UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Maureen K. Ohlhausen, Acting Chairman
Edith Ramirez
Terrell McSweeny

In the Matter of

iSPRING WATER SYSTEMS, LLC
a limited liability company.

Docket No.

COMPLAINT

The Federal Trade Commission, having reason to believe that iSpring Water Systems, LLC, a limited liability company (“Respondent”), has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent iSpring Water Systems, LLC (“iSpring”), also doing business as 123filter.com, is a Georgia limited liability company with its principal office or place of business at 3020 Trotters Parkway, Alpharetta, GA 30004.

2. Respondent advertises, labels, offers for sale, and distributes products to consumers, including, but not limited to, water filtration systems and parts. Respondent advertises these products primarily online, including, but not limited to, on its own website 123filter.com, and through third-party websites including, but not limited to, amazon.com, overstock.com, sears.com, and homedepot.com. Respondent offers for sale, sells, and distributes its products throughout the United States.

3. The acts and practices of Respondent alleged in this complaint have been in or affecting commerce, as “commerce” is defined in Section 4 of the Federal Trade Commission Act.

4. Respondent has disseminated or has caused to be disseminated advertisements and promotional materials for its products, including, but not necessarily limited to, the attached Exhibits A-C. These materials contain the following statements, among others:

   A. “Built in USA Legendary brand of water filter” (Exhibit A, 123filter.com web advertisement);
B. “Built in USA” (Exhibit B, search result demonstrating instances phrase occurs on 123filter.com website);

C. “Built in USA” (Exhibit C, amazon.com, sears.com, walmart.com, and purwaterfilter.org product listings).

5. In numerous instances, including, but not limited to, the promotional materials shown in Exhibits A-C, Respondent has represented, expressly or by implication, that its products, including, but not limited to, water filtration systems and parts, are all or virtually all made in the United States.

6. In fact, in many instances, Respondent’s products are wholly imported. In other instances, Respondent sources significant inputs to its products from overseas.

7. Therefore, Respondent’s express or implied representations that its products are made in the United States deceive consumers.

COUNT I (False or Unsubstantiated Representation)

8. In connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale, or distribution of its products, Respondent has represented, directly or indirectly, expressly or by implication, that such products, including, but not limited to, water filtration systems and parts, are all or virtually all made in the United States.

9. In fact, in many instances, Respondent’s products are wholly imported. In other instances, Respondent sources significant inputs to its products overseas. Therefore, the representation set forth in Paragraph 8 is false or misleading, or was not substantiated at the time the representation was made.

VIOLATION OF SECTION 5

10. The acts and practices of Respondent, as alleged in this complaint, constitute unfair or deceptive acts or practices in or affecting commerce in violation of Section 5(a) of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this _______ day of ________, 20__, has issued this Complaint against Respondents.

By the Commission.

Donald S. Clark
Secretary

SEAL:
Exhibit A
How to check water pressure by using pressure gauge?

1. Connect a piece of hose to the gauge
2. Attach the other end to your tap
3. Turn the water on fully
4. Read the pressure

It's as simple as that!

Why iSpring Water Systems?

- Family owned innovative small business that thrives on customer satisfaction
- Built in USA Legendary brand of water filter
- WQA Gold Seal & NSF Certified product to ensure product quality, material safety and your health
- Free tech support before and after sale from Atlanta, Georgia. We love to help our customers.
- Ship from Atlanta facility daily. Only 2-day transit time for most states in Eastern time zone and part of Central time zone (including Texas)
Exhibit B
About 5,450 results (0.67 seconds)

iSpring Water Systems - #1 Best Seller Reverse Osmosis Water Filter
https://www.123filter.com/
Got clean water? BUILT IN USA WITH WQA GOLD SEAL CERTIFICATION AGAINST NSF/ANSI STANDARDS · HOME · Knowledge base · Installers · Policies ...
You visited this page on 11/15/16.

Our Contact Information | iSpring Water Systems - #1 Best Seller ...
www.123filter.com/catalog/contact_us.html
Got clean water? BUILT IN USA WITH WQA GOLD SEAL CERTIFICATION AGAINST NSF/ANSI STANDARDS ... Thank you for visiting our website. If you have any ...

About Us | iSpring Water Systems - #1 Best Seller Reverse Osmosis ...
www.123filter.com/catalog/about_us.html
Got clean water? BUILT IN USA WITH WQA GOLD SEAL CERTIFICATION AGAINST NSF/ANSI STANDARDS · HOME · Knowledge base · Installers · Policies ...

Faq | Installation manual | iSpring Water Systems - #1 Best Seller ...
https://www.123filter.com/catalog/knowledgebase.php
Got clean water? BUILT IN USA WITH WQA GOLD SEAL CERTIFICATION AGAINST NSF/ANSI STANDARDS · HOME · Knowledge base · Installers · Policies ...

Parts and Accessories | iSpring Water Systems
... a range of high quality parts and components for drinking water systems at 123filter! ... BUILT IN USA WITH WQA GOLD SEAL CERTIFICATION AGAINST ...

iSpring #RCC7 RCC7 5-Stage Residential Under-Sink Reverse ...
www.123filter.com/.../ispring-5-stage-75gpd-reverse-osmosis-system-rcc7--comparin...
Got clean water? BUILT IN USA WITH WQA GOLD SEAL CERTIFICATION AGAINST NSF/ANSI STANDARDS · HOME · Knowledge base · Installers · Policies ...

Replacement Water Filter Packs | iSpring Water Systems
www.123filter.com/catalog/replacement-cartridge.html
Got clean water? BUILT IN USA WITH WQA GOLD SEAL CERTIFICATION AGAINST NSF/ANSI STANDARDS · HOME · Knowledge base · Installers · Policies ...

Warranty Registration | iSpring Water Systems - #1 Best Seller ...
www.123filter.com/catalog/warranty_registration.html
BUILT IN USA WITH WQA GOLD SEAL CERTIFICATION AGAINST NSF/ANSI ... We do not have the order information from vendors other than 123Filter.com ... and continue supplying replacement filter cartridges at factory direct prices.

Privacy Policy | iSpring Water Systems - #1 Best Seller Reverse ...
www.123filter.com/catalog/privacy.html
BUILT IN USA WITH WQA GOLD SEAL CERTIFICATION AGAINST ... 123filter.com knows that you care how information about you is used and shared, and we ... and store any information you enter on our Web site or give us in any other way.

Conditions of Use | iSpring Water Systems - #1 Best Seller Reverse ...
https://www.123filter.com/catalog/shipping.php
123filter.com accept your return request within 30 days for a refund - original package, unused ... BUILT IN USA WITH WQA GOLD SEAL CERTIFICATION AGAINST NSF/ANSI STANDARS ... Quoted prices are exclusive of all taxes. Purchaser ...
Exhibit C
iSpring RCC7 - WQA Gold Seal Certified - 5-Stage 75 GPD Residential Under-Sink Reverse Osmosis Drinking Water Filtration System

by Spring

4.6 stars · 2,145 customer reviews | 596 answered questions

In Stock · New in Home & Kitchen Water Dispensers

Price: $178.00 & FREE Shipping Details

Your cost could be $172.00. Qualified customers get $5 in Gift Card funds on first $100 reload of their Amazon Gift Card Balance. Learn more

Prime

In Stock.

Want your water filter replaced by a professional?
Buy water filter replacement services directly on Amazon. Backed by our Happiness Guarantee. Estimate $150.95

Rejects up to 99% of 1,000+ pollutants including chlorine, fluoride, lead, arsenic, pesticides, pathogens, sulfur, THMs, PFPA and PFOA

Europe Style Brushed Nickel Faucet; Transparent housing for visual filter monitoring

Earned Water Quality Association (WQA) Gold Seal for exceptional quality, safety, and durability

Streamlined DIY installation process; Fits most under sink cabinets

Proudly Built in the USA. Based out of Atlanta, Georgia

The faucet will be presented in your kitchen, so we made sure no corners were cut. The faucet’s brass body gives it a high quality feel and appearance to provide a seamless fit with your other fixtures.

Don’t be left in the dark on filter life. With the transparent housing you will know it is time for a filter change before a problem occurs.

Don’t settle for anything less!
22 results found for "ispring"

Refine Your Search

Category

- Under Sink (15)
- Water Coolers (3)
- Countertop (2)
- Faucet Mounts (2)

Price

- $0 - $75 (5)
- $75 - $225 (4)
- $225 - $300 (6)
- $300 - $425 (4)
- $425 & above (3)

Current Offers

- All Items On Sale (21)
iSpring RCC7P - WQA GOLD SEAL - 5 Stages 75GPD
$299.99 $269.99
Sold by iSpring Water ... y add to compare

iSpring MC4+NW14 2.8-Inch x 12-Inch 400GPD Commercial
$288.99 $224.24
Sold by Factory Advant... y add to compare

iSpring RCC7 5-Stage Residential Under-Sink Reverse Osmosis
AAA A (1)
$219.99 $199.00
Sold by iSpring Water ... y add to compare

iSpring CU-A4 - US Legendary - 4-Stage 0.1 Micron Ultra-
 $288.99 $169.99
Sold by iSpring Water ... y add to compare

iSpring WCC31 3-Stage Undercounter Water Filter System
$165.09 $146.04
Sold by Factory Advant... y add to compare

iSpring FP15X25 5 micron Sediment Filter Cartridges, NSF
$72.79 $64.39
Sold by Factory Advant... y add to compare

iSpring 2S-20BB-5M Big Blue Whole House Water Filter with 4.5-
$65.81 $59.83
Sold by Big Electron Li... y add to compare

iSpring #CKC1-New Wav New Wave Enviro Portable Single-Stage
$59.99 $40.99
Sold by iSpring Water ... y add to compare
iSpring LittleWell Faucet Mount Water Filter with Innovative

Sold by iSpring Water ...

add to compare

iSpring LittleWell Faucet Mount Water Filter Cartridge with

Sold by iSpring Water ...

add to compare

Sponsored Products

Classic Series Keurig K50 Black Beverage Brewer

$119.99

$80.99

Greensand 20 Iron & Sulfur Water Filter System 2 cu. ft. High...

$959.00

$99.53

Classic Series K55 Brewer - Black

(79)

Dishwasher Cleaner Tablets

(19)

$5.99
Buying Guideline:

Water Filters Buying Guidelines from PurWaterFilters.org to know more:

1. Follow the "Add to Cart" button on the product page to order the filter.
2. Verify the correctness of the product details.
3. Review the shipping and handling information.

More information can be found on the PurWaterFilters.org website.
Branded Water Filters

Here are some popular branded water filters on sale. Please click on the specific brand and go to respective branded page.

Branded Products

Spring RCC7 - Built in USA, WQA Certified Reverse Osmosis 5-Stage... http://purwaterfilters.org/product/ispring-rcc7-built-in-usa-wqa-certified-reverse-osmosis-5-stage-75gpd-under-sink-water-filter-with-brushed-nickel-eu-faucet-see-through-housing/