



FRESHER FOR LONGER



TREATED WITH
Purista[®]
FRESHER FOR LONGER

PURISTA™ - IT'S MORE THAN A FEELING



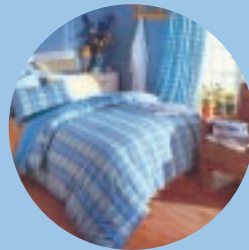
Purista™ gives a freshness that lasts on blankets, sheets, duvets, bedding and towels day after day. Besides increasing comfort and feel, Purista™ freshness means longer between washing, giving the double benefit of lower washing costs and ultimately less associated environmental impact.



PURE

You can't see or feel Purista™ but you'll know that it's working because clothes and home textiles will retain that 'just washed' purity and freshness for longer. Reinforced by attractive aquamarine logotype design cues and multilingual brand statement "Fresher for Longer", Purista™ presents our treatment benefits (treatment works by combating the growth of odour-causing bacteria) in a way that is positive, appealing and easily understood by consumers. Supporting activities, point of sale concepts and much more can be seen on the Purista websites www.purista.biz and www.purista.co.uk

Purista™ brand use is underpinned by performance qualifiers based upon recognised microbiological test methods, so your integrity and ours is assured.



A black and white photograph of a man with a towel draped over his shoulder, looking slightly to the side. The image is partially obscured by a decorative wavy line at the bottom.

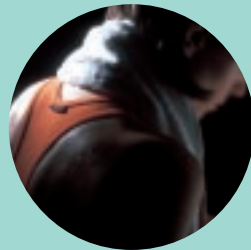
FRESH APPEAL

Purista™ really hits the mark in sportswear and performance apparel. Give your sports apparel, towels and bags a boost with the ‘freshest treatment around’.



CLEAN

Clean away! You have the option to premium price or to offer added value with the Purista™ treatment. Either way we support treatment supply and application at your factory through our global techno-commercial network. Once performing to standard, the Purista™ brand is normally available, fee free and authorised through our user agreement and guidelines. These also address relevant regulatory requirements concerning treated product claims for your territory. Easily incorporated to your existing packaging and promotional materials, Purista™ delivers highly cost efficient product line enhancement.



FRESH CLOTHES CONFIDENCE ALL DAY



It's easy to feel fresh and confident all day when your clothes are treated with Purista™ – PURE, CLEAN and FRESH - a real feel good factor.



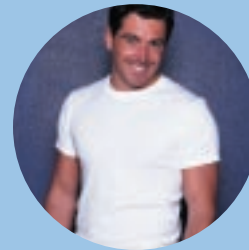
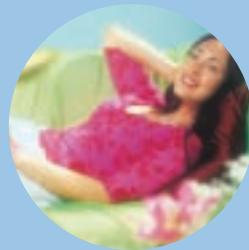
FRESH

Purista™ treatments are manufactured by Arch Chemicals Inc. We are global suppliers of innovative value adding performance chemicals and our antimicrobial agents enjoy long standing use over a wide range of protection and preservation applications. Additionally, we are signatories to the international Chemical Industry's Responsible Care initiative, aimed at developing partnerships with customers to achieve high standards of safety and integrity across all product related activities.

Our principal offices handling the Purista™ proposition are listed overleaf and will direct your enquiry to the appropriate Arch representative.

With Purista™ we are dedicated to delivering real fresh appeal to your product line, sales line and business.

We look forward to working with you.





For further information on the Purista™ brand and the optimum Arch treatment for your product, please contact Arch Chemicals Inc.
Europe & Rest of World – PO Box 42, Hexagon House, Blackley, Manchester M9 8ZS, United Kingdom Tel: +44 (0) 161 721 2023
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