thermal switch in the water cell to shut down the ionization process if the temperature in the cell gets too hot...” **It OVERHEATS!!!**

Seeing Is Believing: Let's Take A Closer Look...



Hoses & Flow Rate

The large hoses are from the SD501, which allow maximum water flow. The smaller hoses are from other ionizers. Smaller hoses are used to restrict the physical amount of water that passes through a machine.

A Closer Look...



SD501 Hose Construction

The SD501 hose is made of the highest quality materials, including a braided internal liner, as shown above. The hoses from other ionizers are made out of the lowest quality and least expensive materials available. It's cheaper because it's cheaper!

Take A Look At “The Numbers”...

Ionizers	Surface Area	Power Source	Wattage	Plate Type	PH Range
Jupiter Aquarius * * *** ****	120 sq. In.	SMPS or Transformer	161.0 watts	5 mesh	3.5-10.5
KYK Genesis * *** Platinum ****	220 sq. In.	Switched Mode Power Supply	*Above 300 watts?	7 mesh	2-13?*
Tyent 7070 * *** Turbo****	245 sq. In.	SMPS	*85-285 watts	7 mesh	2-12*?
Life 9000 Turbo * ** *** ****	273 sq. In.	SMPS	*Up to 280 or 300 watts	9 mesh	4-10*
Enagic SD-501	465.5 sq. In.	Transformer	230 watts	7 solid	2.5 – 11.5

* Auto shut off (to prevent over heating and melting of plates)

** Uses Ultra Violet Radiation to kill bacteria commonly used in waste water treatment

***In areas with hard water. They recommend a 5 stage reverse osmosis systems

******These machines have Automatic Water Flow Control**

Seeing Is Believing: Let's Take A Closer Look...

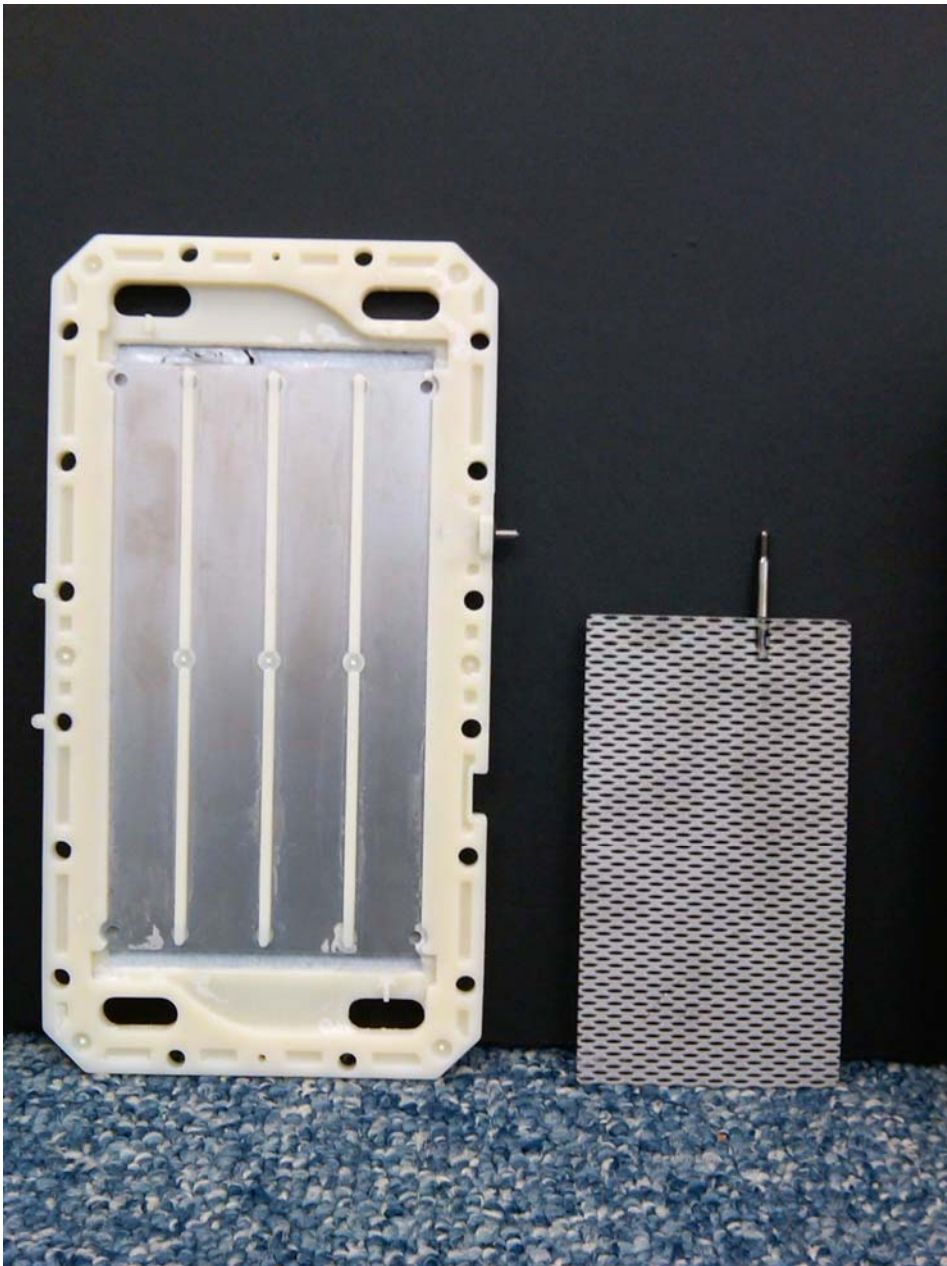
Plates

Left: SD501 (Enagic Ionizer)

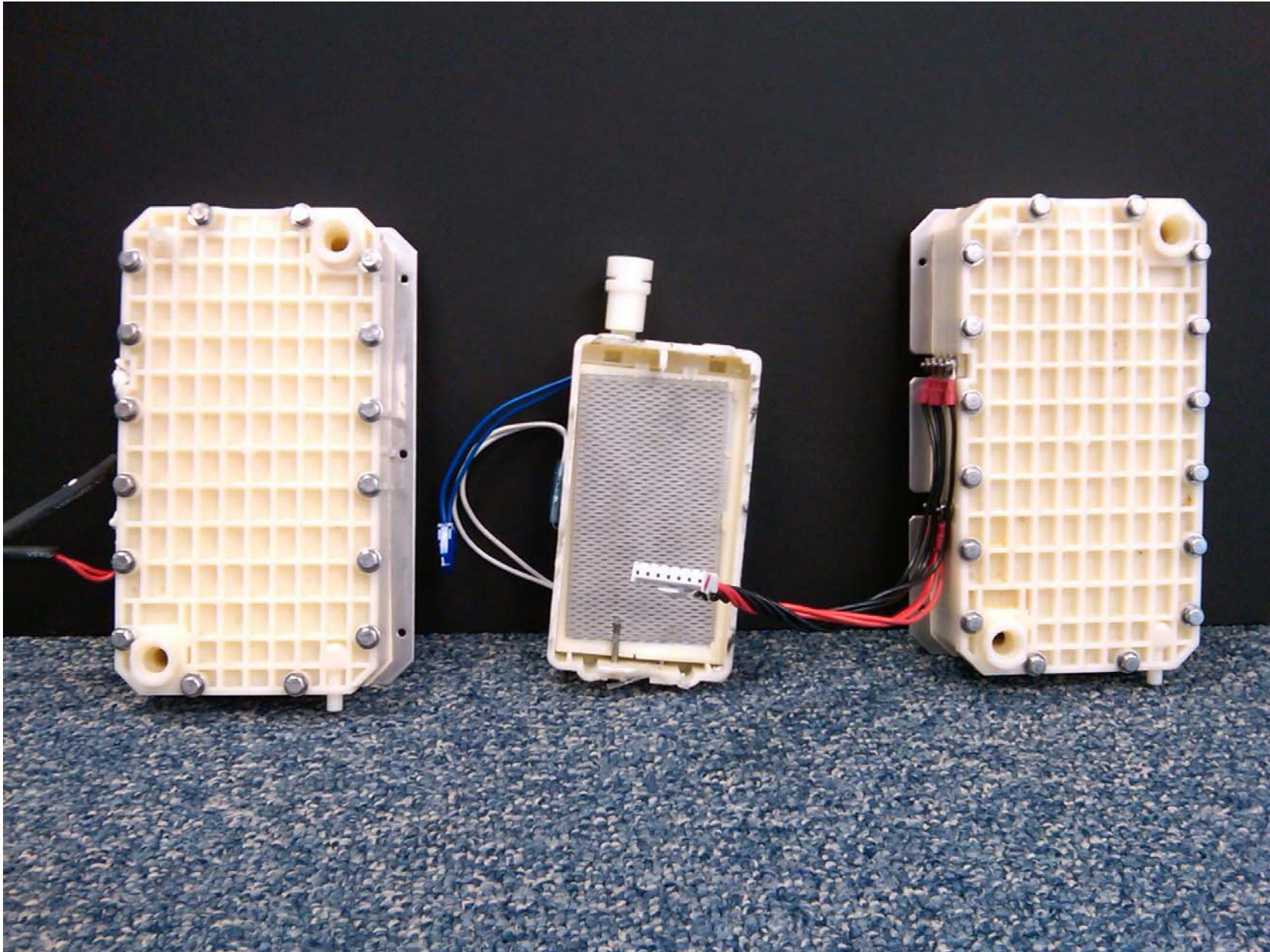
Solid plate constructed in a well crafted housing, with built in electrode connections.

Right: Athena (Jupiter Ionizer)

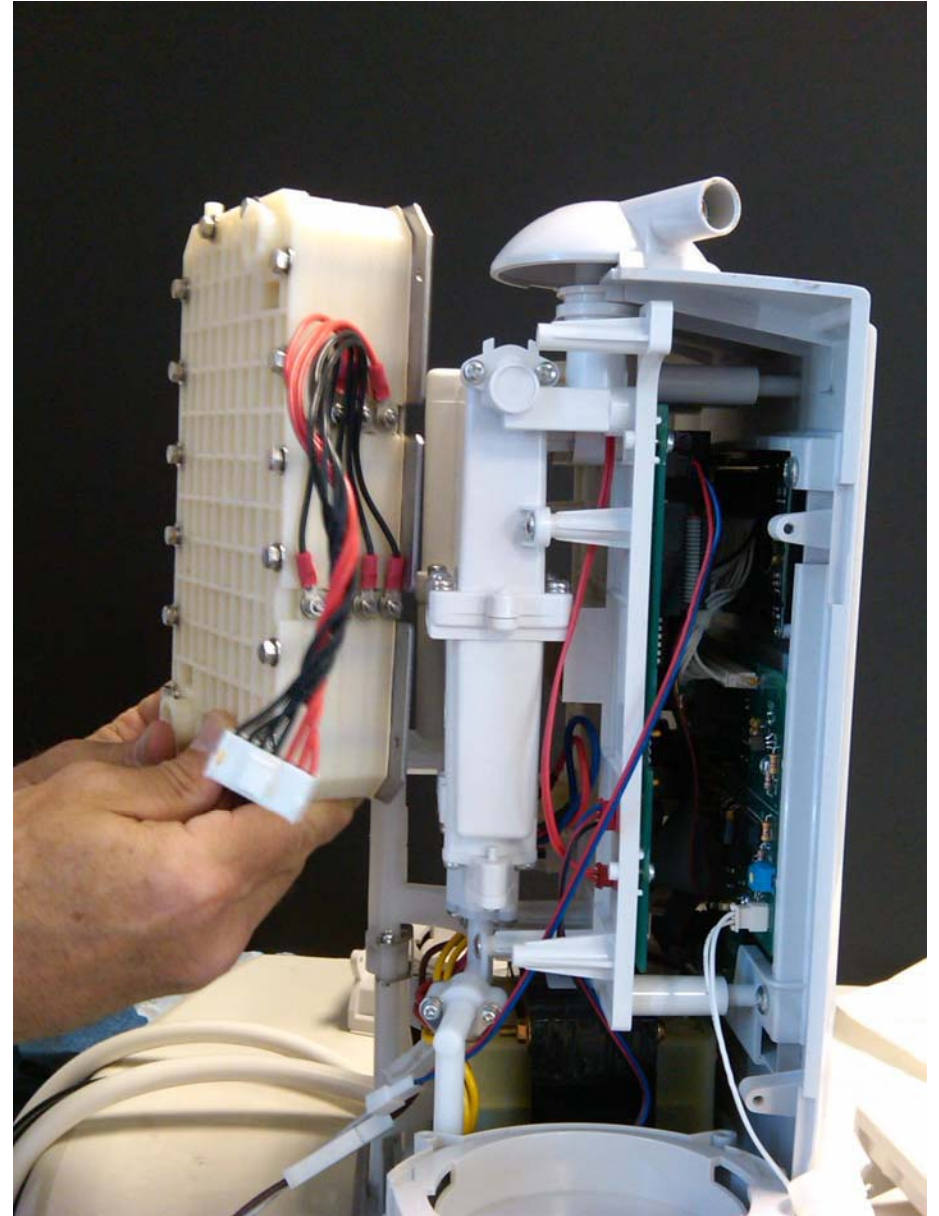
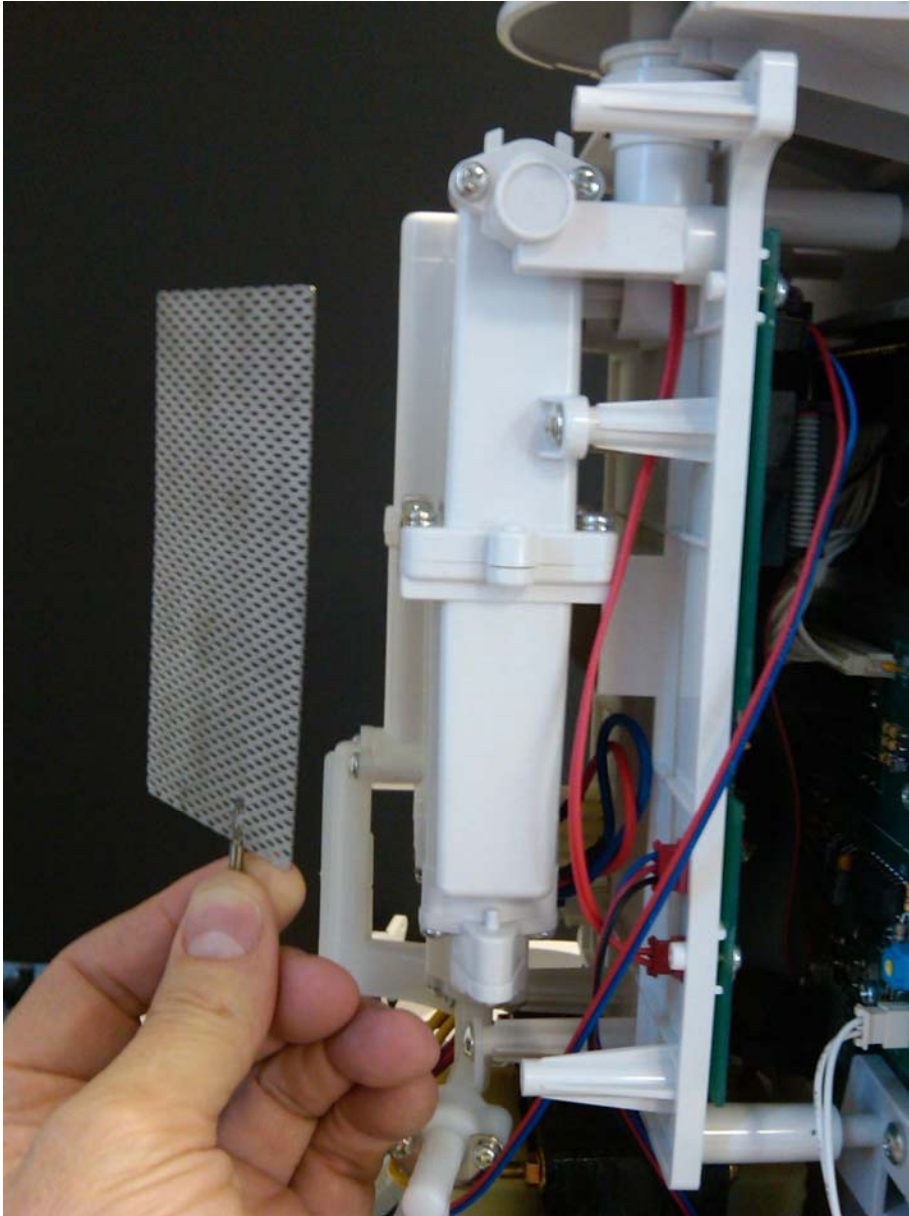
Mesh plate, with attached electrode, the mesh plate sits between a "Membrane" in the electrolysis chamber.



A Closer Look...



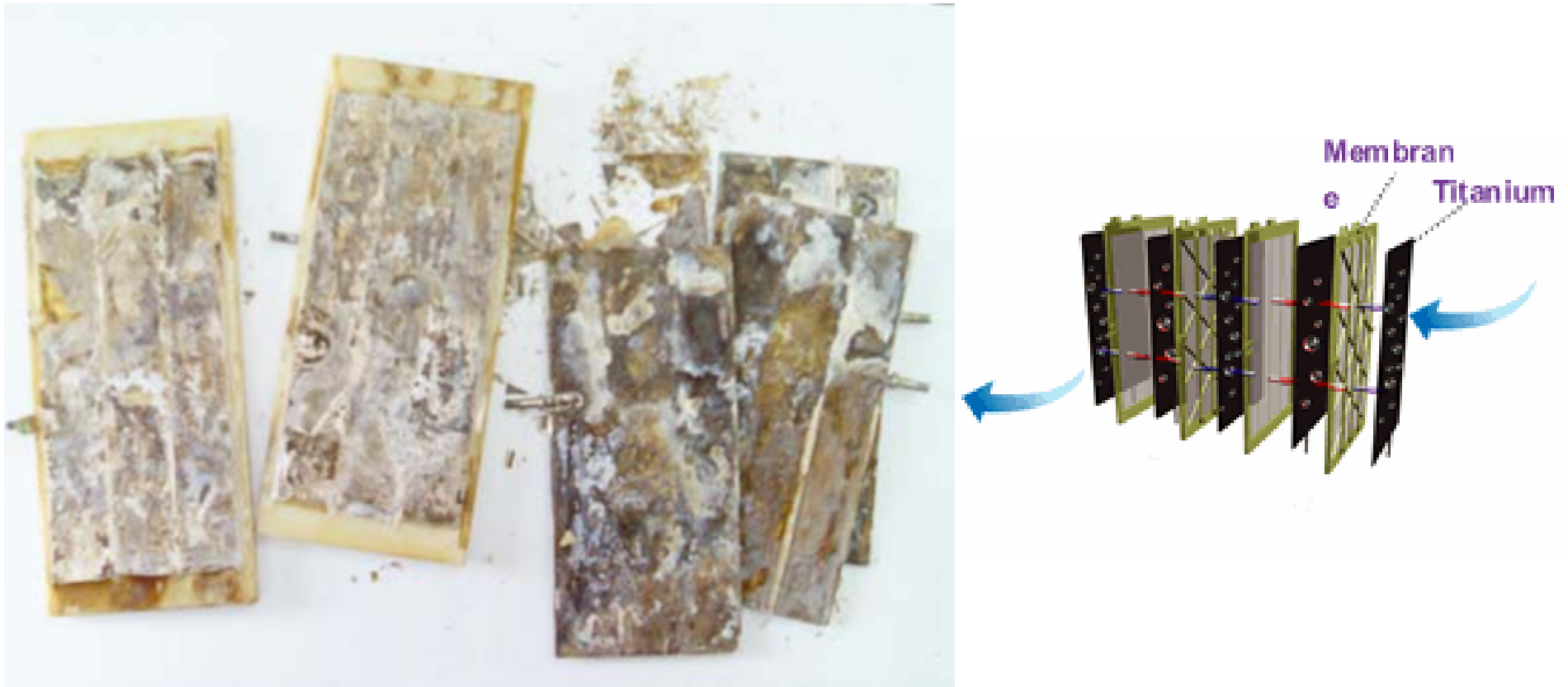
A Closer Look...



A Closer Look...



A Closer Look...

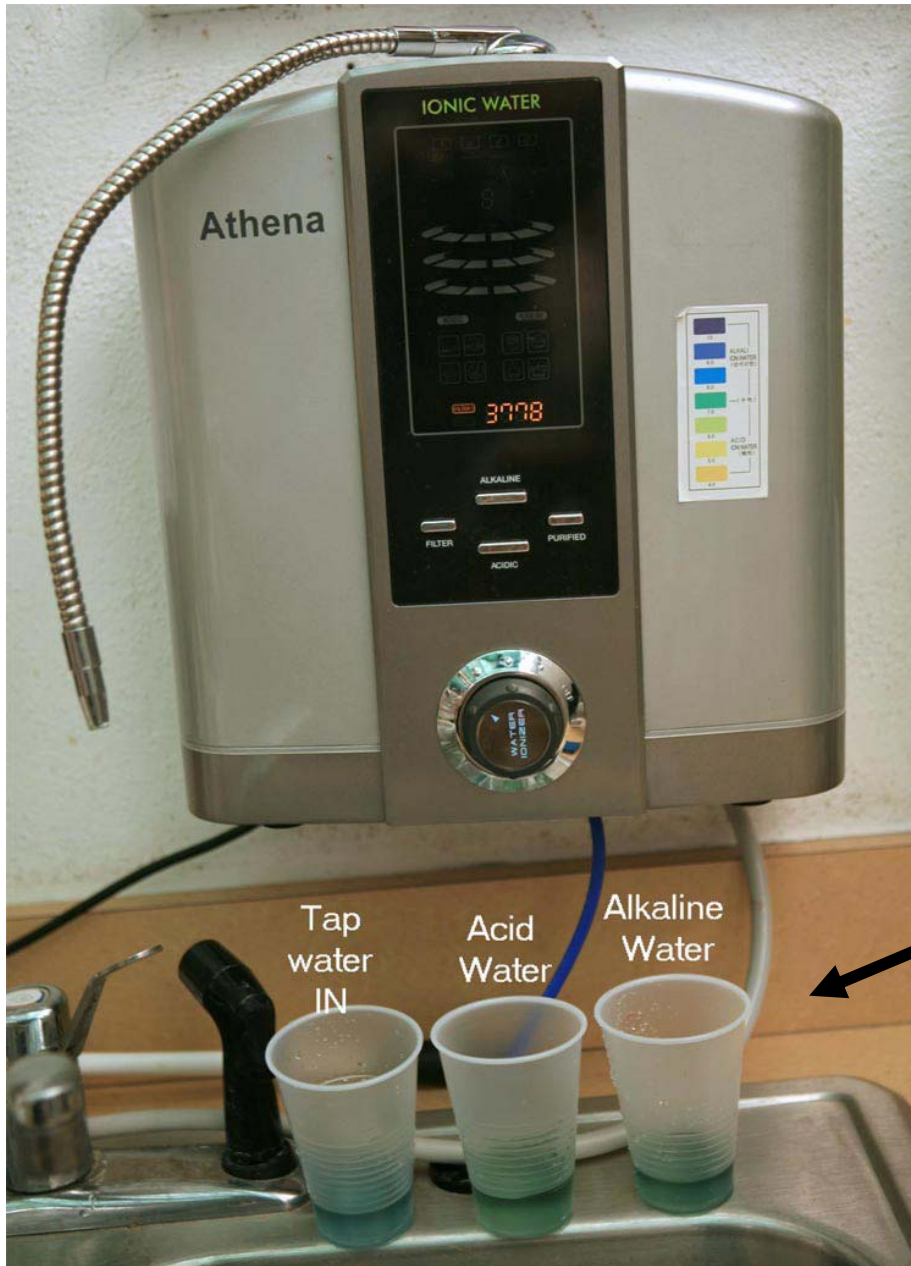


Left: Image of actual plates after usage.

Right: Plates as depicted on a Jupiter website.

A Closer Look...

1 Year Old Jupiter Athena pH Test



**The colors
tell the truth!**

The “Competition”

Misleading “comparison” websites:

Several ionizer resellers have created phony comparison websites in an attempt to dupe consumers...

- <http://www.waterionizerreviews.org> – Life Ionizer



- <http://www.ionizersreviewed.com> – Tyent Distributor

There are **NO** unbiased / objective water ionizer review websites **ANYWHERE** on the Internet!!!

The “Competition” Marketing Approach

- **No presentations / demonstrations**
- **No way to sample or try before you buy**
- **Predatory selling on Internet / “Virtual” locations**
- **Omission, misinformation & incomplete / biased / unequal / manipulated comparisons**
- **Warranty & support through resellers... NOT COMPANY**
- **Awards / honors claims not supported or promoted by the manufacturer**

Enagic – REAL 5 Year Warranty

- **Enagic offers 5 Year Warranty**
- **Covers all areas of country**
- **Covers all internal parts**
- **Covers all flow rates**
- **SD501 can be repaired and rebuilt**
- **Service centers in 5 U.S. cities & around the world, with warranty supported directly by the company, not an independent distributor / reseller**



“Competition” Warranty

- **“5 Year Warranty”** - read the fine print...
...“we confidently offer a full five year warranty – 3 years parts & labor and 2 years additional labor.” ???
- Does not cover **“hard water”** damage, which means 95% of all municipal water systems throughout the U.S.A.
- Producing more than 2.5 gal/day **VOIDS** the warranty, you better not want to share your water or be to thirsty!
- 10 year product warranty / 20 year plate warranty...from a company that is 3 years old??? Complete details **ONLY** available in the Owners Manual...the “Fine Print”
- ***The fine print always tells the truth.***

Enagic Products

- Enagic IS the benchmark in quality.
- Factory direct customer & distributor.
- Offering a licensed and certified medical grade device.
- 36 years in the industry.
- Experienced global management team.
- Unmatched certificates, endorsements, awards & unbiased recognition. DNV, ISO Certified
- Products manufactured to highest standards.
- Proven results in Hospitals & homes like yours
- Incredible customer satisfaction and retention.

In Short... You Represent The BEST In The World!

Let's Compare Airplanes



Let's compare Rocks

