



www.earthtank.com.au

A Pure Way to Drink Water.

Water is the very essence of our world, where there is water, there is life. Our aim is to honour this precious resource by supplying our community with an accessible, sustainable clean water purification solution for all.

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2024

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About Us

We are Brandon and Ellie Wilson, partners in both life and business. Together our shared mission and belief is that pure water supports pure health and it should be accessible to all. There are many moving parts and people that make up the Earthtank™ team, we are a family business that is passionate about creating functional art and sustainable living solutions.

Owner and founder of Southern Cross Pottery, Jeff is also part of the family! After 30 years establishing the leading ceramic water purifier business in Australia, we are proud to have his expertise and business mentorship as we continue his legacy into the future with our own brand, Earthtank™.



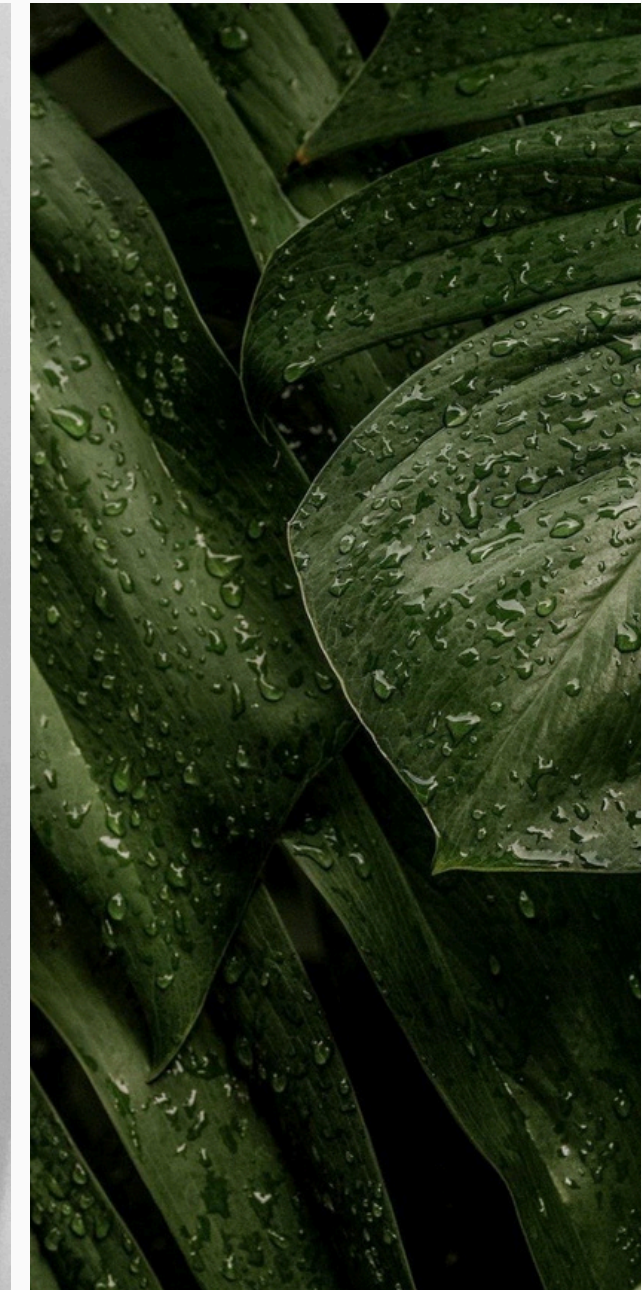
PRODUCTS

More than first
meets the eye.

Our ceramic purifier system removes virtually all impurities found in everyday tap water supplies.

No plumbing. No electricity. Just a beautifully designed ceramic urn, carbon-ceramic filter candle and a rose gold metal tap. Neat.

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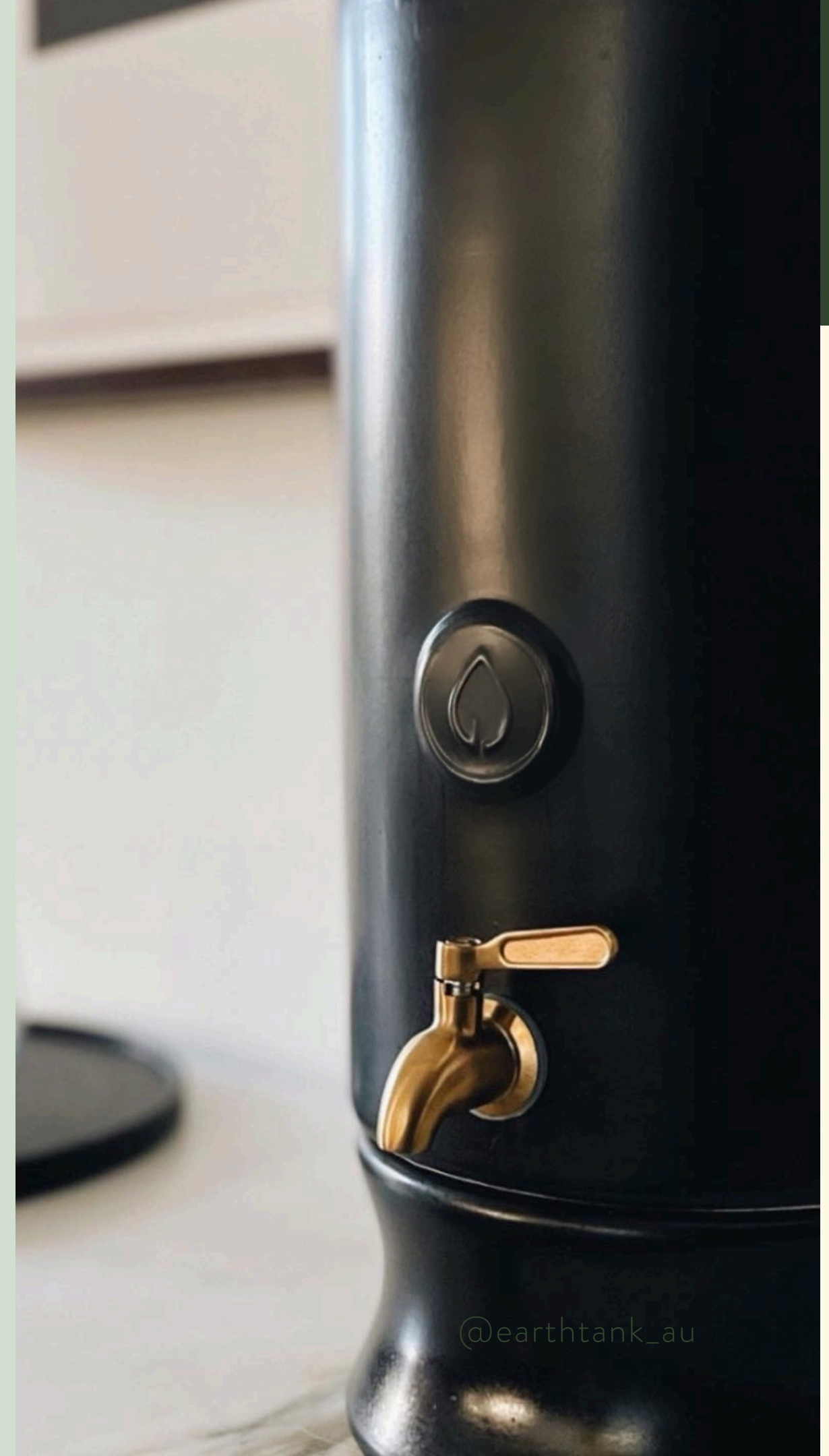
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PRODUCTS

Ultra Ceramic Water Purifier

Our Earthtank™ Ultra Ceramic Water Purifier in Matte Black and Pearl White are made by hand in small batches by our partner artisans in the traditional craft village of Bát Tràng, known as 'the cradle of ceramics' in Vietnam.

Why do we outsource beyond Australia? Our goal is to provide clean, safe drinking water to as many households as possible without compromising on quality or design. The high demand for these products requires the scale and expertise of these skilled artisans to meet our production needs. We have established strong bonds with our partner artisans in Vietnam, valuing their exceptional craftsmanship and traditional ceramic production skills. With their expertise, we are able to create purifiers that meet our high design standards and precise specifications.



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PRODUCTS

cont.

Handmade from stoneware clay, our Ultra Ceramic Water Purifiers have been glazed using non-toxic materials and fired to 1305 degrees celsius. We've intentionally kept our range simple. Choose from Matte Black with Brushed Gold Tap or Pearl White with Brushed Rose Gold Tap.

Every Earthtank™ comes with a British Berkefeld (Doulton) Ultra Fluoride Filter Carbon Ceramic Filter candle as standard.

The total water capacity of the Earthtank™ Ultra is 10L.
The water container in fit that houses the filter candle holds approx. 2.5L, meaning 8.5L of pure, filtered water can be accessed from the tap at any given time - (so long as you keep it topped up!)

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PRODUCTS

Timeless Design

Each Ultra Earthtank™ Ceramic Water Purifier is an entirely stand alone piece of handcrafted pottery, designed to last a lifetime. Moving and evolving with you, your family and your home. Featuring a modern slimline body shape and stainless steel brushed gold tap with the Matte Black Earthtank™ or brushed rose gold tap with the Pearl White Earthtank™ - Our range is intentionally minimal as we believe these designs will make a statement in spaces of all colours and styles.

Total Functionality

Our Ultra Earthtank™ Ceramic Water Purifier is completely gravity fed, no plumbing or electricity required. The water container infit and the main body combined holds up to 10L which is the largest of it's kind on the market. Made from 100% natural high fire porcelainous stoneware, each Earthtank™ is completely food-safe, mould and mildew resistant, self-sterilising and keeps the water cool, naturally.



FILTER

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Ultra Fluoride Filter

Introducing the advanced British Berkefeld (Doulton) Ultra Fluoride Filter, the superior next generation of the SCP Fluoride Plus™ filter.

Engineered to effectively remove fluoride and a wide array of other contaminants, this filter ensures drinking water is safe and free from harmful substances. Made from durable, food-grade materials and NSF certified, it represents the premium quality and reliability you expect from the Doulton brand.

Proven to remove up to 98.9% of fluoride, absorbing a total of 1600 ppm. For water with 1 ppm of fluoride, the filter effectively purifies 1600 litres before replacement. With fluoride levels below 1 ppm, it can purify even more. Australia's municipal fluoride average ranges from 0.6 to 1.1 ppm.

Eliminates up to 99.99% of common contaminants, including fluoride, bacteria, chlorine, parasites, microplastics, trace organics, enhanced organics, pharmaceuticals, arsenic, and heavy metals like lead.

Made from 100% naturally occurring raw materials, these vegan-friendly filters contain no activated alumina or bone ash.

Maintains essential minerals like calcium, magnesium, and potassium, enhancing water taste and slightly increasing alkalinity for a healthier pH balance.

For optimal performance, replace the ultra fluoride filter every 1600 litres or every 6 to 9 months, whichever comes first. To ensure continuous contaminant removal, it is highly recommended to replace the filter every 6 months.



FILTER

What
does the
filter
remove?

The Ultra Fluoride Filter is a carbon ceramic filter that utilises a class leading silver impregnated ceramic micro porous outer shell combined with state of the art granular core technology.

The core is made from the highest quality NSF component certified coconut shell based activated carbon and other propriety absorbent materials. The ceramic shell and granular carbon core combines mechanical filtration and physical absorption processes to reduce a wide variety of contaminants.

Independent laboratory tests (NSF/ANSI std 42 & 53 chemical reduction tests) have shown these filters to reduce the below contaminates:

Bacteria Reduction (E.coli, Cholera, Salmonella) 99.99%

Cyst Reduction (Cryptosporidium & Giardia) 99.99%

Algae, Rust, Sediment Reduction 99.99%

NSF Turbidity Reduction std.53 99.69%

Chlorine Reduction 95%

Fluoride Plus™ filter removes everything mentioned above PLUS 98.9% of fluoride, 99% of chloramines, 99% of lead and 97% of glyphosate (and more).

BENEFITS

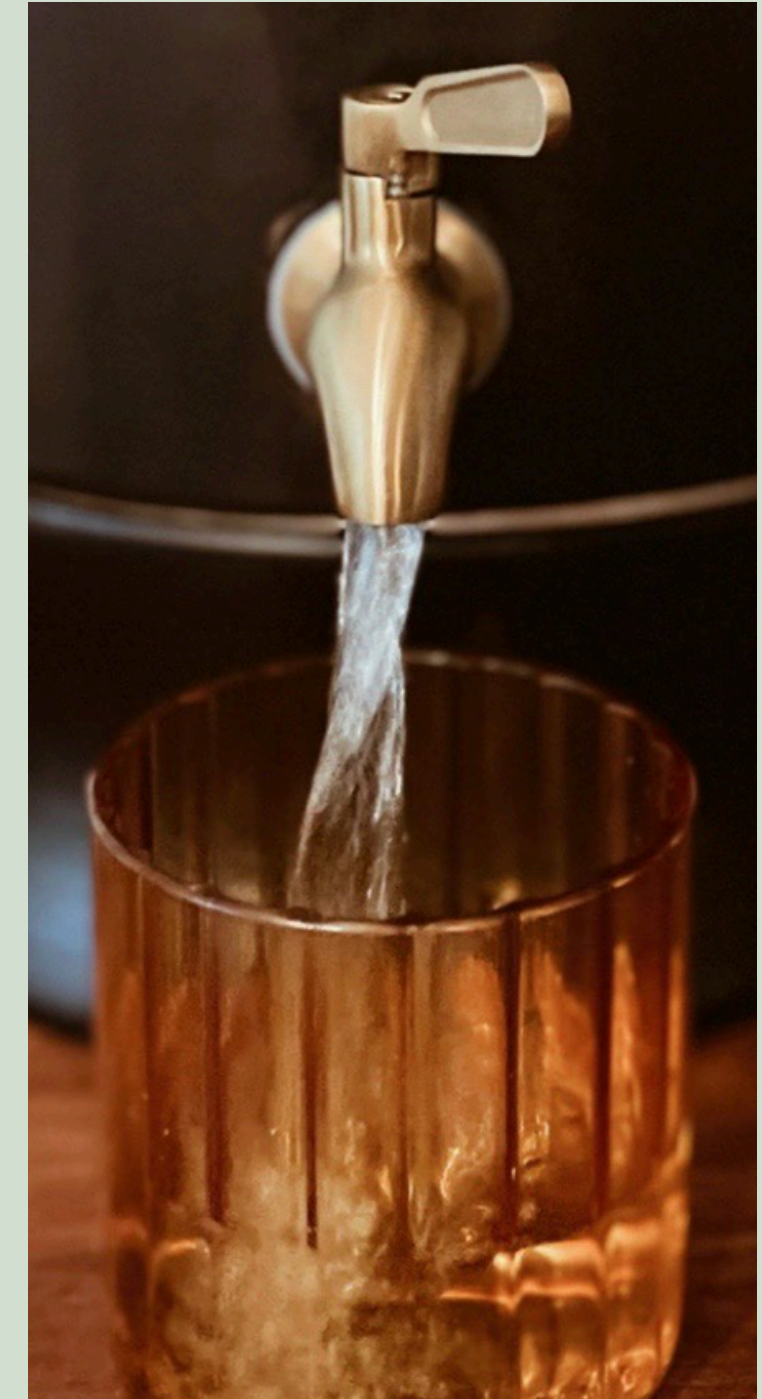
Benefits for the body.

75% of the human body is made up of water.

Water is essential for our bodies to function properly as it facilitates nutrient absorption and the healthy removal of wastes.

So, what if the water we are putting into our bodies is contaminated with pollution and added chemicals? Well, essentially it means we are constantly working under pressure to identify and attempt to filter out these contaminants from our own system.

Yes, our body is an incredibly comprehensive organism, with its own methods to detoxify certain pollutants, chemicals and metals. The question is, why add the unnecessary strain to the human system when its remarkable resources could be used elsewhere?



FAQ

What's in the average Australian's water?

01 TOWN WATER

Contaminants such as lead from petrol fumes, dirt, hair, rust, slime, hydrocarbons, algae, agricultural pesticides & industrial wastes can end up in town water supplies. Local Water Authorities also intentionally add chlorine, aluminium, copper, other heavy metals and in some cases, fluoride to the supply.

02 TANK WATER

Direct pollution to tank water can be attributed to wildlife, rodents, reptiles and insects finding their way into your tank. Other materials such as dust, debris, ash, corroded metal, residues from roofing products, smoke, wood fire particles and remains of agricultural aerial spraying have also been found to contaminate residential & commercial tank water supplies.

03 BORE & SPRING WATER

Bore, spring or dam water is generally considered to be contaminated and unsafe for many uses, including drinking. Faecal contaminants may leech from septic tanks into these water supplies, as well as other underground contaminates. It should never be used for drinking unless tested by a specialist laboratory.

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PRICING

What's the investment worth?

10L ULTRA EARTHTANK™ CERAMIC PURIFIER & ULTRA FLUORIDE FILTER

WS PRICE PER UNIT - \$399.00 AUD (INCL. GST & SHIPPING)

RRP - \$559.00

Filters should be replaced every 6-9 months or 2000 Litres, whichever comes first.
Wholesale replacement filters can be purchased directly from Southern Cross Pottery.





EARTHTANK™

ADDRESS

Bellingen,
NSW Australia

EMAIL

hello@earthtank.com.au

SOCIAL MEDIA

@earthtank_au

WEBSITE

earthtank.com.au