



*Pure Vision  
Technologies*

**MEDIA KIT  
2016**



## **FOR IMMEDIATE RELEASE**

### **THE RESULTS ARE CLEAR**

#### **World's First Advanced Water Treatment System for Pools Delivers Cleaner, Healthier Water**

Phoenix, AZ – (November 1, 2016) – An Arizona company is revolutionizing the pool industry with the world's first advanced oxidation water treatment system designed for swimming pools, spas, therapy pools and water features.

Developed by Pure Vision Technologies, the innovative AquaGen Advanced Oxidation System dramatically increases the highly dissolved oxygen content of your pool. Higher residual oxygen levels in the water have proven to provide enhanced disinfecting and oxidizing capabilities. AquaGen decreases the amount of traditional chemicals used by up to 50 percent, including sanitizers such as chlorine and bromine, pH control chemicals and specialty chemicals.

The AquaGen system delivers 95+% pure oxygen that atomizes and injects the oxygen back into the pool recirculation loop. Increased oxygen levels offers many health benefits to the swimmer, as proven by many medical centers and hospitals that are using oxygenated water for healing burn patients. A single AquaGen system treats up to 200,000 gallons, helping to control algae since it is tougher for algae to grow in a highly oxygenated environment, and easily adapts to your existing or new filtration and chemical treatment system.

According to Mike Geyer, President of Pure Vision Technologies, AquaGen is ideal for people who have sensitive skin and can't be in the water for an extended period of time because of traditional harsh chemicals. "It's like being in salt water, but better," said Geyer. "From a health standpoint, it's similar to being in a hyperbaric chamber."

The average cost of installation for the Commercial AquaGen Advanced Oxidation System is approximately \$5000 and requires minimal upkeep once installed.

For more information about AquaGen and other Pure Vision Technologies products, go to [www.purevtech.com](http://www.purevtech.com).

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## WHAT ARE CUSTOMERS ARE SAYING

“Stonegate Community Association is a premier master planned 916 residential community located in Scottsdale, Arizona. One of our major recreational amenities is our community pool, which holds 155,000 gallons of water. In 2014, the AquaGen Advanced Oxidation System was installed. The water quality and appearance has greatly improved. Lap swimmers have commented that they can clearly see the pool wall 25 meters away. Our chlorine usage has significantly decreased since we installed the unit and our residents have noticed the change.”

**Larry Paprocki**

**Executive Director, Stonegate Community Association Scottsdale, Arizona**

“Our patrons are commenting that they really enjoy the high quality of our pool water. A couple from Canada had been to an expensive resort in Hawaii and commented that their pools did not have the quality of ours so they swam in the ocean instead. Thanks and keep up the good work.”

**Michael Moore**

**Community Manager, Mountain Bridge Community Association Mesa, Arizona**

“The pool water was much more similar to purified, bottled water than other pools in which I have swam. The air on the immediate surface of the pool was cleaner with no smell of chlorine gases escaping from the pool water. After an hour of swimming I did not experience the typical tight, itchy skin.”

**Daniel Sean Casey**

**Former Collegiate swimmer and professional triathlete**

“After installing the AquaGen Advanced Oxygen System at our facility, we started to see remarkable differences in our water quality and chemical savings, and other benefits as well.”

**Erin Sampley**

**Head of Swimming Instruction, Aspire Kids Sports Center in Chandler, Arizona**



## CLIENTS

Aqua Tots, Scottsdale, AZ

Aqua Safe Swim School, Scottsdale, AZ

Aspire Kids Sports Center, Chandler, AZ

Brophy Preparatory High School, Phoenix, AZ

Mountain Bridge Community Association, Mesa, AZ

Stonegate Community Association, Scottsdale, AZ

Swim Kids USA, Mesa, AZ

Sun City West, Sun City, AZ

LA Unified School District, CA

City of Chandler, AZ

City of Casa Grande, AZ

City of Scottsdale, AZ

Kim & Mack Hembree, Maui, HI

Jesse Martin, Los Angeles, CA



**Michael Geyer**  
**President, Pure Vision Technologies**  
**President, Exceptional Water Systems**

Visionary, believer and dreamer; Michael Geyer is all of these things and more. As president of two companies; Pure Vision Industries and Exceptional Water Systems, his vision, belief and dream is to continually improve water quality for all aspects of life. It is his belief that water is one of the most powerful elements in existence that provide healing, serenity, and most of all life.

Geyer started his love of all things “water” in 2005 where he unknowingly began his life’s pursuit for a local commercial pool distributor. He learned as much as he could about the business and in a few short years, became a Certified Pool Operator (CPO) at which point he has able to teach and share his knowledge of the intricate facets of the business that didn’t always make sense to those new to the industry. While infinitely rewarding, five years later Geyer went on to found Exceptional Water Systems.

Exceptional Water Systems provides the latest technology and training available to the commercial aquatic industry with a heavy focus on training at all levels of management and maintenance staff. After two short years, Geyer then founded Pure Vision Technologies, a company devoted to manufacturing and developing new technologies and products to deliver the purest water possible to the aquatic industry.

Prior to founding his groundbreaking companies, Geyer was a proud member of the Armed Services where he served in the United States Air Force. After his enlistment was up, Geyer when on to graduate from the University of Phoenix with a degree in marketing.

Geyer resides in Phoenix, Arizona with his wife of 8 years, Allie and his two daughter, Malissa and Victoria, along with their four grandchildren.



**Michael Low**  
**Vice President, Pure Vision Technologies**  
**Director of Operations, Exceptional Water Systems**

With more than 25 years in the pool and spa industry, Michael Low brings his years of experience and knowledge to not one but, two important positions with two different companies; Vice President of Pure Vision Technologies and Director of Operations for Exceptional Water Systems.

Pure Vision is one of the fastest growing, innovative manufacturing companies in the nation that produces water treatment systems for commercial and residential swimming pools and spas. In that same genre, Exceptional Water Systems is a commercial pool and spa distribution and service company. For both companies, Low's role is to ensure a superior product is created and distributed to deliver the cleanest, purest water available in the marketplace, ultimately, ensuring the overall safety of the end user; men/women, children, athletes, anyone who enjoys the many benefits of swimming pool and spa use.

Low is a Certified Pool Operator (CPO) and is one of the nation's foremost authorities on drain safety and suction entrapment. He is a passionate advocate for pool and spa safety and is a past board member for the National Drowning Prevention Alliance, (NDPA).

Prior to entering the pool and spa industry, Low enjoyed a successful career with the Professional Golf Association (PGA), and enjoyed eight years as a professional. He is a graduate of Riverside City College where he earned a business degree in sales and marketing. He also holds a PGA business school degree in golf course management and operations.

Low resides in Phoenix, Arizona with his wife of 29 years, Shelley and his two daughter, Megan and Chelsea.