



It's Your Water – Quick Tips Series

Zeolite Choices: What Dealers Should Know (Filter-Ag Plus, Turbidex, Next-Sand & More)

Episode Summary

This short episode breaks down the essentials of zeolite filter media—specifically natural clinoptilolite (often private-labeled as Filter-Ag Plus, Turbidex, Next-Sand, Micro-Z, ChemSorb). Mike and Denise explain what zeolite is, why it behaves differently than traditional multimedia, and how to use it properly in the field. Dealers get practical guidance on filtration performance, backwashing requirements, limitations, and upgrade scenarios.

Key Topics

1. What Zeolite Is

- A naturally occurring mineral formed from ancient volcanic ash.
- Scientific name: clinoptilolite.
- Mined mostly in the Southwestern U.S.
- Packaged under various brands such as Filter-Ag Plus, Turbidex, Next-Sand.
- Not the same as manufactured zeolites like Crystal-Right.

2. What Zeolite Does

- Provides true 5-micron filtration.
- Deep-bed filtration.
- Longer run times before differential pressure increases.
- Highly resilient media that tolerates oxidizers.
- Slight iron removal due to Van der Waals attraction.



3. What Zeolite Does Not Do

- Not effective for tannins or organically bound contaminants.
- Does not remove colloids or submicron particles.
- Not suited for taste/odor issues or VOC removal.
- Not for microplastics.

Top 5 Takeaways

1. True 5-micron deep-bed filtration.
2. Major water savings due to reduced backwashing.
3. Excellent durability with oxidizers.
4. Easy drop-in upgrade from multimedia.
5. Understand limitations for proper application.

Field Tips for Dealers

- Ideal as a pre-filter for RO systems.
- Great for industrial wastewater polishing.
- Confirm backwash rate (15–18 gpm/ft²).
- Expect some attrition; Filter-Ag Plus tends to hold up better.

Quick Comparison Table Zeolite vs. Traditional Multimedia

Feature / Behavior	Zeolite (Filter-Ag Plus, etc.)	Sand / Multimedia
Filtration rating	5 µm (true)	10–20 µm typical
Capture depth	Full-bed / deep-bed	Primarily top 6 inches
Backwash frequency	Much less frequent	Higher
Backwash rate	15–18 gpm/ft ²	12–15 gpm/ft ²
Oxidizer tolerance	Excellent	Good to moderate
Removes tannins	No	No
Removes VOCs / Odor	No	No (requires carbon)
Ideal use cases	Pre-RO, iron-bearing water, industrial	Legacy systems, low demand installs



Urban Aqua Show-Notes Disclaimer

These show notes are a thematic summary and not a verbatim transcript. Always verify sizing, operating conditions, and local regulations. For full context, please listen to the complete audio version of the “It’s Your Water” podcast.

The views and opinions shared by our hosts and guests are their own and don’t necessarily represent those of Urban Aqua, its affiliates, or partners. Our conversations are designed to educate and spark discussion about water treatment — not to serve as engineering, regulatory, or legal advice.

References to specific products, brands, or technologies are for illustrative purposes only and do not imply endorsement. Always consult qualified professionals and verify technical information before applying it to your own systems or installations.

Thanks for tuning in — and remember: Trust the Frog.