

# Pure Water—It's not Magic; it's Logic



From left: Andrea, Rene, Daniel, Rich, Megan, Marcus, Jennifer and Jason

# HydroLogic

Santa Cruz  
California

Seven years ago, Rich Gellert realized that the reverse osmosis (RO) system he needed didn't exist; so he set out to build it himself. Thanks to his efforts, the hydroponic industry's perspective on RO and water quality has changed...

Hydro-Logic began in 2005 in the beautiful mountains of Santa Cruz, California. Rich Gellert, a man with a love for The Grateful Dead, VW Vanagons, bicycles and gardening, realized his water—which was extremely hard, filled with chlorine and had high ppm—was wreaking havoc on his garden.

He needed a solution, but a visit from a local water “expert” resulted in a monumental quote for a whole house system. Rich knew there had to be a more affordable way.

His research led him to the development of Merlin, a high-flow RO system capable of producing 750 gal. of pure water



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per day. If you're familiar with RO, you'll know that it takes plenty of time to fill the holding tank required for most small systems. The Merlin, however, changed all that since it produces pure, high-flowing RO water on demand! The effects on Rich's garden were significant.

Rich partnered with his friends at Santa Cruz Hydroponics, who were the first to recognize just how revolutionary the Merlin was. Soon Rich began offering an exclusive version of the Merlin, which he customized for growers, to hydroponic stores throughout the North America. The so-called Merlin-Garden Pro was truly a game-changer and it flew off the shelves. Rich then realized the enormous gap in the hydroponics industry for a full line of water filters, ranging from a basic model to large commercial style units.

As demand increased, Hydro-Logic grew and so did its line of user-friendly, cutting-edge and affordable systems. Obligations and timing dictated that Rich and Santa Cruz Hydroponics part ways to pursue their businesses separately, but they remain industry buddies. After the development of Hydro-Logic's line of de-chlorinators and smaller RO systems, the Merlin was beginning to look like it could use a face lift. To this end, Hydro-Logic developed the Evolution-RO1000, the newest and most impressive of its RO systems. The much-beloved Merlin has been discontinued, but replacement membranes, filters, parts and tech support are still—and will always be—available for long-standing Merlin customers. Indeed, all customers will have the support, accessories and replacement parts they need for the lifetime of their product. Trusted by thousands of hydro stores and tens of thousands of end-users, Hydro-Logic understands its clientele's needs and is here to surpass their expectations.

### The Difference

What makes Hydro-Logic different from other companies is simple: customer consideration. Hydro-Logic

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understands the needs of the hydroponics industry because the founder is a dedicated gardener himself and the company's employees share a passion for pure water. After

communicating with a lot of customers over the years, Hydro-Logic understands that all water is not created equal and that water quality can be confusing and complicated. Hydro-Logic prides itself on helping thousands of gardeners achieve perfect water quality through proven solutions for even the most difficult water problems.

Hydro-Logic pioneered the first water filters designed for hydroponics and continues to lead innovation by continuously pushing the envelope in performance and efficiency. Working with the top engineers and designers in the industry, the company has access to the latest technologies to ensure that end-users are getting the best products available.



Rich Gellert

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Typically, businesses push products, employing every trick in the book to get their customers to spend more. Hydro-Logic, on the other hand, works to save customers money by offering low-cost, high-quality products, as well as offering “upgrade” kits and plumbing its customers’ systems to achieve optimal filter performance. In other words, instead of

expecting customers to buy a whole new system, Hydro-Logic has found a way for clients to use what they already have and improve upon it as their needs change.

Waste-to-product water ratios are the latest buzz in the industry. Each of Hydro-Logic’s RO systems comes with a choice of ratios, meaning customers can decide what is right for their unique source-water situation. All of the company’s purification systems are designed to work for optimal membrane and filter performance—so, the higher waste ratio means getting the longest possible life from your membranes and the best water quality. Long membrane life means lower maintenance cost. For those customers who want a lower monthly water bill or need to conserve water, Hydro-Logic also makes it possible to dial your waste ratio down to as low as 1:1.

Hydro-Logic leaves the choice of ratio up to the customer and lets their clientele know what to expect with each decision. The company has always believed in being honest with its customers. The flow rates published and advertised are real-world numbers based on standard household conditions. Flow rates depend on many factors, such as inlet pressure, temperature and parts per million of total dissolved solids; so, Hydro-Logic doesn’t inflate gallon-per-day numbers based around the perfect source water conditions because few customers have them. The company doesn’t believe in gimmicks and feels that its customers should be aware of, and understand, what they are buying.

Hydro-Logic handles all of its own customer service directly, saving stores and distributors time and money. As mentioned previously, water purification and flow rates involve many factors, so Hydro-Logic’s expert



Jennifer Casey and Andrea Milat

technicians—who are just a phone call away—are best qualified to help customers with their unique water problems. The newly re-designed website is also a great source of information for customers and stores alike, and can help demystify the purification process.

Hydro-Logic does not sell direct to end-users via its company website, but instead directs customers to their nearest hydroponics store. Hydro-Logic has always had great respect and appreciation for the many retail stores and key distributors that help spread the Hydro-Logic love. The company believes hydroponics stores are the best place for customers to learn about all aspects of the hydro gardening process, and Hydro-Logic’s policy is to drive business to stores rather than compete with them and their distributors. (To see if your store is on the list, please visit [hydrologicsystems.com](http://hydrologicsystems.com) and click “where to buy”).

### Values


Local, eco-friendly and American manufacturing is something that Hydro-Logic is proud to support and the company strives to keep the earth, community and economy a major part of its daily business. Many of Hydro-Logic’s units are 100% USA-manufactured, right down to the tubing and small components, and all of their systems are assembled in the United States. In fact, Hydro-Logic assembles many of their accessories in-house using local labor. The company also uses recycled products when they are available, and even repurposes all cardboard boxes instead of throwing them away and buying new ones. A local Santa Cruz company provides Hydro-Logic with their printed marketing material, and another local company supplies its T-shirts.



**The Team**

From a rusty old shipping container in the Santa Cruz Mountains to a 9,000 sq. ft. warehouse with offices in Santa Cruz proper, Hydro-Logic has grown and flourished. It now employs seven full-time, hard-working and fun-loving people, as well as several part-time employees. Rich Gellert is the founder and president of Hydro-Logic. He loves to hike, bike and camp with his wife, son and daughter when he's not at work. Jason, head of tech support, is a wealth of knowledge about contaminants, filtration and troubleshooting. Andrea, head of sales and accounts, has a degree in soil sciences

from Humboldt State and is great at answering technical questions when Jason is busy. She enjoys speaking with distributors and storeowners about Hydro-Logic products and making sure they get what they need as quickly as possible. Daniel is the warehouse manager and excels at blippers (small orders), pallet Tetris and repurposing cardboard boxes. Jaxon, Daniel's dog, works at Hydro-Logic as well, running security and perimeter checks on an hourly basis. Jennifer is the receptionist/copywriter/office manager who answers most of the phone calls at Hydro-Logic. She and Andrea attend the Maximum Yield Indoor Gardening Expos with Rich, and enjoy meeting storeowners, vendors, distributors and customers face-to-face. Megan is the accounting manager, as well as the newest employee at Hydro-Logic, and her expertise in accounting and information technology is a huge asset to the company. Rene is the marketing coordinator and all-around creative guy. You might have noticed Hydro-Logic's recent ubiquity on Facebook—that's all thanks to Rene's hard work. And last, but not least, Marcus works in the warehouse with Daniel, assembling float valves and packaging; sometimes he can even be talked into filing! The people at Hydro-Logic love what they do and know they couldn't do it without the support of stores and customers.

Hydro-Logic looks forward to fulfilling your water needs for many years to come. Visit the company's newly revamped website at [hydrologicsystems.com](http://hydrologicsystems.com), and remember: pure water is not magic; it's logic. 



Jaxon