

## About the Purista™ Treatment

The Purista™ treatment can be used in a wide range of consumer goods and in most international markets, including:

- Apparel
- Footwear
- Home textiles
- Mattresses
- Nonwovens (ex. dry wipes)

### The Purista™ Treatment for Foams, Plastics and Polymers

Untreated plastic begins to emit an odor when bacteria and molds increase exponentially. Purista™ brand treated plastics, foams and other polymers remain pure, clean and fresh, as it defends your product against the growth of odor-causing bacteria and mold.

Mattresses, pillows and footwear components will benefit from the built in freshness offered by the Purista™ treatment.

### The Purista™ Treatment for Apparel and Home Textiles

A key benefit of an antimicrobial treated textile is its lasting freshness when used in apparel. This benefit is achieved by controlling the number of odor generating bacteria, giving consumers confidence that their apparel will keep that just-laundered effect for longer. Consumers will have the option to use their products for longer between washes - saving consumers time and money.

Existing application methods for textiles, such as padding and exhaust, can be used to apply Purista™ treatment.

### Marketing Support

Arch Chemicals, Inc. provides marketing support to maximize the benefits of using the Purista™ treatment. We work with customers to provide effective ways to promote your Purista™ brand treated products, including design input and press support, to maximize product awareness.

Promotional support provided to our clients may include:

- Swing tags and labels
- Consumer product packaging artwork and copy
- Point of sale concepts
- Website Graphics

To assist clients to communicate the added value that the Purista™ treatment offers consumers, the Purista logo is offered in conjunction with different tag lines, depending on the target application and consumer message:

1. "*Fresher for Longer*" where the main benefit is comfort while the garment is being worn (e.g. for socks and other items of apparel).
2. "*Stays Fresh, Wash Less*" where the option to reduce the frequency of wash is an additional benefit (e.g. for larger items of apparel and home textiles).
3. "*Pure, Clean and Fresh*" where the item is less likely to be washed (e.g. for shoe components and mattresses).

Products that include the Purista™ treatment will be easy to recognize, as the Purista™ logo is clearly visible on all packaging.

### Learn More About the Purista™ Treatment

Contact us to learn more about how we can become a part of your solution:

Within the US:  
Tel: 800.491.8375

Outside of the US:  
Tel: +44 (0)161 721 2023