

What You Need to Know About the Filter in Your Fridge

5 common myths, debunked

MYTH: All replacement water filters are the same.

FACT: Replacement water filters are part of complex, integrated systems that are tested and certified to industry standards. They are unique to each refrigerator manufacturer and are not interchangeable or “one-size-fits-all.” Unlike the filters developed for your coffee maker, replacement water filters must be designed specifically for your refrigerator type to fit and function properly.

MYTH: Brand-name filters aren’t worth the expense.

FACT: Counterfeit and deceptively labeled filters are sold online for a fraction of the price of brand-name filters; however, independent testing shows that they do not contain the same filtration products and technologies as brand-name filters that are appropriately designed and tested for your safety.

Installing counterfeit or deceptively labeled filters into your refrigerator can create issues that cost much more in the long run than the price of purchasing a genuine filter from the start. By choosing a filter that is trusted and sold by a refrigerator manufacturer that stands behind its products, you can avoid damaging your appliance and your kitchen. You can also avoid spending the added time and expense of repairing your appliance, should the filter crack, leak or burst.

MYTH: Installing replacement water filters is too much trouble.

FACT: Installing replacement filters is surprisingly simple. The process can be completed in minutes and on average, must only be performed once every six months (similar to the process of changing the batteries in your smoke detector). Replacement filters remove many contaminants and chemicals from your drinking water, offering you and your loved ones peace of mind throughout the year about the quality of your drinking water.

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MYTH: There's nothing wrong with the tap water where I live. It tastes the same.

FACT: While a majority of Americans believe there's nothing wrong with the tap water in their communities¹, the facts suggest otherwise. Drinking water in some parts of the U.S. contains impurities that are odorless and tasteless, and may go unnoticed. These impurities may even include arsenic, asbestos and lead. For reference, nearly 2,000 water systems in this country have shown excessive lead levels since 2012, impacting 6 million people across all 50 states.²

Replacement water filters for refrigerators are designed to filter out lead and other harmful contaminants. The filters also play an important role in improving the taste of your water, coffee and tea by helping to remove the unpleasant taste and odor associated with chlorine, which is commonly used to disinfect your tap water.

MYTH: The benefits of bottled water clearly outweigh the value of buying a built-in refrigerator filtration system.

FACT: As many consumers can attest, the price of routinely purchasing bottled water is often much higher than the price of purchasing replacement water filters for your refrigerator. Purchasing filters must be completed only two times per year on average and can generate a significant cost savings and convenience for you and your loved ones.

¹ Lightspeed GMI/Mintel

² USA Today