

Gear of the Year Award- Outside Magazine

First Need® Deluxe Portable Water Purifier

Outside magazine awarded First Need Deluxe water purifier "Gear of the Year Award" in the water filter category of its 2002 Buyer's Guide.

Outside magazine is an authoritative guide to the best gear, apparel, footwear, accessories and more for the outdoor enthusiast. Inaugurated this year, the Gear of the Year Award is based on those products that represent "the highest standards of functionality, performance, design and aesthetics" states Kevin Fedarko, Editor of Outside Buyer's Guide.

Continued innovation based on 28 years of water purification expertise enables General Ecology, Inc. to meet the demands of the public for an effective, top quality portable water purifier. First Need portable purifier continues to be the only chemical-free portable system independently certified to meet EPA Microbiological Guide Standard for removal of bacteria, cysts and virus - all without chemicals, hold time or double pumping. First Need Deluxe water purifier also excels at the removal of chemical and aesthetic contaminants. This all around effective protection is the reason General Ecology, Inc. proudly emphasizes that First Need is a "water purifier" - much more than a water filter.

This proprietary, unique "Structured Matrix" technology is encased in First Need purifier's sealed canister and combined with many other beneficial features that have evolved over the years to create the current First Need Deluxe system. "No Hands" Gravity Pumping, "Direct Connect" and Hydration Pack Adapters are just a few of the most recent innovations to assist the public in enjoying the outdoors without sacrificing the security of pure water on-the-go! From expeditions to Everest, to scientific expeditions to Africa, to exploration of the U.S. wilderness, customers around the world have relied on First Need Deluxe water purifier to help keep them healthy no matter where they travel.

As the inaugural recipient of Outside Buyer's Guide "Gear of the Year Award" , General Ecology, Inc. places first again, the continued honor of a company that remains the leader in chemical-free water purification technology. "I'm pleased that we are able to provide the outdoor public with an effective, efficient and reliable portable water purifier" states Richard T. Williams, founder and president of General Ecology; "First Need Deluxe purifier is the result of our innovative research and development, careful manufacture and attention to quality assurance."