



# MAKING Water Logical

*Pure water is as important for plants as it is for humans, and Hydro-Logic is all about making pure water affordable, accessible and easy to produce for the masses. Here, Jennifer Casey chats with Maximum Yield to discuss how the company does it.*

**Maximum Yield (MY):** Tell us about how Hydro-Logic got started and who the people behind the company are.

**Jennifer Casey:** Hydro-Logic was started by Rich Gellert, a dedicated gardener who was unhappy with the results he was getting from his unfiltered well water. Other RO systems on the market were unable to produce the amount of water Richard needed, so he came up with something better. [After first] teaming up with Santa Cruz Hydroponics... Richard formed Hydro-Logic.

**MY:** Tell us a little about the company's philosophy.

**Jennifer:** Our philosophy here at Hydro-Logic is all about accessibility. We aim to make it easy and affordable to get pure water to your garden, business or home. We are constantly on the lookout for the latest in water technology, as well as being deeply involved in hydroponics and gardening.

**MY:** What is an RO machine? Why do I need one?

**Jennifer:** RO stands for reverse osmosis, which is the selective diffusion of a liquid through a membrane. A membrane is a thin sheet of polymer that allows only pure water molecules through. The contaminants in the water... are washed away by waste water.

If your water is over 150 ppm, you need RO because high ppm in your water will interfere with your feed schedule. Additionally, some of those contaminants could be chemical pollutants.

**MY:** From the information on your website, RO filters seem to do everything a de-chlorinator does and more. So, why would someone need to buy a de-chlorinator?

**Jennifer:** Yes, our RO systems do everything a de-chlorinator does, but our de-chlorinators do not do everything our



RO systems do. Although they won't decrease your ppm, they will remove chlorine and chloramines. They also remove or reduce some heavy metals and volatile organic compounds that can harm your plants. If your ppm is under 150, a de-chlorinator might be all you need.

**MY: What is a UV sterilizer kit? How is it similar and different from a more traditional water filter?**

**Jennifer:** The UV sterilizer kit is meant to be used in combination with a de-chlorinator/sediment filter or RO system in order to kill bacteria. The UV sterilizer is simply a way to expose the contaminated water to a strong source of UV light, which renders the bacteria harmless by destroying its ability to reproduce...it sanitizes the water without the use of harsh chemicals.

**MY: What's your most popular unit for hydroponics and indoor gardens? Why do you think that is?**

**Jennifer:** The unit flying off the shelves fastest is our Evolution 1,000. This unit is popular due to its high (1,000 gpd) flow rate. The Evolution has a much longer membrane life than the smaller units, so...the increased cost will amortize over the life of the unit.

Gardeners know they need pure water. To put it simply: the Evolution is the most popular because it makes the most sense and our customers are smart.

**MY: How long does a filter last, on average?**

**Jennifer:** The actual carbon and sediment filter life varies from system to system. The Stealth RO 100 eco-green carbon filter needs to be replaced every 1,250 gal. of

pure water used, while the Big Boy de-chlorinator's larger carbon filter is good for 25,000 gal. The membranes in our RO systems are rated over time rather than per gallon, as membrane life is highly dependent on source water quality. Our membranes are rated up to 1,000 ppm (the SuperLogic is up to 5,000 ppm). We have no way to guarantee membrane life because source water is different from site to site.

**MY: You're slogan is "Pure water's not magic...it's logic." Can you explain how pure water is logical?**

**Jennifer:** While the science of water filtration might only seem logical if you're an expert, it's actually the use of pure water for your plants that our slogan is referring to. Just as drinking water with poisonous, biocide contaminants is bad for your body, giving your plants poisonous water is bad for them. It's that simple: living things need water, not all of the other chemicals that happen to be in water these days.

**MY: Is there anything exciting happening in the R&D stage that you are at liberty to tell us about?**

**Jennifer:** The SuperLogic is all done with the R&D stage, but it's new enough that it bears mentioning. If purchased with the optional softener, the SuperLogic gets four parts pure water to one part waste water! Without the softener, it gets two parts pure water to one part waste water.

Another exciting product is our Filox filter for removing all that pesky iron. We have whole-house Filox filters available now, but we are testing smaller units made to work in the garden with your RO system. Still in the true R&D phase is a boron-removal system. **MY**