



PHOENIX
GRAVITY

BRAND STORY

VERSION 1

ABSTRACT

Phoenix gravity: The story of commitment and responsibility that rose from the ignited vision of two souls for the essential need for humanity.

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Phoenix Gravity Water Filter – The Brand Story

Humans are part of nature. The similarities between humans and nature are so relatable. For an example. The earth is 70% covered by water. Likewise, our human body is made of 70% water. It shows that Water is the most significant and inseparable part of life.

Though most of the earth is surrounded by water approximately 97% of water is saline and only 3%(approx.) is freshwater. If we look further, from the available fresh water

Around 68.7% is locked in glaciers and ice caps. (approx.)

About 30.1% is stored underground as groundwater. (approx.)

Roughly 0.3% is found in rivers, lakes, and streams.

Out of the freshwater sources available, not all are readily accessible or safe for drinking due to contamination, pollution, or inaccessibility.

From the estimation Including surface water bodies like rivers and lakes and a fraction of total groundwater reserves only less than 1 % of fresh water is accessible to us.

Love and Responsibility:

Every time, when a need arises it leads to innovation led by People who have love and take responsibility towards humanity.

Fathers are the souls that plan for the future of their children and take steps for it, likewise considering the future of their children along with society as a whole, two fathers from different parts of the world connected by their vision and responsibility established Phoenix gravity.

Phoenix Gravity water filter:

In the late 1970s, a soon-to-be-father in London was concerned about the quality of tap water. Since existing methods of water purification were costlier and more

complicated, he with his innovative ideas designed and manufactured high-quality, low-waste drinking water filter ceramics in the UK, from scratch.

At the same time, In Chennai, a soon-to-be father recognized a chance to produce top-quality water filters using premium stainless steel. Seizing the opportunity, he established an eco-friendly factory solely powered by solar energy. By 1985, this factory had evolved into the leading worldwide provider of 304 stainless steel water filter housings.

Both fathers were from different parts of the world but with similar Visions and mottos,

“Clean and pure water is not a luxury, but Right for every one of us to have access to and receive”

Joined hands, Combining their knowledge, skills, and experience. By 2005, their partnership had flourished, offering an exceptional blend of top-notch water filtration solutions and unparalleled manufacturing proficiency.

Later their children took up the legacy and vision of their fathers and established the “Phoenix Gravity water filter.”

Healthy in every way:

Phoenix Gravity water filter is a stainless-steel water filter that works naturally, unlike other water purifiers.

The process is driven by gravity intervened by natural coconut carbon that removes 99.9 % of viruses, bacteria, cysts, Chlorine, fluoride and other pathogens without disturbing the natural minerals that are present in water. It filters water with the lowest water wastage and requires no electricity.

The tap water passes through Phoenix gravity and undergoes multiple filtrations is healthy in every way for nature and us.

The fluoride in water is Removed by POSTreat cartridges that are connected to Carbon cartridges. It makes water the most suitable for drinking.

Journey till the existence of Humanity:

Phoenix Gravity Water filter is now nourishing and revitalizing the water experience in over 800,000 homes worldwide (and continuing to grow!), restoring water to its natural essence for better taste and enhanced nourishment, aligning with nature's intended purity and quality.

The journey started with the vision of two fathers, now more enhanced by the mission to help people live better by restoring water to its straight-from-the-source purity, naturally. Along with Foundational Health, Restorative Innovation, Irrefutable Quality, and Environmental Responsibility.

The journey of the Phoenix gravity will continue till the existence of humanity to provide essential needs with utmost love, sincerity and Responsibility.

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