

DRINKING WATER SYSTEMS: PORTFOLIO POSITIONING

GOOD



BETTER



BEST



FEATURES	AquaKinetic® A200	Kinetico Hydro® Eco™	K5 Drinking Water Station®
Technology	• Tank-based • Reverse Osmosis (RO) • Non-electric • Basic, 3-stage filtration	• Tankless, direct flow • Reverse Osmosis (RO) • Electric, smart features with LED light display • Built-in leak detection	• Top-tier, tank-based • Reverse Osmosis (RO) • Customizable filtration options • Maximum contaminant removable due to multiple stages and specialized filters
Key features	• Simple, dependable filtration • Non-electric • Compact design: fits easily under counter • Easy installation • Reduces impurities like chlorine/sediment	• On-demand water production; no need for storage tank • Real-time system feedback via LED indicators & leak detection • Reduces water waste vs. traditional RO system (up to 2:1 pure-to-drain ratio)	• Expansive contaminant reduction • Selection of specific filters to address unique water challenges • High recovery rates for water conservation
Benefits	• Cost-effective entry into water purification • Ensures consistent performance, even during power outages • Cleaner, better-tasting water without complexity	• Freshly filtered water on demand • 75% smaller footprint; saves valuable under-sink space • Notably reduces water waste, unlike traditional RO • Real-time feedback on system stats for proactive maintenance • Ideal for eco-conscious homes	• Achieves highest level of water purity in line up • Peace of mind for specific health concerns • Customizable: adapts to changing water quality or user preferences • Long-term investment in exceptional water quality
Price	\$1,400 - \$1,900 (Typical installed)	\$1,995 - \$2,500 (Typical installed)	\$2,600 - \$4,500 (Typical installed)
Ideal customer	• Budget-conscious • Seeks fundamental RO filtration • Seeks reliability and simplicity over advanced features	• Modernizers, tech adapters • Seeks efficiency & sustainability • Seeks premium RO experience with smart conveniences and space-saving design	• Premium seekers • Specific contaminant concerns (arsenic, nitrates, etc.) • Those demanding the absolute maximum performance and purification for their home.