


*Healthy Homes*  
*begin with*  
**PURITY**



The background of the image is a monochromatic blue-tinted photograph of a natural landscape. It features rolling hills in the distance, with a dense field of tall, grass-like vegetation in the foreground. The overall atmosphere is serene and clean, consistent with the theme of purity and healthy living mentioned in the text.

This book is a tribute to purity & healthy living.  
And all the factors that help us lead a healthy life.  
The Air we breathe, the Water we drink, the Food we eat. It's a book  
that will inspire families to adopt healthy living and presents all the tools we need  
to have a healthy home, year after year. KENT through its products, services and initiatives  
has always believed in promoting healthy living. This book is an another step in the same direction.



*Healthy lifestyles, purity,  
healthy homes, good health*





# *24 karat pure water*

*Water is nature's greatest gift to all of earth's inhabitants. Conserving this gift of life is the responsibility of every individual on the planet. It's a resource so precious, countries may fight wars over it in future.*

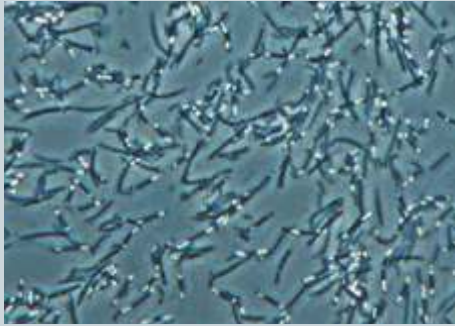
*We, at KENT, realize the importance of this precious resource. KENT started its operations from Noida, India in 1999. Starting as a pioneer in bringing revolutionary Reverse Osmosis (RO) technology to India, today KENT is a strong organisation with a network spread across India. Most importantly, today KENT has millions of satisfied customers to its credit in India and across the world.*

*Our product philosophy is simple. We help people attain the biggest and the most precious wealth called 'Perfect Health', which is duly reflected in our vast range of healthcare products.*

*Take a look around and you will find ever increasing impurities in water. Our water sources are increasingly getting polluted and as a result, the water we get is full of bacteria, viruses, cysts and dissolved impurities. Conventional water purification methods have technological limitations. Need of the hour is Total Water Purification Solutions that provide us with 100% pure drinking water.*

*A toast to the  
purest water on earth*





*How important good health is for a family can be gauged by the water purifier installed. Though almost all of us are aware of the risk we face when we drink tap water which is contaminated, there are still those who continue to take a chance with the health of their family members by choosing an average quality water purifier. Some of us use UV based purifiers while some of us opt for RO based water purifiers. But do these conventional water purifiers make water 100% pure?*

### **How pure is your UV purified water?**

- Free of bacteria & viruses.
- However may contain dissolved impurities like Rust, Pesticides, Arsenic, Fluoride, Heavy Metals, Salts etc. which cause serious diseases.

### **How pure is your RO purified water?**

- Free of dissolved impurities as well as bacteria & viruses from drinking water.
- However may lose essential natural minerals and may become bitter and aggressive.
- Within 3 to 6 months of usage, the pores of RO membrane may get enlarged, allowing bacteria & viruses to easily pass through it, thus making purified water infected and unfit to drink.

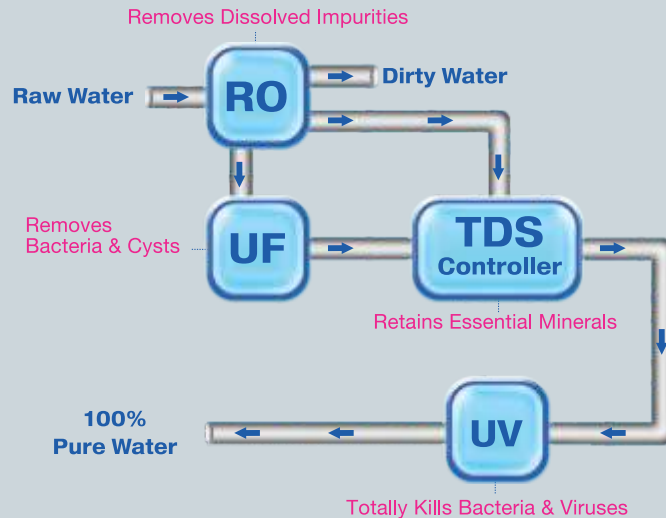


*KENT*



# The technology behind the purest water

The ground-breaking Computer Controlled KENT Technology combines best of both RO and UV, while eliminating the limitations of a single technology.



**RO:** Removes even dissolved impurities like Arsenic, Rust, Pesticides, Fluorides etc. besides removing bacteria and viruses.

**UF:** Removes bacteria and cysts.

**UV:** For Double Purification, kills remaining bacteria and viruses.

**TDS Controller:** Retains essential natural minerals in the purified water by adjustment of TDS.

## KENT TECHNOLOGY

Double purification, removes dissolved impurities and maintains minerals.

**RO + UF + UV + TDS Control**



# KENT'S 0% Water Wastage RO Technology

*The RO purification process is essential to remove dissolved impurities like Arsenic, Fluorides, Heavy Metals etc. as they are harmful for health. Conventional RO Purification Technology, while purifying, reject a very high percentage of water (typically 80%) and only 20% purified water is recovered. Balance water is wasted and goes down the drain.*

*KENT has now developed an innovative patented technology which offers 0% water wastage in RO Water Purifiers. The heart of this technology is a computer controlled process wherein the membrane is washed automatically and thereby more than 50% of water intake is recovered as purified water. The balance rejected water is stored in a separate 'Reject Water Tank'. This rejected water is utilized by consumers for washing used utensils, mopping floor and gardening. The net result is 0% water wastage.*

*The technology is fully automatic and offers a minimum guarantee of one year on the membrane. Level sensors ensure that the purifier is automatically shut off when either of the tanks is full.*

*KENT Supreme is our latest offering using this technology.*

**Kent gives you**  
***The Purest***  
***Water***



## KENT SUPREME

*For mounting on kitchen wall*

*World's first 0% water wastage RO purifier.*

- Computer controlled high recovery.
- High purification capacity of 15 ltr/hr.
- Dual Storage Tank for pure and rejected water.
- Auto Flush.
- Purification by RO followed by UF and UV.
- Natural minerals retention by TDS.
- Computer controlled operation with Filter Change Alarm and UV Fail Alarm.
- Elegant design with transparent cover.

## KENT GRAND<sup>+</sup>

*For mounting on kitchen wall*

*Drink life in the purest form. Bring home the KENT GRAND<sup>+</sup> Water Purifier*

- Purification by RO followed by UF and UV.
- Natural minerals retention by TDS.
- High purification capacity of 15 ltr/hr.
- High capacity storage tank with purified water level indicator.
- Computer controlled operation with Filter Change Alarm and UV Fail Alarm.
- Elegant design with transparent cover.



## KENT PEARL

*For mounting on kitchen wall/counter top*

- Purification by RO followed by UF and UV.
- Natural minerals retention by TDS.
- 8 litres transparent storage tank, which is detachable and easy-to-clean.
- High purification capacity of 15 ltr/hr.
- Food grade, non-breakable, transparent ABS plastic construction.
- LED indicator for power and purification display.
- Computer controlled operation with Filter Change Alarm and UV Fail Alarm.

## KENT SUPER STAR

*For mounting on kitchen wall*

*Drink life in the purest form. Bring home the KENT SUPER STAR Water Purifier*

- Purification by RO followed by UF and UV.
- Natural minerals retention by TDS.
- High purification capacity of 15 ltr/hr.
- High capacity storage tank with purified water level indicator.
- Computer controlled operation with Filter Change Alarm and UV Fail Alarm.
- Elegant design with transparent cover.

## KENT EXCELL<sup>+</sup>

*For under the counter/cooler installation*

- Purification by RO+UF+UV.
- Transparent cover for protection of parts.
- Equipped with hydrostatic tank.
- High purification capacity of 15 ltr/hr.
- Computer controlled operation with filter Change Alarm and UV Fail Alarm.



## KENT PERK

*Chiller cum water dispenser with inbuilt RO Purifier for commercial offices.*

- Purification by RO+UF+TDS Control.
- Higher capacity 25 ltr/hr water purifier.
- Chiller with high capacity chilled water storage tank.
- Computer controlled operation with filter change alarm.
- ABS front cover and stainless steel body.
- Chilled cum normal water dispenser.
- Elegant looks

## KENT SUPER<sup>+</sup>

*For mounting on kitchen wall*

- Purification by RO followed by UF.
- Filtration with TDS controller to maintain Natural Minerals.
- High purification capacity of 15 ltr/hr.
- Compact design that requires less space for installation.

## KENT ELITE

*Suitable for online purification of water for coolers*

- Purification by RO+UF+TDS control.
- Purification capacity of 25 ltr/hr with twin membrane 1812.
- Fully automatic operation with auto-on and auto-off facility.
- Also available in Elite II model with RO+UF+TDS control.





# Pure water for all

At KENT, it is our endeavour to provide water purification solutions to every stratum of society. KENT has launched a wide range of UF membrane based water purifiers that do not require electricity and make water purer than boiled water. Besides bacteria, they also remove cysts that too without use of any chemicals. They are quite affordable as well.

## KENT UF Membrane Technology

The purification is done by a UF membrane, which has such fine pores that they do not allow any bacteria or cyst to pass through, thus making drinking water pure without use of any chemicals like Chlorine, Bromine or Iodine.

### Raw Water

Simply fill the purifier's upper chamber with raw water and the magic of purification starts instantly.



### Sediment Filter

Cleans out all suspended particles and impurities.



### Activated Carbon filter

Eliminates organic chemicals. Removes bad odour.  
Improves taste of water.



### UF Membrane

Removes bacteria, as well as cyst.



**PURE WATER**

# KENT Gravity Water Purifiers

**KENT**  
UF Membrane  
Water Purifiers  
HOUSE of PURITY



**KENT Gold\***  
Wall Mounted Model



**KENT Gold+**  
Table Top Model



**KENT Gold**  
Table Top Model



**KENT Crystal**  
For Hot & Cold Water Dispenser



**KENT Gold Cool**  
Purifies Water &  
keeps it chilled



**KENT Gold Optima**  
Table Top Model



The all new range of UF based gravity water purifiers -  
KENT Gold\*, KENT Gold+, KENT Gold, KENT Gold Optima, KENT Crystal and KENT Gold Cool.  
Their unique multi-stage purification system removes bacteria & cyst and makes water purer than boiled water.

## Features

- Work on the principle of 'Gravity Purification'. Need no electricity.
- Besides bacteria, they also remove cyst, a deadly pathogen, which is not removed by other non-electric water purifiers.
- As compared to other water purifiers, they do not require chemicals like Chlorine, Bromine or Iodine as they have a Unique UF Membrane.
- High-grade, non-breakable plastic.
- No need to spend time, effort and money to boil water for purification.
- No need to connect to tap. Raw water can be easily filled manually in the purifier.



## KENT UF TAP WATER PURIFIER.

*Now brush & clean your mouth, wash fruits  
& vegetables with bacteria-free safe water.*

- *Makes tap water bacteria/cyst free.*
- *Must for wash basin. Ensure bacteria-free water for brushing, gargling and splashing water on eyes.*
- *Ideal for kitchen sinks to get bacteria-free water for washing vegetables/salads.*
- *Provided with accessories to fit on various types of taps.*
- *3-mode water selection lever to provide 'Pure Water', 'Unfiltered Straight' or 'Unfiltered Spray'.*
- *Water purified by granular activated Carbon and UF Membrane.*

# Eat 100% Pure



*Remove harmful chemicals,  
insecticides & germs from Vegetables,  
Fruits & Meat.*

*Almost all of us wash vegetables, fruits and meat before preparing a salad, consuming them raw or cooking. But, seldom we realise that this is not enough. Vegetables, fruits and meat come to us after they are subjected to extensive use of insecticides, pesticides and other harmful chemicals. Rinsing them with mere tap water does not wash away their residual traces. As a result, we end up exposing ourselves to the adverse effects of these chemicals.*

## **Features**

- *Most effective in cleaning residual traces of insecticides, pesticides, farm chemicals and parasites invariably stuck on the surface of vegetables and fruits.*
- *The Ozone Vegetable and Fruit Purifier produces Ozone Gas, which has the exceptional power of killing bacteria and viruses.*
- *Acts as a sterilising agent and eliminates pesticides and fertilizers from vegetables, fruits, seafood and meat, making them safe for human consumption.*





# *Breathe 100% Pure With KENT Ozone Air Purifiers.*

*Everybody deserves healthy and germ free surroundings.*

*We ensure that every breath you take at home or in the office is pure and fresh. KENT Ozone Air Purifier traps the pollution and impurities in the air and delivers the purest air possible.*

- *Remote controlled wall-mounted Ozone air purifier as well as table top model.*
- *Produces Ozone gas that forcefully spreads through a fan.*
- *It cleans air, inhibits bacteria growth and prevents the spread of viruses & harmful germs.*
- *Freshens up your room and removes unpleasant odour.*
- *Oxidizes and disinfects chemicals/gases/cigarette fumes from the room.*
- *Ideally suited for air purification in bedrooms & toilets.*



# *KENT Mini Water Softener*

## *World's first compact water softener.*

*These days our homes are getting smaller and space comes at a premium. Keeping this hard reality in mind, KENT offers you a compact water softener – KENT Mini Water Softener. It is small in size and thus can be conveniently installed anywhere in the house.*

*You can connect it to the washing machine to generate extra lather. This way you enjoy superior washing while using less*

*detergent. Clothes turn out much whiter and brighter.*

*You can connect it to your dishwasher to avoid dark spots on your expensive cutlery.*

*You can also connect it to your geyser to avoid formation of salt deposits which leads to blockage.*



## *Soft Solution for Hard Water.*

### *KENT Automatic Water Softener for whole home.*

*Water described as "hard" means it is high in dissolved minerals, specifically calcium and magnesium. Hard water is not a health risk, but a nuisance because of its tendency to cause mineral buildup in water pipe and heating systems, and its poor soap and/or detergent performance, which results in less lather and less effective cleaning when compared with soft water.*



*Enhance the quality of your water. Turn hard water into soft water.*

- *Makes hard water soft by exchanging Calcium and Magnesium ions with Sodium (by use of table salt).*
- *Use of soft water helps in reducing hair fall, skin protection, less consumption of soap in washing and makes clothes whiter.*
- *Utilises a unique microprocessor controlled valve that provides automatic operation, during the process of regeneration of resin (compared to manual by competitors).*
- *Space saving design - tank housing with brine tank.*
- *High capacity operation as regeneration can be done number of times.*
- *Available in two models, Autosoft 255 (High Capacity) & Autosoft 366 (Medium Capacity).*

# Most trusted, certified and awarded purifiers in the World



Quality Certification by  
WQA, USA\*



NSF, USA



Golden Peacock  
Award



ASIA'S MOST PROMISING BRAND  
THE MOST ADMIRABLE BRAND OF THE YEAR  
INDUSTRY - WATER PURIFIER, CHOSEN FROM INDIA



Most Valuable  
Brands Award



CE Certification



2007



2008



2012



Reader's Digest  
Trusted Brand Award 2012

Best Domestic Water Purifier Awards



# *Purity Solutions for Healthy Homes*

*Kent is considered the house of Purity. We are committed to purifying the water, air as well as the food, making world a healthier and safer place.*

*We are guided by a simple truth – if it is not 100% pure, it is not pure at all. That's why each of the KENT's products provide you 100% purity, be it water, air or food and that too in the most convenient manner.*



HOUSE of PURITY



**HOUSE of PURITY**

KENT RO SYSTEMS LTD.

A-2, Sector-59, Noida, UP-201 309, India

Phone No.: +91-120-3075000/5075

E-mail: [exports@kent.co.in](mailto:exports@kent.co.in) Website: [www.kent.co.in](http://www.kent.co.in)



Innovations for  
Better Living