

My name is Larry N. Brown. I have been a customer and user of GMX magnetic water treatment in my personal home since November, 1993. Within a week of installing the GMX equipment, we were noticing less mineral spotting on our sinks and fixtures, shower walls and tubs became easier to clean, we reduced our use of laundry and dish detergent significantly, and our skin and hair were noticeably softer.

Over the next several months I noticed our hot water was hotter, a result of the de-scaling of my electric water heater elements. My electric bill was reduced by about \$12 per month, which was over 10% at the time, due to recovery of the heating efficiency.

Based on our pleasure with these results, we became distributors of the product. Through 1994, we installed GMX in about 20 homes. Then, recognizing the true potential for this product and its great contribution in treating hard water without salts and without wasting water, in February, 1995 I resigned my career track employment with Colorado State University to champion the GMX product and help build the nation-wide market for it. This remains my full time business today.

Through 1995-1997, I sponsored a nation-wide radio advertising campaign. The results were sales of some 4000 GMX systems into 49 states and seven countries. Since 1997, I have reverted to local and regional advertising and install between 150-200 systems per year.

The vast majority of my sales have been residential. I have also installed GMX equipment on the domestic water for hotels, schools, restaurants, apartment and office complexes, and government buildings. In addition, I have installed GMX equipment for treatment of heating/cooling water in boilers, cooling towers, and chillers, and I have designed GMX treatment for industrial process water in sugar mills in Mauritius, and Indonesia. The most recent growth in my business is treating agriculture irrigation water, not for the hardness control, but for the increased efficiency that results from treatment. Farmers using GMX treatment on their fields are growing crops with the same or higher yields, but with less fertilizer and 10%-15% less water.

Most Sincerely and with My Best Regards,

Larry N. Brown



Larry Brown, MS, CSI, CDT, LEED AP
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