Home Water Treatment Systems

All the quality and taste of bottled water—without the cost

North Americans love bottled water. According to the Beverage Marketing Corporation, the average American consumed 46.5 gallons of it in 2022—more than carbonated soft drinks.[1] North of the border, almost one third of Canadian households drink bottled water at home.[2]

Many consumers reach for bottles because they believe that it's a healthier and/or tastier alternative to the water from their tap. Dig a little deeper, however, and you'll discover that may not actually be the case.

With the right home water treatment system, your tap water can be the same quality and taste just as good as bottled water, at a fraction of the price. And when it comes to the environmental costs, the choice is clear: Home treatment wins hands down.

Create clean, better tasting tap water

Why bother with bottled when you can get the same quality—or better—right from your tap?

An ultraviolet (UV) treatment system inactivates illness-causing, hard-to-eradicate microorganisms that can live in your water. In fact, UV is the same technology that many bottled water companies use to treat their products.

By combining UV treatment with a carbon filter pretreatment system, you can get rid of unpleasant tastes and odors, including the chlorine smell and taste you might find in municipal tap water. Carbon pretreatment can also remove pesticides, pharmaceuticals, and a slew of other organic contaminants.

And because this kind of system treats all the water entering your house, you'll get the same high-quality water at every tap—even your shower!

Did you know?

Many popular bottled water brands are simply municipal tap water that has gone through extra filtration steps. You can do that yourself and enjoy great-tasting water right from your own tap.

[1] Beverage Marketing Corporation. "Bottled Water Volume Growth Slows in 2022, Data from Beverage Marketing Corporation Show." May 23, 2023.

[2] Statistics Canada. "Against the flow: Which households drink bottled water?"

Save money and hassle

One of the biggest benefits of a whole-home water treatment system is the amount of money you'll save. Let's look at the numbers.

Bottled water cost an average of US$1.23 a gallon in 2021—and that's wholesale pricing.[3] If you're buying a 24-pack of single-serve bottles, you're going to pay even more.

The average American uses two gallons of water a day for drinking and cooking. If you've got four people in your household, that's eight gallons a day, 365 days a year. Multiply that by $1.23 a gallon and you're looking at nearly $3,600 a year.

At those prices, a home treatment system will pay for itself long before the year is up—and keep saving you money for years to come.

It costs very little to run a UV and carbon filter system, like a VIQUA IHS system, which incorporates UV treatment with pretreatment filtration. The electricity required is about the same amount it takes to run a 40-watt light bulb. Replacing most UV lamps (done once a year) and carbon filters will set you back about $3 per week.

You'll also save on hassle. Forget about hoisting big bottles of water into your dispenser or schlepping 24-packs from the grocery store. You don't need to worry about cleaning and sanitizing your water cooler either. And the maintenance is simple. All you'll need to do is replace the carbon filter a few times a year, plus change the UV bulb annually and clean the quartz sleeve around it.

Avoid the bottled water eco-disaster

According to Earthday.org, Americans buy roughly 50 billion bottles of water each year. Think of all the energy and resources that go into making those plastic bottles—and all the fuel that gets burned delivering them to your door.

The environmental damage doesn't end there. The Container Recycling Institute reports that 75% of plastic water bottles end up in landfills or incinerators, rather than being recycled.

Say goodbye to the costs and hassles of bottled water and hello to high-quality water right from your tap!

Is bottled water really the healthier choice?

In both the U.S. and Canada, bottled water is regulated as a food product, not as drinking water. This means that bottled water doesn't have to undergo the same rigorous testing as your tap water.

According to FDA regulations, bottled water must be tested for microbiological contaminants on a weekly basis. Once a year, it must be tested for physical, chemical, and radiological contaminants. In Canada, bottled water plants are inspected by the Canadian Food Inspection Agency an average of once every three years.

Compare that to municipal tap water. New York City runs more than a thousand tests a day on its drinking water. In Toronto, the water is tested for bacteria every four to six hours.

[3] International Bottled Water Association. "How Much Does Bottled Water Cost."