

about zeta



M. Michael Pitts, Jr.
President & CEO

Rodrigo F.V. Romo
Vice President, Engineering

Kellen Adams
Operations Manager

Carolyn Pitts
Design

Zeta Corporation, based in Tucson, Arizona USA, designs and manufactures the patented Zeta Rod[®], an electronic capacitor-based system that has been used for over a decade in a wide range of commercial and industrial settings to prevent fouling in water systems. If you drive a car, own a computer, drink bottled water, or read a newspaper, chances are a Zeta Rod was involved in the production of those products or in the management of those facilities.

Originally designed to survive the tough conditions found in copper and gold mining operations, the innovative design, advanced engineering and state-of-the-art materials used to create the Zeta Rod resulted in a system of products that, for the first time, could be scaled to address very large industrial and commercial flows of water.

As the Company grew, our industrial customers would ask us, "When are you going to design a system for the home?" So, we began by outfitting a few of our client's homes with our smallest systems and asked them to keep us informed about their experiences. Then, we set about to engineer a pint-sized product that could deliver big results in an economical package. The result is an easily installed, compact system with no moving parts, that replaces traditional salt-based softeners and can be relied upon to protect valuable plumbing, fixtures and appliances, while delivering benefits that enhance water quality and do no harm to the environment.

Why should you choose Zeta? We decided to offer a Zeta Rod system to the home water conditioning market only after proving ourselves in the toughest industrial environments and only after establishing ourselves as a leader in the field of electronic water treatment technologies. Our products are based upon an in-depth understanding of the physics and electrochemistry of surface charge alteration and are designed to bring this expertise to the homeowner in an economical, maintenance free and chemical free product.

© 2006 ZETA CORPORATION, all rights reserved

ZETA ROD[®] is a registered trademark of Zeta Corporation. Zeta Rod technology is protected by US PATENT NUMBER 5591317. Other US and international trademarks and patents granted or pending. Information presented within this website is for informational purposes only and is subject to change without notice. Zeta Corporation makes no warranties, express or implied, in this summary.