

# Purity's Products

## First line: Polishing of tap water

Purity's first line of products is made for good quality tap water and their function is to remove chlorine and chlorination by-products, such as chloroform and bromoform. Even if a utility meticulously adheres to strict legal rules for the quality of the tap water, it will have to add disinfectants in order to protect the water from re-infection during transport in the pipes from the utility to the consumer. The by-products caused by the disinfectants are known to be carcinogenic and teratogenic.

The produced water is hot and can be used for hot drinks or cooking. As it turns out, many customers also cool the water and use it for drinking. The taste is superior.

Type of contamination	Reduction (%) with Purity
<b>Chlorine</b>	100
<b>Trihalomethanes</b>	
Chloroform	
Bromoform	>95
Bromodichloromethane	
Dibromochloromethane	
<b>Microorganisms</b>	
Cryptosporidium	100
Giardia lamblia	
E.Coli	
<b>Viruses, parasites</b>	100
<b>VOC's</b>	
Volatile Organic Chemicals	>85*
<b>BTX</b>	
Bensene	>80
Radon	100
Smell	100
Color	100

\*The average reduction of 26 tested volatile organic compounds

The contaminants mentioned above do not necessarily exist in drinking water. Also, there are other contaminants not mentioned that may exist in drinking water.



LB110

## Second line: Heavy duty purifier for tap and well water

These products are fitted with an extra filter to remove metals and scaling.

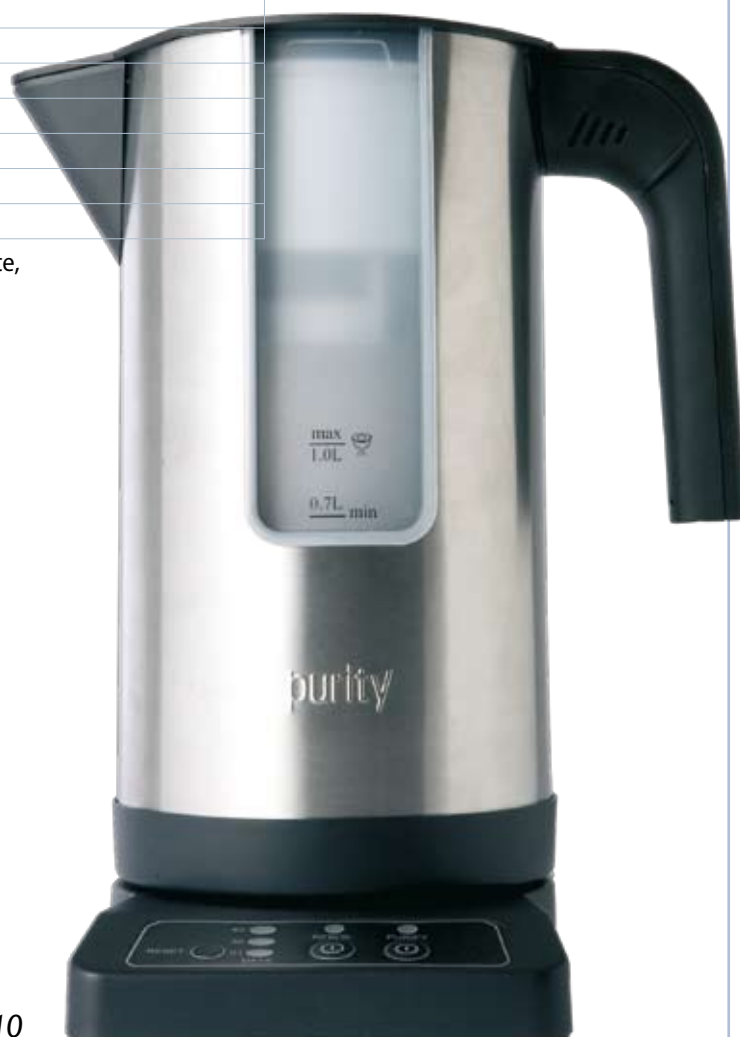
Type of contamination	Reduction (%) with Purity
<b>Chlorine</b>	100
<b>Trihalomethanes</b>	
Chloroform	>95
Bromoform	
Bromodichloromethane	
Dibromochloromethane	
<b>Microorganisms</b>	
Cryptosporidium	100
Giardia lambila	
E.Coli	
<b>Viruses, parasites</b>	100
<b>VOC's</b>	
Volatile Organic Chemicals	>85*
<b>BTX</b>	
Bensene	>80
Radon	100
Smell	100
Color	100

\*The average reduction of 26 tested volatile organic compounds

Contaminant Removed	Input Concentration (mg/L)	Reduction (%) note
Iron	0.17	85
Manganese	0.07	70
Lead	150	95
Calcium	140	50
Fluoride	0.3	50
Copper	3	74
Aluminum	200	90

Note: For the non-volatile substances, the reduction is approximate, because it may vary depending on the composition of the water. Tests performed by certified laboratory ANALYCEN.

The contaminants mentioned above do not necessarily exist in drinking water. Also, there are other contaminants not mentioned that may exist in drinking water.



PO210

### Third line: Complete removal of all contaminants

Purity's third line of products removes all possible contaminants from water and guarantees absolutely pure water. It does so without use of a filter.

Purity's parent company HVR Water Purification AB (publ) develops three different basic configurations for this equipment: table top and other Point-of-use, under- the-sink and whole-house (Point-of-Entry) – and Purity will market the table top and other Point-of-use versions.

The following are the test results from the table top version.

Type of contamination	Amount	Result	Method	Detection level	Test by
Bacteria	14 000 (after 7 days)	<b>0</b>	Membrane filter count	-	National Bacteriologic Laboratory, Stockholm
Chlorine	3.4 mg/l	<b>0</b>	Photometric analysis (Perkin Elmer)	< 0.01 mg/l	Water Protection Ass of South West Finland
Salt water	31 000 ppm	<b>0</b>	Ion chromatography	< 1 ppm	VBB Viak Stockholm
Trihalomethanes	1 000 µg/l	<b>0</b>	Gas chromatography	< 1 µg/l	University of Turku, Finland
Radon	380 Bq/l	<b>0</b>	Alfa detection	< 4 Bq/l	Swedish Radiation Protection Institute
Cesium Strontium Plutonium Radium	2.4 Bq	<b>0</b>	Lithium Drifted Germanium Detector	< 0.1 Bq	Radiation Physics Department, Univ of Lund
Arsenic +3	10 mg/l	<b>0</b>	AAS Graphite	< 0,003 mg/l	Analytica AB, Stockholm
Arsenic +5	10 mg/l	<b>0</b>	AAS Graphite	< 0,003 mg/l	Analytica AB, Stockholm



*MD Prototype*

## **Additional lines: There are additional products in the pipe line.**

At the moment all are house-hold products for water treatment.

## **NEW PATENTED TECHNOLOGY**

Each one of Purity's present products is based on proprietary technology with a long research background. No other products based on similar technology are yet on the market.



One of our many prototype series.

## **STRATEGY**

Use of innovative technology and creative design to create a strong new brand – based on the concepts of health, purity, convenience, ecology, sustainability and stylishness will ensure competitiveness on the market for house-hold water purification, which is worth billions of dollars world-wide and is growing rapidly as living standards rise and as people get more and more health conscious.

- For the consumer – health and convenience at a reasonable cost
- For the distributor – easy to sell product
- For society – less emissions from transports and less garbage

### **PURITY AB**

Riddargatan 16  
SE-114 51 Stockholm  
SWEDEN

Tel: +46 8 6678620  
Fax +46 8 662 96 18  
Email: [info@purity.se](mailto:info@purity.se)