COMPETITION Fast Facts

ABOUT ENAGIC®

Enagic® is the only ionizer manufacturer endorsed by the Japanese Association of Preventive Medicine for Adult Disease.

Enagic® is the only ionizer manufacturer to have ISO (International Organization of Standardization) 9001, 14001 & 13485 Certification.

Enagic® is the only ionizer manufacturer to have WQA (Water Quality Association) NSF/ANSI 42, NSF/ANSI 372 & CSA B483.1 Gold Seal Certification.

ABOUT THE "COMPETITION"

The majority of the "competition" ionizers are "Private Label" machines, manufactured by the same Korean company.

Most of the information regarding "competition" ionizers is supplied by distributors or authorized resellers, not the companies that actually manufacturer the devices.

The majority of the "competition" compares their ionizers to Enagic® ionizers. Comparisons are used in marketing and advertising in an attempt to elevate an inferior product to the level of a superior product. Most consumers know the product doing the comparing is the inferior product and the product being compared to is the superior product. Most of the other ionizers compare themselves to the Enagic® ionizers, which is the Gold Standard in the industry.

A FEW OF THE COMPETITION "FEATURES"

Mesh Plate Electrodes - Touted as being superior and more efficient, when nothing could be further from the truth. They reduce manufacturing cost, which is why they are used. At the thickness of these plates, the holes do not increase the total surface area, if anything the surface area is dramatically decreased. These plates are less expensive to manufacture and to plate with platinum, which is why they are used!

SMPS (Switch Mode Power Supply) - SMPS is promoted as the most advanced technology available for electronics. Unlike a linear power supply, like a transformer, SMPS switches between full-on and full-off; this minimizes wasted energy, but also creates an issue. Electricity is creating the ionization, so being off for approximately half the time is not good. In fact, it means if an ionizer with SMPS runs for 5 minutes, there is no electrical current sent to the electrodes for approximately 2 ½ minutes. So how much of this "ionized" water is actually ionized? There is even an explanation of SMPS on a competitor's website stating that the switching creates an "average" of the power output. Meaning that a 300 watt ionizer, using SMPS, only produces an average of 150 watts of actual power. Either way, water ionized half the time or at half the stated power output, with SMPS consumers are duped into believing they are getting something they are not!

Dual Filters - The filter of an ionizer should remove impurities. A single filter should accomplish this. So, why do some ionizers have dual filters? It is to put stuff IN the water, not take it out. In order to ionize water through electrolysis there must be minerals present in the water. The more minerals in the water, the greater the conductivity; the greater the conductivity, the stronger the ionization. The "competition" knows that the power of their machines is not sufficient to ionize with the mineral content found in most tap water, so they add additional minerals into the water from the second filter, which can create a slightly stronger charge. Some of these minerals also have a higher pH level, so, when tested with pH drops, the "ionized" water appears to have higher alkalinity. Using additives to boost the pH level is a deceptive way to make consumers think their water is more alkaline. One more issue that can be created by the introduction of these added minerals is over calcification. One of the most popular minerals used in the second filter of these dual filter machines is calcium. When water passes through the second filter, additional calcium is released into the water. While this will increase the conductivity of the source water, it will also allow even more calcium to build up in the machine. In case you did not know, mineral build up is the KILLER of ionizers. The slight benefit that may be created from the added conductivity does not justify the potential harm being inflicted on the machine by adding more minerals.