

GE  
Water & Process Technologies

# Treat yourself a little more gently

Pro Elite™ Professional Series  
Water Conditioning System



# Unconditioned water is one tough problem.

There's only one way to say it: unconditioned water has no place in your lifestyle. But you can eliminate it from your home – and your life – with one of the most sophisticated water conditioning systems available today.

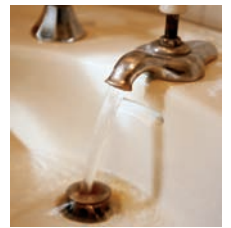
The Pro Elite™ Professional Series water conditioning system from GE.



# Tough on your home.

From clogged pipes to stained sinks to cloudy glassware, unconditioned water leaves its mark all over your house, resulting in a whole host of problems, including:

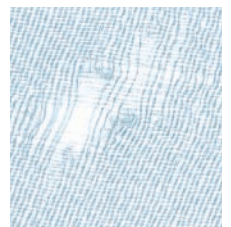
- Clogged water pipes
- Unsightly stains on sinks, tubs and tiles
- Cloudy, spotted glassware
- Reduced effectiveness of cleaning products
- More time spent scrubbing tile, sinks and more



# Tough on you.

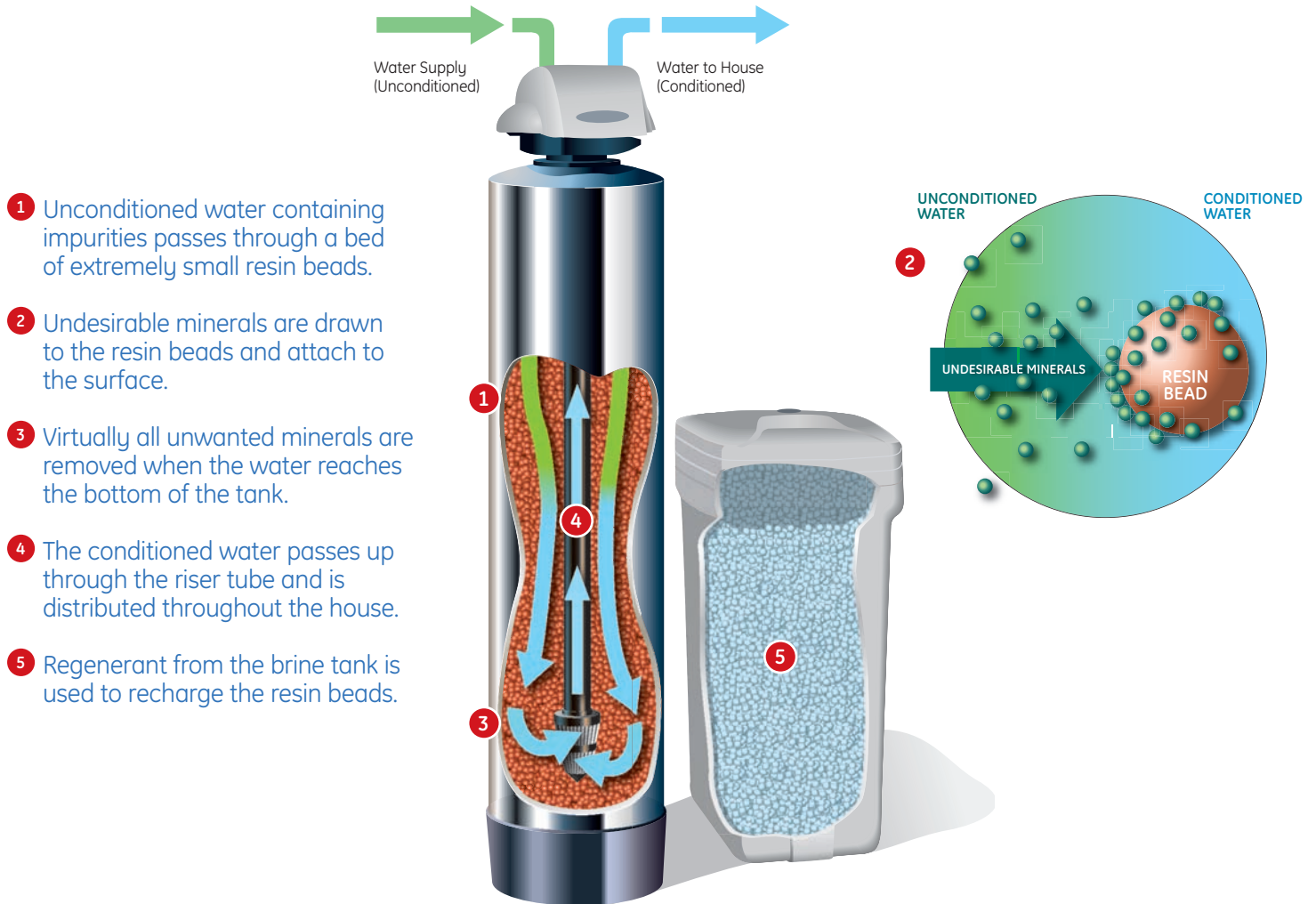
Unconditioned water can affect you personally – in your shower, in your kitchen and elsewhere in your house. From fabrics to bath soaps and shampoos, this water can leave you with:

- Scratchy, itchy towels
- Premature fabric failure
- Soaps that don't lather as well, leaving a residue on skin and hair
- Up to 50%\* more money spent on soaps, shampoos, detergents and other cleaning products



\*Source: WQA

# How the GE Pro Elite™ system conditions your water



## Superior GE sensor technology

### EASY ON THE ENVIRONMENT

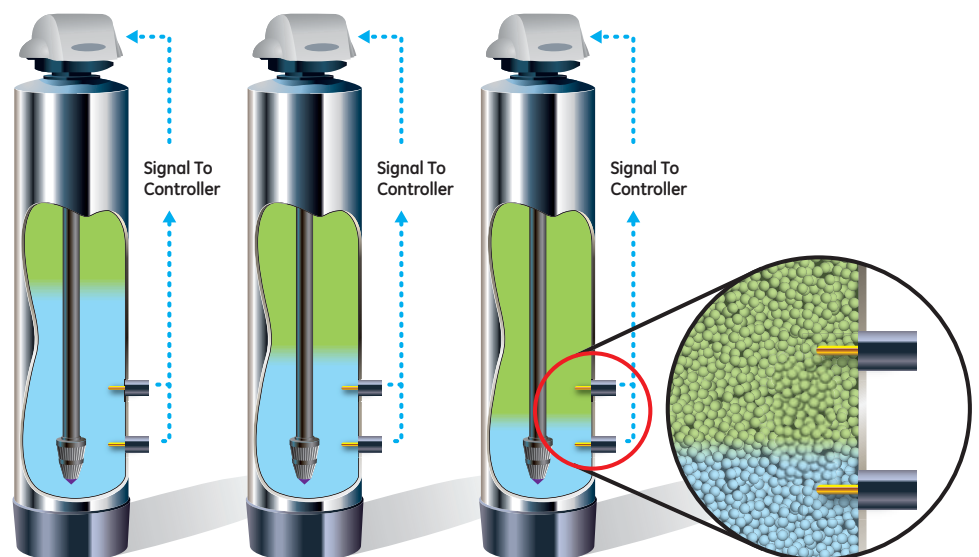
- Fewer regeneration and rinse cycles conserve water and salt

### 24-HOUR MONITORING

- Automatically adjusts to changing water conditions
- Ensures a continuous supply of quality water

### ADVANCED SENSOR TECHNOLOGY

- Patented sensor design is innovative and market proven
- Superior conductivity with non-corrosive 18 karat gold sensors
- Replaces traditional metered and time clock controls

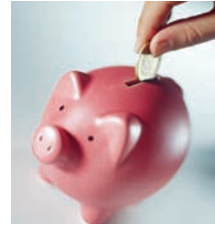


# Improvement you can feel for yourself

Once you have conditioned your water, you can feel the difference immediately. Your skin and hair will feel cleaner, fresher and softer after showering. Your towels and other fabrics will regain their natural softness, fluffiness and comfort. Sheets and bedding will feel cleaner and be fresher smelling. Your glassware and dishes will sparkle once again, and unsightly spots will be eliminated. And those ugly stains in your sink and in other areas of your bathroom will be gone for good.

- Cut spending on detergents and other cleaning supplies – by up to 50%
- Showering gives you a fresh, clean feel
- Machine washables will rinse cleaner, feel softer and retain color longer
- Dishes can be rinsed without costly drying agents

So when it comes to improving your lifestyle, saving money on cleaning products and feeling better in your own home, the choice shouldn't be hard at all.



The Pro Elite™ Professional Series. Solve your water problems. Simply.



# Quality water from a trusted name

GE, the innovator in water processing technology, has crafted the Pro Elite™ to the highest standards. Your investment will reward you with quality water throughout your home. Quality. It's what GE is all about.

## NEVER FORGETS

Memory back-up retains settings during power outages.

## SMART THINKING

Full-digital electronic controller commands system through all stages of operation and adjusts according to your water usage.

## FIRST ALERT

18 karat gold-tipped sensors instantly alert the system controller to any change in water quality.

## EFFICIENCY EXPERT

Only regenerates when needed – saves time, energy and money.

## ONLY THE FINEST

Components constructed of the very best materials to withstand corrosion and wear.

## POWERFUL STREAM

Large-diameter riser tube ensures maximum water pressure throughout your home.

## EASY ON THE EYES

Sleek, contemporary styling mirrors today's trends in appliance design.



Only available through authorized GE Pro Elite™ Dealers

[www.geproelite.com](http://www.geproelite.com)



**Platinum Dealer**  
GE  
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