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Amway eSpring™ Water Treatment System Celebrates 15th Anniversary

Amway today announced that its eSpring water treatment system celebrates its 15th anniversary. As the world's number one selling brand of home water treatment systems,* eSpring units are currently sold by Amway Business Owners in 48 countries around the globe.

“Amway has over 30 years of experience in the water treatment industry,” said Roy Kuennen, Ph.D., vice president of technology discovery and product development at Amway.

“When we launched the eSpring brand 15 years ago, we sought to create a water treatment system that was reliable, high-performance, easy to manufacture and service, and energy efficient. What our scientists and engineers developed has totally revolutionised the industry.”

- Amway water treatment systems (AWTS) were the **first** home water treatment systems to combine a carbon block filter and ultraviolet (UV) light with electronic monitoring technology in a single unit.
- The innovative eSpring water treatment system is **the only** system that uses eCoupled™ wireless power technology to transmit electricity through air, water and plastic components to power the unit's UV lamp without direct-contact electrical connections.
- eSpring water treatment system was the **first** to be certified to all 15 NSF/ANSI Standard 401, Emerging Contaminants, which includes pharmaceuticals, pesticides, and herbicides. The eSpring water treatment system also effectively removes more than 140 potential health-effect contaminants like Lead and Mercury.
- eSpring was the **first** water treatment system to be certified to NSF/ANSI Standards 42, 53, 55, and 401.
- In 2014, eSpring water treatment system received the Frost & Sullivan Asia Pacific Water Filtration Company of the Year award for a fifth consecutive year.



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The eSpring™ brand made its debut in 2000 in the country of Japan. At that time, the unit featured one of the most complicated upgrades in the unit's history – the introduction of wireless power, or inductive coupling. The new feature took the Amway development team five years to create and wirelessly powered the UV lamp; allowing the lamp to stay on only when water is flowing (not all the time).

“Suppliers told us we were crazy, as nobody was using wireless power to power the UV lamp. Our team had wild dreams and the right people from the right disciplines. In the end, we extended the life of certain components and even reduced the failure rate to less than one percent, advancing our quality dramatically,” said Kuennen.

Throughout its 15 years, the eSpring brand has produced and sold more than 4 million units, and has more than 120 global patents granted or pending.

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About Amway: Amway is a \$US10.8 billion company with 21,000 employees. Amway is the world's number one direct selling business in the world as ranked in the 2013 Direct Selling News Global 100. There are more than 100,000 Amway Independent Business Owners in Australia and New Zealand. Amway has helped more than 12 million children through our One by One Campaign for Children since 2003.

*Source: Euromonitor International Limited, www.euromonitor.com/amway-claims