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Wisconsin Awards First Approval for POE PFAS Treatment System to U.S. Water

Wausau, WI, March 11, 2024 - U.S. Water, a leader in innovative water treatment solutions, proudly announces that its **PFAS Shield™**, a point-of-entry (whole-home) PFAS filtration system, is among the first to receive state approval from the Wisconsin Department of Safety and Professional Services, marking a **significant milestone in the fight against PFAS contamination**.

Key Points:

State Approval: U.S. Water's PFAS Shield has achieved the distinction of being the first point-of-entry filtration system in Wisconsin to receive state approval from the **Department of Safety and Professional Services**. This recognition underscores the effectiveness and reliability of the system in addressing the growing concern of PFAS contamination for private water systems. While many of Wisconsin's municipalities have begun treatment for PFAS in city water, those who rely on private water systems are not served by these facilities. PFAS Shield provides a robust solution for businesses and homeowners who rely on private water.

Comprehensive Treatment: With the introduction of the cutting-edge PFAS Shield, U.S. Water is building on its previous PFAS treatment success, its Quick-Change reverse osmosis system. Unlike a reverse osmosis which is installed at a single faucet, PFAS Shield treats water at the point of entry, ensuring that water is effectively treated before entering the water system of a home or business. This innovative system provides a comprehensive approach to safeguarding water quality.

Advanced Filter Media: PFAS Shield incorporates advanced filter media with larger, granular particles, offering an extended surface area that is specially treated for superior adsorption. This unique media excels in capturing a wide spectrum of contaminants, making it exceptionally effective against the challenging PFAS contaminant. The filter media used is more effective and lasts 4.6 times longer than other (carbon) filter media on the market.

Tailored Solutions: Each PFAS Shield is customized to the specific needs of the water system, considering factors such as water flow and concentration of PFAS contamination. This tailored approach ensures optimal performance and maximum contaminant removal. The system can be scaled to meet the requirements for any size home or commercial building.

PFAS Contamination Background:

Perfluoroalkyl and polyfluoroalkyl substances (PFAS) are a group of human-made chemicals that have been used in industry and consumer products worldwide since the 1950s. PFAS have become a pressing environmental concern due to their persistence and potential health risks. U.S. Water has been at the forefront of addressing PFAS contamination for homes and businesses with previous solutions like reverse osmosis. The introduction of PFAS Shield reinforces the company's commitment to providing cutting-edge solutions for comprehensive water treatment.

“Receiving state approval for PFAS Shield is a testament to our dedication to water quality excellence,” says Matt Zastrow, Lab Manager at U.S. Water. “We understand the importance of addressing PFAS contamination at the water’s point-of-entry, and PFAS Shield is a breakthrough solution designed to deliver effective, whole-home filtration. This approval reaffirms our commitment to advancing water treatment technology for the benefit of our community.”

About U.S. Water:

U.S. Water is a leading provider of water testing and treatment solutions, delivering innovative and sustainable solutions to customers across various industries. U.S. Water maintains the only privately held, on-site State and CDC ELITE Certified Water Testing Lab in Wisconsin. With a commitment to water quality and environmental stewardship, U.S. Water continues to push the boundaries of water treatment technology.

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