



SUSTAINABLE SOLUTIONS.....for a Cleaner World

What is Sustainability?

In 1969, the U.S. National Environmental Policy Act declared as its goal a national policy to "create and maintain conditions under which [humans] and nature can exist in productive harmony, and fulfill the social, economic and other requirements of present and future generations of Americans." Per the EPA, the most widely quoted definition internationally is the "Brundtland definition" of the 1987 Report of the World Commission on Environment and Development – that sustainability means "**meeting the needs of the present without compromising the ability of future generations to meet their own needs.**"

Sustainable Solutions

Best practices in sustainability include taking a comprehensive life cycle approach to all activities and products and making every effort to save energy, reduce water usage, and limit emissions of voc's and greenhouse gasses (co2, methane and NOx). "Green" is one of the most abused terms in marketing today. "Green Today" means a modest reduction in carbon footprint with minimal consideration of life cycle consequences. True sustainability means a commitment to using and delivering products and services that help reverse planetary damage. "Green Tomorrow" will entail the use of products and services that help heal the planet and reverse the environmental damage that is currently underway.

PURETi – A Truly Sustainable Solution

PURETi is an American manufacturer of patented smart coatings in the CleanTech space. PURETi produces and sells the world's most advanced, light activated, self-cleaning and air purifying surface treatment. PURETi products are sold by the gallon to OEMs for mill application in factories and trained and certified applicators for spray application in the field. One cost effective application delivers sustainable benefits for up to 5 years.

While it may sound too good to be true, PURETi water based, surface treatments are currently being spray applied to:

- Roadbeds – transforming roads into "**solution to pollution**" by reducing NOx by up to 80%.
- Roofs – keeping white roofs whiter longer to optimize their energy saving benefits and life spans
- Building Facades and Windows – cutting maintenance costs by 60% and helping purify the air.
- Solar Panels and Films – mitigating the dust factor to optimize electrical output over time.
- Window Treatments and Lamp Fixtures – eliminating odors and VOCs in interior environments.

PURETi is real and backed by real science and excellent real world results including a partnership with NASA to treat buildings in Stennis, MS. PURETi.



PURETi – A Truly Sustainable Solution (continued)

Here is one client's opinion of PURETi taken from a Q&A featured in the Summer 2009 Newsletter of the US Green Building Council:

USGBC: What impact have you had on new technologies in green building?

Larry Eisenberg: “It may seem random, but our experimentation with new building coatings has brought change to that industry. **At one point, we went with an innovative titanium dioxide coating that wards off dirt and pollution, removing organic pollutants from the air and reversing the effects of greenhouse gases. It proved a major success and will cut our maintenance costs for years to come.** Just a few years ago, no market existed for this type of coating in the United States, but demand has grown to such a point that a trade association may soon form around it.”

(Note: Mr. Eisenberg is the Executive Director of LACCD-Build Green - at \$5.7 billion –the Los Angeles Community College District is arguably the largest green building program in America. PURETi is the only photocatalytic surface treatment that has been applied at the LACCD - over 1 million sq. ft. of building exterior surfaces (roofs, windows and facades) have been treated to date.

Sustainability in Action

PURETi water based photocatalytic surface treatments transform building surfaces (roofs, windows and facades), roads and solar panels into self-cleaning air scrubbers – saving on energy and water consumption while reducing atmospheric voc's and green house gases. PURETi surface treatments form nano thin (40nm – 1/25,000th of a mil) films that are invisible and imperceptible – yet continuously active and environmentally beneficial.

Photocatalysis is a natural process best described as the opposite of photosynthesis. Photocatalytic surface treatments use light energy to accelerate the breakdown organic matter at the molecular level – safely, instantly and continuously in billionths of a second.

One sustainable and cost effective, LEED point worthy, spray application of PURETi's proprietary and patented photocatalytic system works for 5 years or more to improve the environment and reduce maintenance costs.

When professionally applied by Certified PURETi Applicators, PURETi solutions provide Facility Managers with

- Reduced Water and Chemical Usage and Maintenance Costs
- Improved Façade Appearance
- Cool Roof Energy Savings
- Improved IAQ and Mold Prevention Inside and Out



Committed to Sustainability

PURETi's commitment to Sustainability includes:

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| Comprehensive Sustainability – | Life Cycle Analyses show Photocatalytic TiO ₂ to be a “net environmental good.” |
| Safety - | PURETi is registered safe for food surface contact with NSF – the National Sanitation Foundation. All PURETi applicators are trained and certified. |
| Quality – | All PURETi products are produced in America in ISO Certified Plants with Lot and Batch Control. All PURETi Products are applied by Certified Applicators to the highest possible standard. |
| Continuous Improvement - | PURETi is engaged in ongoing research with NASA, LBNL, and leading universities like Yale, LSU and Stony Brook to maintain its leadership in photocatalytic TiO ₂ . |

SQ – Sustainability Quotient

America's top educational institutions have created the new title Chief Sustainability Officer to help lead their communities into a “Greener Tomorrow”. This successful innovation will become a trend as all organizations look to do their share in “**meeting the needs of the present without compromising the ability of future generations to meet their own needs.**”

New metrics are being developed to track progress towards the essential goal of sustainability. Expect an SQ or Sustainability Quotient to emerge to rival IQ in importance. A high IQ and a low SQ is an oxymoron. More positively phrased - **Sustainable Business is Smart Business.**

Let us help you raise your SQ by leading the way with PURETi – a truly sustainable solution.

Please give us a call today.

Glen Finkel (917) 597-4314



PURETi Treated Solar Panels - visibly cleaner (vs. untreated panels at rear) after 4 months



Solar Panels lose 5% to 25% of electrical output due to dirt. PURETi is the sustainable solution.

PURETi Treated Cool Roofing – visibly cleaner (vs. untreated roofing) after 2 months



Not Cleaned

Cleaned
Not Treated

Cleaned & Treated
with PURETi

**“Reflectance loss from soiling of white roofs ranges from 20% to 55% in 6 months to 1 year.”
PURETi is the sustainable solution! Use light to clean. Save energy, water and chemical usage!**