

A Superior Partnership

Growing up, Peter and Ted Carlisi worked in their family's restaurant where their business was to make sure each thirsty customer had a fresh glass of water.

The brothers are still in the water business – but now their mission is to deliver good-tasting, silky-feeling and odor-free water to entire households at a time.

Peter and Ted own and operate Superior Water of Poway, the nation's largest distributor of a whole-house water filtration system containing the patented Superior Water Multi-Reversing Fields™ conditioning module -- a cutting-edge, chemical-free technology that treats and conditions water.

In 1964, Charles Sanderson of Superior Manufacturing invented and patented this "multi-field" technology. Since then, the technology, which is environmentally safe and maintenance free, has been successfully installed worldwide for more than



Brothers Peter and Ted Carlisi of Superior Water of Poway

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*- Allan D. Pronovost, Ph.D.
President, HealthScreen Laboratories, Inc.*

300,000 customers, including Fortune 500 companies such as GM, Eastman Kodak, etc.

But the Carlisi brothers' primary aim is to give the gift of good water right here in San Diego County.



"We work to provide good water to San Diegans and eliminate a problem issue in their lives," says Peter. "And we do it while believing in family, trust and old-fashioned customer service."

Besides creating great tasting and odor-free water, the conditioning system saves money because there are no additives to purchase and no maintenance costs. In addition, homeowners use less soap and enjoy appliances that last longer.

What makes this system different? It uses Multi-Reversing Fields™ technology to realign water's calcium and magnesium molecules so that minerals stay in suspension – instead of creating a hard water white mineral crust familiar to most home cleaners.

"Because the unit is installed on the main water line, you have filtered, conditioned water from every tap in the house," says Ted. "There's no need to install separate faucet and showerhead filters."

The brothers aren't the only ones who

believe in the product. San Diego research scientist Dr. Allan Pronovost says, "With 30 years' experience in the use of high purity water for medical research purposes, it is truly refreshing to also find a consumer product that is technically sound and actually does what it claims. I heartily recommend it to everyone."

Other local homeowners echo Dr. Pronovost's recommendation, including Dr. Allan Schoengold, president of North County Internists, broadcasters Rick Roberts and Ted Leitner, and San Diego Charger Marcellus Wiley.

"Ted and I both share a passion for helping people," Peter says. "But the real passion about our business is that we provide a service and a proven product that gives people the gift of better water."



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