

**PUR**  
Innovations

## VALUE STATEMENT

Pur is introducing a new and innovative line of products to answer the needs of consumers from Australia to Zimbabwe. Pur is dedicated to creating solutions in the kitchen and on-the-go, while aiding those in countries where clean drinking and bathing water is a luxury. That is why we have made this a global initiative and plan on making your experience with water both enjoyable and sanitary. The product line in this catalog is multi-functional and its relevance spans the across continents. We have answers for those consumers who want clean and refreshing drinking water on hand or on a camping trip. We also provide sanitary water with a line of filters that are lightweight, easy to use, and affordable for those who wouldn't normally have the means. So, please join Pur in our campaign to make clean water convenient for you, and accessible to the world.

**PUR**



# PUR

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## INNOVATION TEAM

Ryan Meyer

Eric Miller

Elyse Sikora

Tobias Kartje

Bhuvana Murali

Simcha Kackley

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	Acquisition	Retention
Stimulate Demand	<p>Attract new category users</p> <p>3</p>	<p>4</p> <p>Increase consumption among current users</p> <p>3</p>
Steal Share	<p>1</p> <p>Attract new users to the brand</p> <p>1</p>	<p>2</p> <p>Increase consumption among multi-brand users</p> <p>2</p> <p>4</p>

The innovation catalog is divided into two sections: domestic markets and developing markets. Each product is listed below in order of pricing tiers- from low price down to high end. Also, each product includes the SIT used to create it.

### Domestic Markets

1. Pur Trek: task unification
2. Pur-2-Go: multiplication and subtraction
3. Pur Family Fridge Center: division
4. Pur Selections: task unification

### Developing Markets

1. Pur Straw: subtraction
2. Pur Fit-All: subtraction and task unification
3. Pur Portable Shower: multiplication
4. Pur Globe: subtraction



Hikers and campers can now experience Pur Trek and the confidence of having filtered water at all times anywhere they go. These 16-oz, single-serving, disposable, portable, and easy to carry drink containers offer a flat design for minimal storage, with easy-to-expand, biodegradable tetra-pak inspired material.

For quick filling at a stream or other water source, the open top design allows the user to quickly scoop up the cool unfiltered water.



Then as the user drinks from the active filtering spout, all sediment and harmful particles are left behind in the bottom of the container.

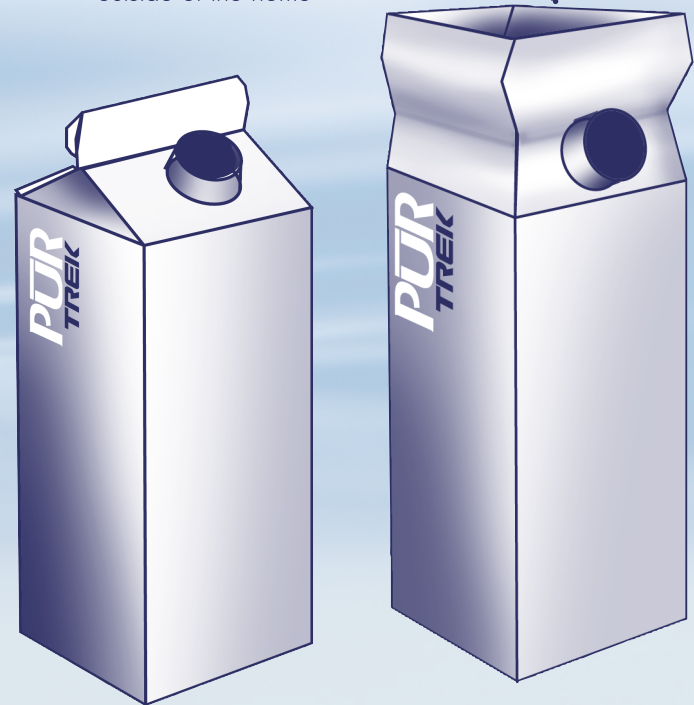
Consumers can count on one disposable container to last up to 10 days, and they can be purchased individually or in 10-packs.

Concept: Pur Trek

Pur brand is visible outside of the home

recyclable material

lightweight  
portable  
packs flat



The Pur-2-Go is Pur's latest product targeting the needs of busy students and singles. Its two compartment pitcher is easily filled through PUR's new electronic filter system. Integrated in the lid, this new filter works so fast that it filters instantly and makes a holding compartment in the pitcher unnecessary. The two compartments of the pitcher easily break in two. The bigger compartment can stay in the kitchen while the smaller compartment transforms into a reusable bottle of water to go.

This makes the use of bottled water unnecessary because the Pur-2-Go is just as easy to handle and quick to use. This grab and go usability of the Pur-2-Go makes it more convenient for everybody to commit to a greener lifestyle.



Extending the Pur brand outside of the home

## Concept: Pur-2-Go

An eco-friendly solution for individuals that already use water bottles

Fast filtering lid design



Untwist 2-Go bottle and take it anywhere



To increase the product portfolio for new customers and satisfaction among current customers, Pur is offering its first Pur Family Fridge Center. This unit, which offers chilled, purified water to go for the whole family, is kept in the refrigerator and features 4 travel bottles and a pitcher which nicely lock into place together. It's easy for families to either buy the whole system or upgrade their current system to the newly added travel bottles. Bottles can be all clear or all different colors for different members of the family. The bottles and pitcher will automatically always be filled with chilled water, via the water line in the fridge, and at any time, family members can grab their bottle to go and reinsert it later to have a fresh bottle ready in minutes.



## Concept: Pur Family Fridge Center

Customize for the number of people in your household

Use your current Pur pitcher

Healthy and eco friendly

Automatic filling



The Pur Selections is Pur's new premium product for the more sophisticated customer. The Pur Selections comes as a pitcher in Pur's premium quality that can hold a variety of beverages. The innovation however, lies in the lid, which contains a cartridge of the noble gas argon. With a push of the button a tiny amount of argon is released into the pitcher and floats as a layer on the beverage surface where it seals off the liquid from the oxygen and moisture-containing air. This helps to prevent beverages such as wine, milk, soft drinks, or mixed alcoholic drinks from losing taste and keeps them fresh and tasty for an extended period of time.

PUR Selections is simple to operate. Just one push of the button and all kinds of beverages stay fresh. An integrated electronic indicator light in the lid also shows the customer when the argon cartridge has to be changed.



## Concept: Pur Selections

A way for Pur to break into adjacent beverage markets

High tech, high end

Longer beverage shelf life

Better tasting drinks







The Pur Straw is a new lightweight, portable water filter. It can be used anywhere you need clean, drinkable water. Use it in a cup, bottle, or directly from the source. It is ideal for outdoor enthusiasts, backpackers, runners, bikers, athletes, travelers, military and emergency kits. It features an inline filter that cleans the water as you drink through the straw. Color changing indicator stripes on the side let you know when to replace your Pur Straw. Bundle 15 straws together to get a full-size filter to filter large quantities of water at once.

## Concept: Pur Straw

Intuitive

Lightweight

Great for  
Emergencies



Upper portion is  
reusable

Drink from a container  
or drink from the source

Bundle straws together  
for a larger filter effect



Understanding that individuals, families, and varying cultures utilize many different sized and shaped containers for storing and transporting water, Pur Fit-All brings a flexible filtration solution to the developing markets. It is a coated fabric filter with elastic edges, and a simple spring mechanism that allows the filter to expand or contract to fit the rims of various containers. Water can be poured into an empty container and filtered as it fills, or the water can be filtered as it is poured out of a holding container into the final 'clean water' unit. Each fabric filter lasts for about 10 uses, or 100 gallons of water. The fabric nature of this product also lends to the development of a Pur filter soap to let users wash and reuse each lid hundreds of times.



## Concept: Pur Fit-All

Portable

Easy to share

Fits any size container

Opportunity to sell  
Pur filter soap for  
washing dirty filters







The Pur Shower is a new portable shower system, that gives users clean bathing water anywhere in the world. Clean drinking water is of utmost importance, but this does little good when people are bathing in unsanitary conditions. It is ideal for the outdoor enthusiast, but it is vital for the developing world. Washing with dirty water can lead to disease and infection. The durable bag and valve system allows for reuse, while the filter can be replaced after several uses. The water is filtered using gravity to pull the clean water into the bag before the user opens the lower valve for a clean shower. It can be hung-up for easy use anywhere clean water is needed as a temporary solution, or even a more permanent mounting solution. The Pur Shower system assures consumers that the water they wash with is equally as clean as the water they drink.

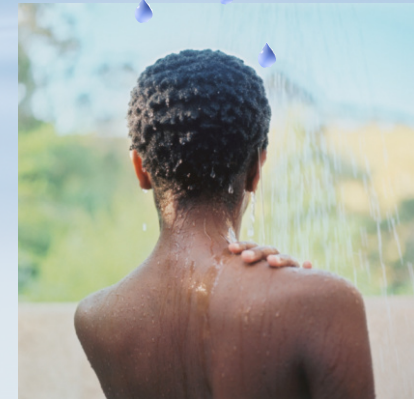
## Concept: Pur Portable Shower

Sturdy nylon container is durable for thousands of uses



Opaque material stores sunlight energy to keep showers warm

Filter Mechanism built into plastic base and shower opening





Pur Globe is just the product for developing markets with its amazing versatility and the same great filtration offered by our other Pur products. It is a spherical filter with the outer layer made of a membrane that filters out particles larger than 15-30 nm and a removable inner core of activated charcoal. The Pur Globe can be used in a multitude of vessels or containers to filter 0.5 gallons per minute. There are 2 built in color changing indicators to show when the water has been purified and to signal when the inner charcoal filter has to be changed. Pur Globe could be used by just dropping it into a vessel with water and shaking the vessel gently to facilitate waterflow through the globe. The product lasts up to 2 years with the charcoal filter changed every 3 months.

Works in any size or shape container



Concept: Pur Globe

Everything but the lower portion of the filter is reusable

Easy to share among families

Reusable filter top electronically turns from blue to green when the water is safe to drink

