



WITH CRISTALACTIV

SEE NO_x REDUCTION IN A WHOLE NEW LIGHT



While controls at source are a primary form of pollution management, they are not the complete solution. Photocatalysts, TiO₂ based substances that use light energy to clean, represent leading edge technology for post-tail pipe pollution control. Based on field trials, significant NO_x reductions are achievable with powerful photocatalysts in highly polluted environments.

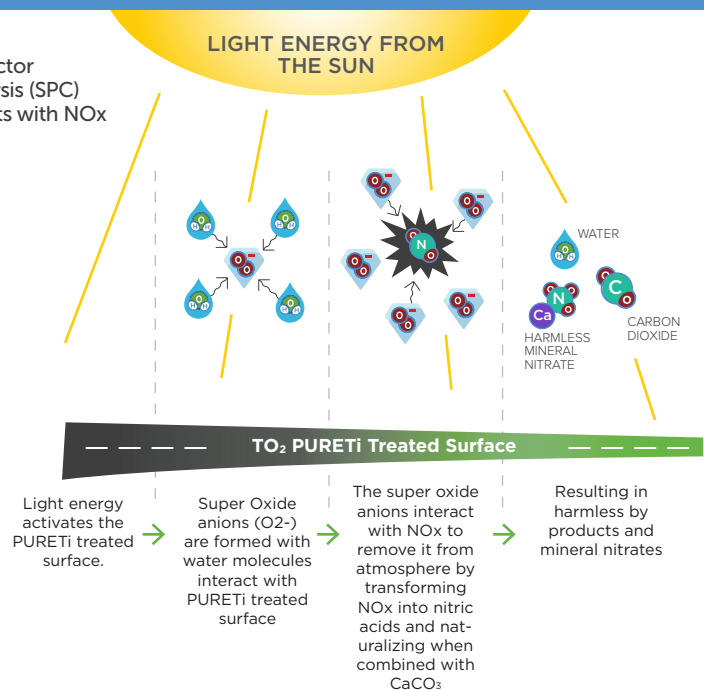
PURETi is an advanced photocatalytic technology that can be applied to surfaces to **remove harmful pollutants at the point of reception**. PURETi reduces the harmful effects of air pollution on human health, plant/animal life, and the environment by effectively reducing NO_x levels in the presence of natural UV-A light.

How it works

THE SCIENCE BEHIND HOW PURETi DESTROYS NO_x

- Light energy activates the PURETi treated surface
- PURETi then uses this energy to transform humidity in the air into Super Oxide Anions (O₂⁻), one of nature's strongest reducing agents, that transform NO_x into harmless by-products (H₂O, CO₂) and mineral nitrates (CaNO₃)
- The process repeats itself millions of times per second in the presence of natural light to effectively reduce NO_x

Semiconductor Photocatalysis (SPC) as it Interacts with NO_x



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A Revolutionary Technology To Reduce Air Pollution

PURETi is an exterior, spray application that uses the power of light to transform surfaces to combat pollution, significantly reduce NO_x and create cleaner, healthier air. It is a safe, viable, simple and cost effective innovation that completes a comprehensive NO_x reduction strategy.

VIABLE TECHNOLOGY FOR THE REDUCTION OF NO_x

CASE STUDIES

Proven Real World Results

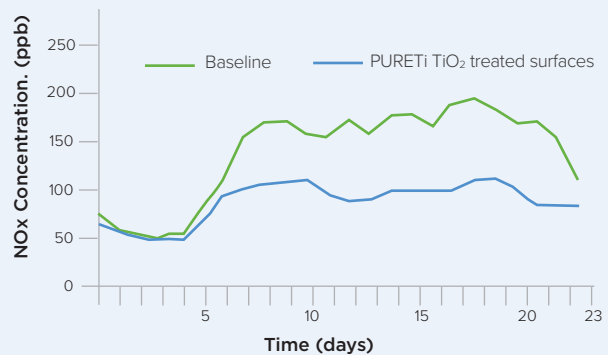
MEASURABLE, GLOBAL RESULTS REDUCE NO_x

Project /Location	Results
Central St. Martins College of Art and Design, London 2006	35-65% NO _x reduction depending upon time of year, location and weather Showed capacity for removing up to 200g/ m ² /year of NO _x ie the emission of 50 cars traveling 20km per day
Borough of Camden, London 2012	NO reductions of 50%; NO ₂ reductions up to 20% at treated surface
MRT Train Station - Manila, Philippines 2011	Each treated square meter removed up to 80g/year of NO _x

NO_x REDUCTION RESULTS Borough of Camden, London 2012

Significant Reduction in NO_x

40% REDUCTION IN NO_x



Ease of Implementation and Maintenance

PURETi is highly durable and easy to maintain on a large scale without modifications to existing infrastructure. PURETi is spray-applied clear, dries invisibly and leaves no visible change to the surface upon application. Large areas can be treated in a single day or night, without construction activity and can be fully utilized by the public within hours.



Cost Effective Solution

PURETi delivers immediate and continuous results, making it among the most cost effective solutions on the market to control and combat the effects of NO_x. Compared to other air quality solutions requiring extensive investment to achieve air quality improvements, PURETi can be implemented quickly and easily without costly infrastructure changes or economic disruption. When combined with more mainstream Air Quality policies, the benefits of: immediate results, speed to market, and ease of implementation make PURETi a cost effect solution to improve air quality within EU NO₂ limits.



Part of a Comprehensive NO_x Reduction Strategy

PURETi is a state-of-the-art photocatalyst that compliments a comprehensive NO_x reduction strategy. It is a viable, economical and easy to implement innovation that provides control “beyond the source” to help control post-tailpipe pollution. PURETi is beneficial at the point of reception, to provide another level of protection against the harmful effects of NO_x.



1km treated with PURETi removes the NO_x effects of 162 vehicles from the road.



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USE THE POWER OF LIGHT TO CLEAN™

PURETi.com