



PureLabs Newsletter

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Green Chemistry promotes pollution prevention at the molecular level.

Green Chemistry is based on the design and use of safer chemicals.

Welcome to the first edition of our PureLabs newsletter. Our focus will be to inform our customers and dealers about new products and developments in the detergent chemistry arena. This newsletter will focus on critical support information in the areas of microbiology, safety and green chemistry.

PureLabs has completed extensive research and development in the expansion of its chemical line to include chemicals to clean food, dairy and beverage facilities. We have added a line for carpet care and restoration while expanding our offering in several related areas of detergent chemistry; including car wash and household products.

These product expansions will allow dealers and distributors to expand their business in support chemical products and where applicable into entirely new business areas. As an organization we can focus on supporting our customers with a more complete bundle of services and products from "farm-to-table".

Safety comes first with all PureLabs chemical product lines. We have designed one of the most complete programs with simple and precise color coding, safety charts, training programs, distribution tags and much more.

Color Code	Product Category
Red	Acid Cleaners and Detergents
Yellow	Chlorinated Cleaners
Blue	Strong Alkali Cleaners and Detergents
Green	Near-Neutral Formulations
Sanitizers	EPA-Registered Sanitizers

The product line is organized for simple training in the customer's facility. All the support materials include five color safety coding and series numbering.

Industrial cleaning of dairy and food plants based on alkali and acid cleaners has barely changed in the last 100 years.

Most changes to formulations the last twenty years have been driven more by environmental concerns rather than for cleaning enhancement.

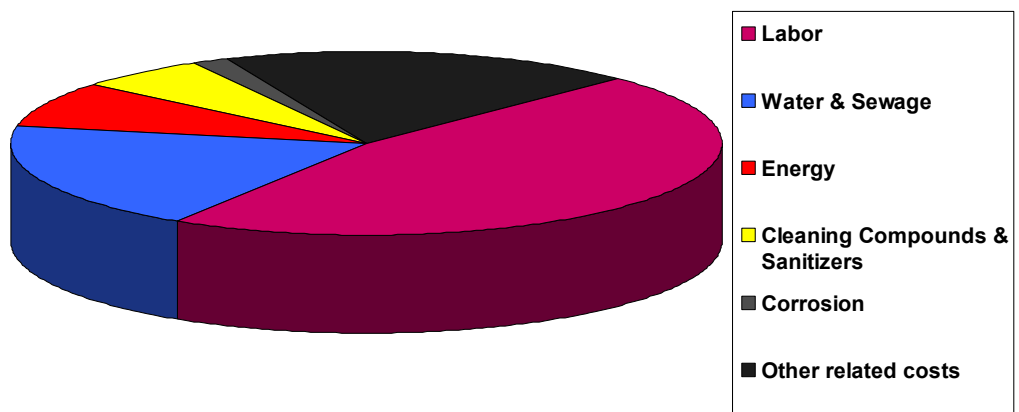


PureLabs is committed to helping our customers achieve the highest level of performance with products that have a minimum impact to our environment.

Product Series	Product Line Classification
1000 Series	Acid based cleaners and detergents
2000 Series	Strong alkali cleaners for circulation and high temperatures
3000 Series	Chlorinated circulation, foam & general purpose cleaners
4000 Series	Near neutral all purpose cleaners and detergents
5000 Series	EPA registered sanitizers

We want to ensure ease in safety training, as well as application training for the maximum effectiveness of all PureLabs products.

\$ The Total Cost of Cleaning \$



Total cleaning costs include: Fresh Water - Discharge Water - BOD and Suspended Solids - pH Adjustment - Alkaline Chemical - Acid Chemical - Sanitizing Chemical - Heating BTU's - Labor - Equipment - Repair and Maintenance



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