

## YOU TELL US



Dan, Andrea and Rich in San Francisco.

Business: Hydro-Logic Purification Systems

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Years in Business: 10

Motto: *Pure Water's Not Magic, It's Logic*

*Hydro-Logic Purification Systems are high-efficiency RO filter systems that deliver pure, contaminant-free water for gardeners looking for more purity in their lives. Hydro-Logic team member Michael James Parisi explains more about the company's beginnings, its eclectic staff and how its products help growers not just save money, but actually make money.*

### TELL US A LITTLE ABOUT HOW YOUR COMPANY STARTED.

Hydro-Logic started in Rich Gellert's garage back in 2004, where, as a hobby gardener, he realized that starting off with pure water is the key to top-shelf plants. After purchasing the only available RO system at a local hydro shop, he was greatly disappointed by its quality, construction and flow rate, along with the high amounts of waste water it created. The next day, he returned the unit, knowing he could design and build something better. The passion and motivation was there, he just needed to come up with a vision, direction and plan for how to approach the hydroponics industry. Thus, the Hydro-Logic journey began.

### WHO ARE THE PEOPLE BEHIND HYDRO-LOGIC?

Hydro-Logic employees are an extremely diverse bunch, all with a passion for gardening and growing. Athletes? Oh yeah. Musicians? Yep. Video game designers? As a matter of fact, yes. Rich is an avid bicycle racer, and our sales manager Andrea just escaped from Alcatraz, swimming to San Francisco—three months pregnant! Balinese gamelan performers? Yes, we have one. Semi-pro tennis players? Check. This is no average team.

### WHAT TYPES OF GROWERS BENEFIT FROM YOUR PRODUCTS?

We've earned a reputation for expertly supporting growers of all sizes. For almost a decade we've been the filter



Above: Jaxon  
Below: Rich and Rachel.

of choice for small and family-run operations, all the way to growers with set-ups using 3,500 lights.

### WHAT IS THE NEW HYPER-LOGIC ALL ABOUT?

Our newest product is called the Hyper-Logic, and it is amazing. It's a "smart RO," basically an automated computer controlled system that expands as your needs do, from 2,000 gal. per day, all the way to 10,000 gpd. The Mega is the extended-frame version, and it goes up to 19,000 gpd! We've sold them to everyone, from car wash owners to the United States Coast Guard. We've poured everything we've learned over the past 10 years into this machine. It's packed full of high-end features and user-friendly controls. There's nothing else out there that even comes close for the price. All the pertinent bells and whistles are there. The Hyper-Logic also has a huge line of add-ons and support products, so you can be assured that no matter how bad your water is, you always start off with pure water.

### WHY IS THERE SUCH A HIGH DEMAND FOR WATER PURIFICATION RIGHT NOW?

Contamination. Water pollution is getting worse every day and it's compounding at the municipal level. As people become more educated about water issues, our products become more important to healthy living. Same goes for your plants. The worst mistake a commercial grower can make is dumping a ton of money into a business while totally glossing over the importance of RO water. If your tap water is less than great, the relatively small investment in a Hydro-Logic filter is a big step towards an uncompromised ecosystem. Professional growers have long realized the importance of RO water, and now any grower can access this technology.

### HOW DOES HYDRO-LOGIC SAVE GROWERS MONEY?

We like to think that investing in Hydro-Logic actually makes growers money.



Again, it's all about starting off with pure RO water and being able to easily and consistently reproduce nutrient formulas to ensure successful harvests. Owning a Hyper-Logic means having the peace of mind your base water will always be the



Above: Representing at a Maximum Yield Indoor Gardening Expo in San Francisco.

Below: Rich is an avid bicycle racer in his spare time.

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same, so you know exactly what you're feeding your plants every time. There is no more guesswork when the base water quality fluctuates. The Hyper-Logic also uses "reverse ratio" technology, meaning it can save more than 75% of a typical RO system's drain water. Our products are made in the USA and thoroughly tested before sale, which means less down time and more maintenance-free growing.

### WHAT'S ONE THING BEGINNER GROWERS NEED TO KNOW ABOUT THE WATER THEY USE?

Get your water tested. Find out if what you are giving your plants is going to

harm them and hamper their growth potential. Also, when you buy an RO system, avoid the cheaply made stuff, which will cost you more in the long run, guaranteed. A leaky and malfunctioning RO system can cause a lot of damage.

### WHAT'S COMING UP NEXT FOR HYDRO-LOGIC?

Big things are happening right now with the Hyper-Logic commercial RO system. The bigger the operation, the more automated and high-end the commercial water filtration needs to be. Water filters are a small percentage of a commercial-scale garden's overall build-out budget. But the return in consistency, purity, efficiency and peace of mind is exponential. The amazing thing about the Hyper-Logic RO is you can start small and expand it as the operation expands. That's the future, and we are pushing it forward right now. **MY**