

Introduction

Purpose of this document

We present our company, products and mission in the context of Purity's Co-Branding strategy in order to clarify how this strategy benefits both partners so a start can be made on joint business development.

The Company

Purity's mission is to ensure consumers a safe, good quality drinking water supply in a convenient, effective and cost effective way. Purity is a subsidiary of HVR Water Purification AB (publ), founded by SCARAB DEVELOPMENT AB, a Swedish private development group that develops proprietary technology for water purification and creates projects for increasing supply of high quality water. Scarab technology is world leading in several areas including pure water production for desalination and silicon chip manufacturing.

Purity brings pure water to customers in a most economic, convenient way. We truly care about promoting health and the enjoyment of drinking water.

Product range

The Purity range consists of the following products. Please request the respective product bulletin for more details on each product.

Products	Target market
Combined kettle purifiers for municipal water	Industrialized countries and urbanized areas
Combined kettle purifier for well water	Industrialized countries and urbanized areas
Accessory pack, with drinking water bottle and pitcher	Purity users
Counter – top kitchen model to produce pure, safe drinking water from unreliable sources	Urbanized/ electrified areas with poor unreliable water source



Choose the right model for you

	Purity	Purity for wells	Counter top	
Municipal water				notes
Chlorine (and by-products)	<input type="radio"/>			Even if there is no chlorine taste, its by products may be present
Bad smell	<input type="radio"/>			
Cloudiness		<input type="radio"/>		Cloudiness is the result of suspended particles in the water.
Rust from pipes etc		<input type="radio"/>		The carbon filter is effective in removing rust particles
Risk for pesticides, etc		<input type="radio"/>		The Purity for wells is more effective in removing large organic molecules
Risk for dissolved poisons			<input type="radio"/>	The counter top model is the only model suitable for water from unapproved sources.
Well water				
Bad smell	<input type="radio"/>			If smell and taste are the only problem with your well water, the Purity City will suffice.
Discolouration		<input type="radio"/>		
Cloudiness		<input type="radio"/>		Cloudiness is the result of suspended particles in the water.
Unapproved for drinking			<input type="radio"/>	The counter top model is the only model suitable for water from unapproved sources.

Value net

Purity manufactures key water purification technology and integrates it into own or other company’s products. As these products are POU (Point of use) they meet consumers in the retail environment where they normally purchase small electricals/small white goods. Purity delivers products direct from factory to partner’s warehouse. The partner takes the product to the consumer in the retail environment in the most suitable way.

Co-Branding

Business Opportunity with Retail Partners

Purity presents an opportunity for the retail trade dealing in small electricals to offer a product which not only heats water but creates good tasting and contaminant free water. From this point of view Purity offers partners the opportunity to add a health promoting dimension to their product range.

Opt for the Purifying option

Focus tests and initial sales show customers, once aware of the Purity option, choose to invest more money in the extra functions.

Fulfilling a growing market need for health

Now the small electricals retail trade can compete with health food stores in the water purification market, which is worth billions world-wide and is growing as people get more and more health conscious. The Purity Solution performs far better than any stand alone filter jug, for example, and in VOC¹ removal outperforms kettles with carbon filters.

Marketing

Strengths of Purity Brand:

Purity has undertaken 13 years of development of water purification technology. Purity is known for its unrelenting R&D efforts to bring pure water to consumers in a convenient, economical way. The company has a strong ethics and value-basis, putting health at the top of the agenda along with openness about test results, current research into health and water, and advantages and disadvantages of various technologies.

Marketing approach

Purity uses traditional and unconventional marketing approaches depending on the country and culture of area of operation.

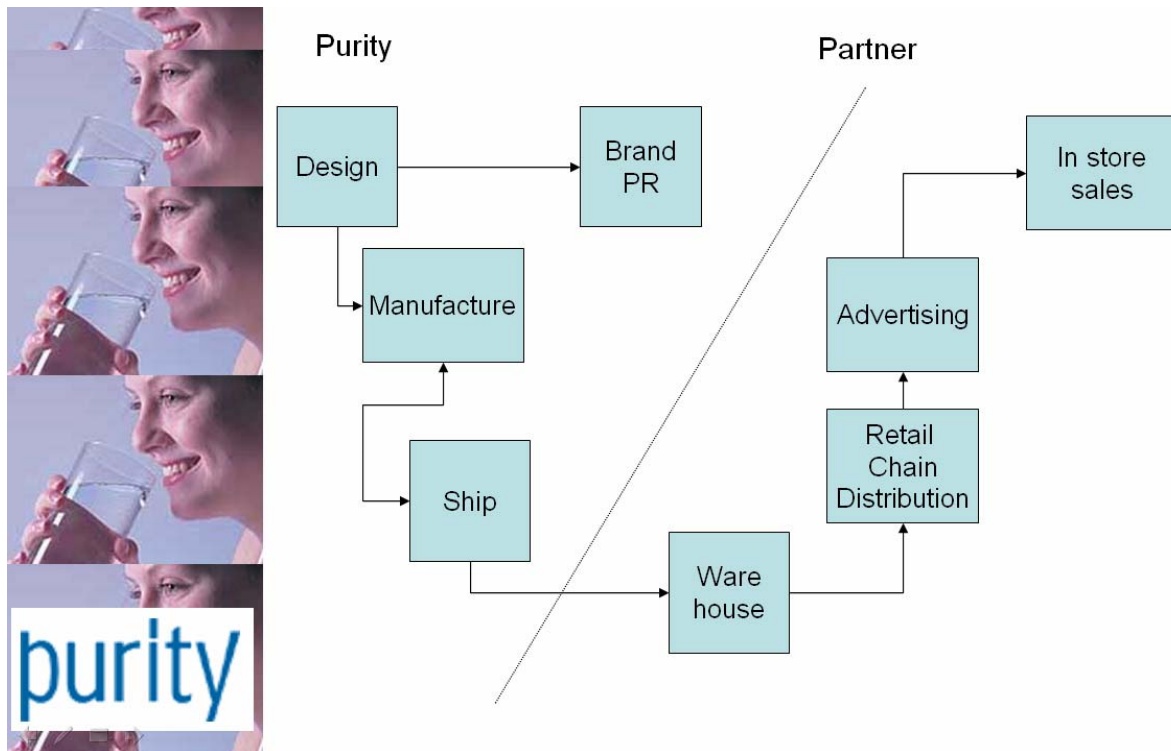
Co-Branding

The purpose of Co-Branding is for each partner to gain more out of the relationship. The retail partner will gain from Purity's patented technology and ability to deliver high quality finished products/parts. Purity will benefit from a strong retail partner able to bring the product from manufacturing through to the meet the consumer in the retail environment in the most optimal way.

Co-labelling

Purity manufactures a co-labelled model or set of models for the distributor who manages the product from port through the retail distribution system to the consumer.

¹ VOC Volatile Organic Compounds



Partner qualities

Criteria for choice of partner

The following criteria show potential partners what we are looking for. The more criteria that are met, the better. However, we also recognize entrepreneurship and willingness to try new approaches are equally essential for success in this new area.

Area:

Covers a wide geographical area, a country or region, and has the possibility to cover a good share of the market in small electrical/white goods market. Covers either general consumer or uppscale exclusive with own design.

Brand ownership:

Established reputation with retail chains and or consumer. Experience of Co-branding.

Scope of operation:

Receives goods at port and handles distribution out to retail outlets. Those with own manufacturing are also considered, incorporating Purity technology.

Administrative Interface:

Simple ordering and return routines.

Next steps

For more information:

www.purity.se

Please contact us if your company is interested in partnering Purity.

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