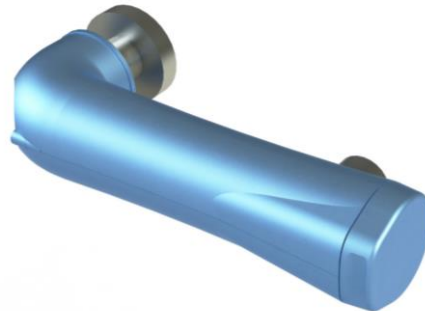
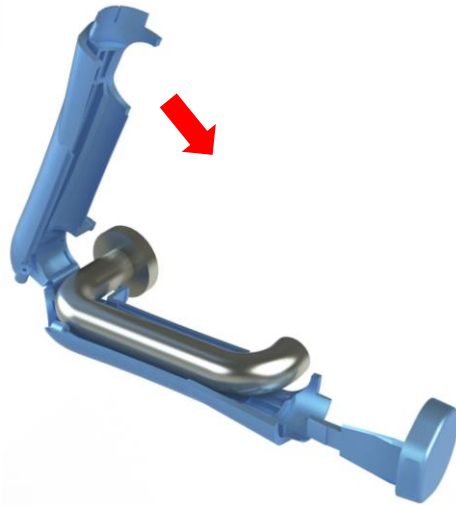


Purehold – Antibacterial Range

Killing germs 24/7



FACT

“More than one in four Britons had faecal matter on their hands”

Source: The Sunday Times

“the average person touches their face up to 16 times per hour”

Source: Forbes Magazine

FACT**FACT**

“We touch up to 300 surfaces in half an hour”

Source: Sunday Times

FACT

“80% of infections are spread by touch”

Source: Copper Development Association

FACT

“Only 1 in 3 people always wash their hands after going to the toilet”

Source: British Toilet Association

“Sickness absence costs 6.4 days or £666 per employee per year”

Source: CIPD Absence Management Survey 2009

FACT**FACT**

“hand washing is the most effective way to stay healthy,
but many people don’t do it long enough to be effective. ”

Source: Wall Street Journal

Pull Handle Overview



- A self-cleaning antibacterial door handle cover, aimed at reducing cross-contamination from one user to the next.
- Proven in the lab to kill 99.9%¹ of bacteria, using silver technology embedded into handle surface.
 - *Silver ions destabilise the cell, stop respiration and inhibit cell division, whilst blocking DNA replication, thus killing the cell.*
- Proven in the field to be 96.4%² cleaner than standard handles.
- Simply clips over existing pull door handles without any tools.
- No chemicals or poisons – simply harmless silver ions.

1 - Independently tested to ISO 22196 and shown to kill 99.9% of E-Coli & Staphylococcus Aureus, 98.6% for Salmonella.

2 - Independently field tested by Wickham Laboratories in facility employing 85 staff.

Why use the Purehold Pull Handle



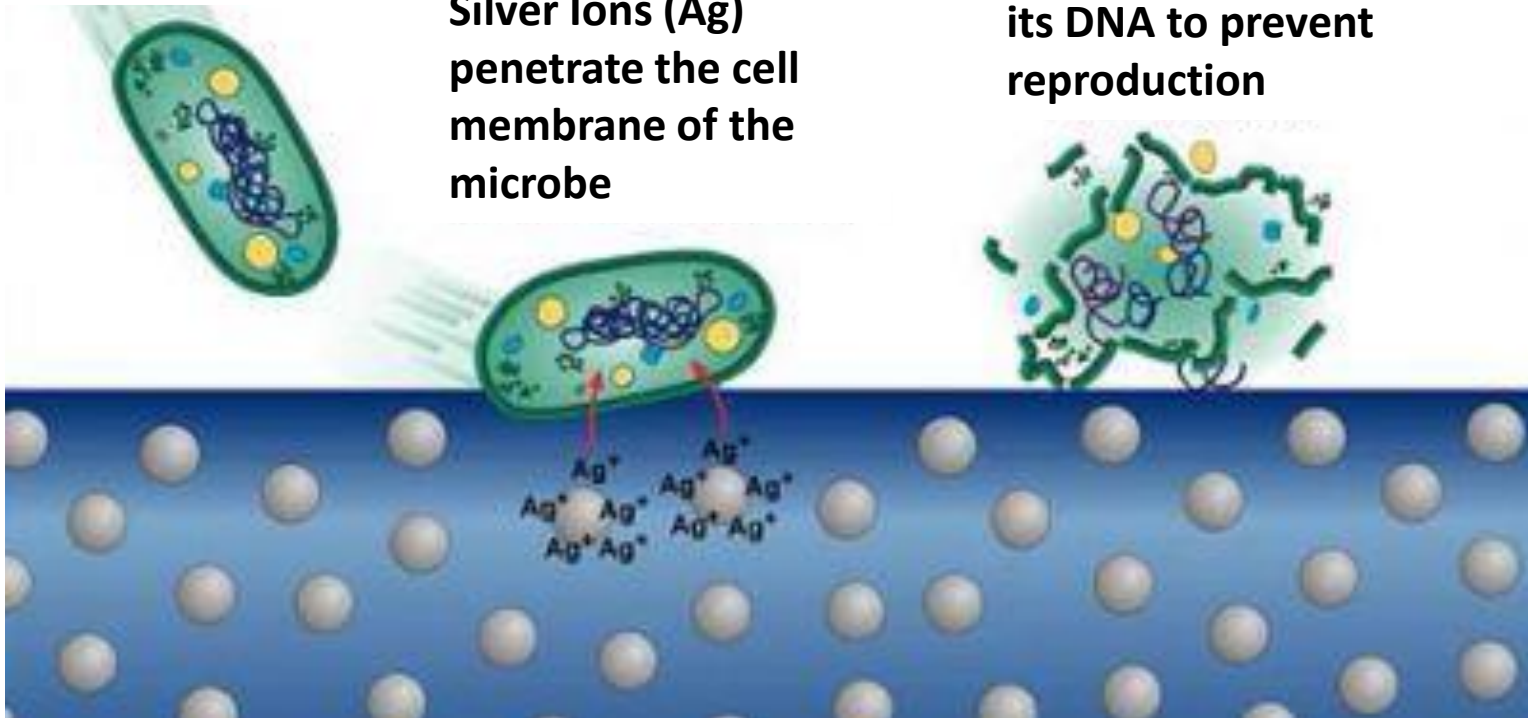
- 80% of infections are spread by touch. Offices and public buildings with contaminated door handles aid spread of common infections.
- Stainless steel handles are a breeding ground for germs. The Purehold Pull Handle has been independently proven to be 96.4% cleaner.
- Peace of mind to users, knowing that handles are safe to touch, 24/7.
- Can help improve hygiene and reduce costly staff sickness & disruption.
The annual cost of a handle is less than the cost of even a single day's basic salary at the Minimum Wage Rate.

How the coating works

Microbes*
deposited onto the
door handle/push
plate from users

Silver Ions (Ag)
penetrate the cell
membrane of the
microbe

**They suffocate the
microbe and attack
its DNA to prevent
reproduction**



*** Common Microbes found on door furniture include E-Coli, Salmonella, Campylobacter and Staph Aureus**

Pull Handle key features



- Kills up to 99.9%¹ of bacteria using silver technology.
- Proven in the field to be 96.4%² cleaner than standard handles.
- Independently tested in the lab and the field(see appendices).
- Quickly fitted to any pull door & requires no tools or experience.
- 6 month shelf life with visual indicator showing when to change.
- Extremely robust and sturdy, with no maintenance required.
- Stylish look to complement your existing door handles.
- Metallic black or metallic blue colours (other colours available on volume orders)

1 - Independently tested to ISO 22196 and shown to kill 99.9% of E-Coli & Staphylococcus Aureus, 98.6% for Salmonella.

2 - Independently field tested by Wickham Laboratories in facility employing 85 staff.

Pull Handle colours



Ice Blue



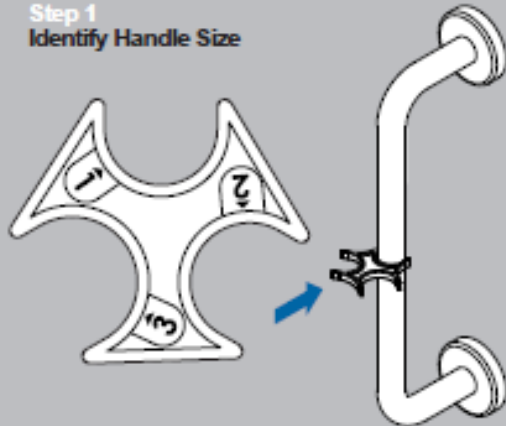
Metallic Black

How to install the Pull Handle



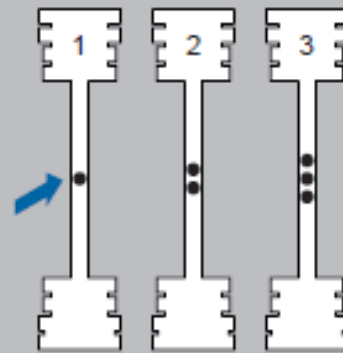
- Follow 6 simple steps

Step 1 Identify Handle Size



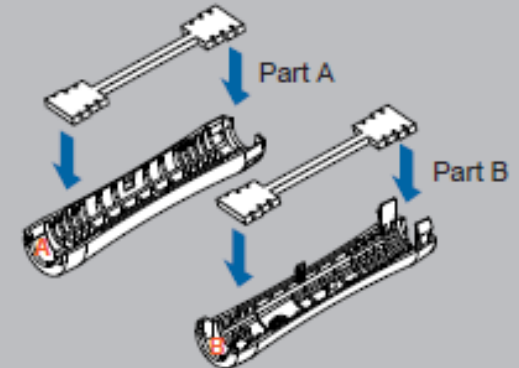
Push gauge against the door handle and identify tightest fitting groove (identified by number 1, 2 or 3)

Step 2 Select Silicone Strip



Select the two silicone strips that contain the number of dots that match the tightest fitting gauge (either 1, 2 or 3)

Step 3 Insert Silicone Strips



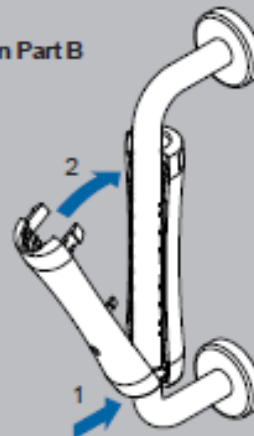
Push silicone strips firmly into Part A and Part B

Step 4 Position Part A



Hold Part A firmly against the rear of the door handle (making sure that the letter A which is stamped on the inside of the product is at the bottom)

Step 5 Position Part B



[1] Take Part B and align the bottom hooks into the front of Part A ; [2] push together so top hooks clip into place

Step 6 Align to Front



Attach door sticker onto the door so users can see it.

[1] Ensure logo faces forward and all clips are firmly in place; [2] Replace Eco Handle when indicator turns red, by firmly pushing in the top clips with your fingers and pulling apart.

Pull Handle FAQs



1. What door handle sizes does it fit?
 - *Any cylindrical pull door handle with a diameter of 19mm, 20mm or 22mm (these are the 3 most common in the UK).*
2. What happens when the indicator says change?
 - *Simply unclip the old handle & install a new one. Pure Hold will collect used handles when they deliver a new batch & recycle them.*
3. Do we have to replace every single door handle?
 - *No. The Pull Handle simply clips around your existing pull door handle.*

Pull Handle summary



- Easy to install product that safely kills up to 99.9% of bacteria.
- Significant potential to reduce sickness costs - annual handle cost less than a single day's basic salary at the Minimum Wage.
- Demonstrates strong Corporate Social Responsibility by caring for staff and public wellbeing.
- Efficacy proven with independent scientific testing.
- All the benefits achievable rapidly – no infrastructure changes, specialist tools and training required.
- Easily integrated into existing cleaning & maintenance routines.

Push Plate Overview



**Metallic Silver
(standard colour)**

- Same silver ion technology as the Pull Handle
- Proven in the lab to kill 99.9%¹ of bacteria
- Magnetically secured to back plate - and can be changed effortlessly without tools
- 12 month shelf life with visual indicator showing when to change.
- Extremely robust and sturdy, with no maintenance required.
- Stylish look to complement your existing door handles.
- Bespoke colours available on volume orders.

How to install the Push Plate



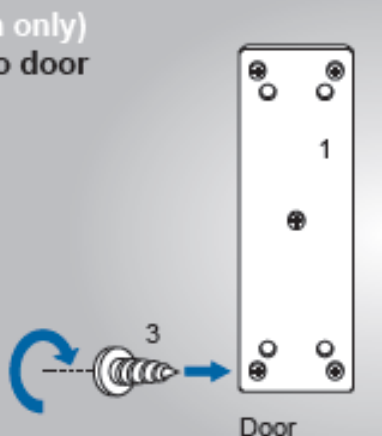
- Follow 4 simple steps

Step 1 (Initial installation only) Fit metal back plate (1) to door

Back plate (1) can be
a) stuck onto the door by
removing backing tape and
pressing firmly against door

or

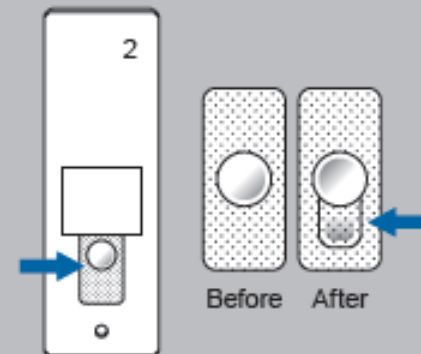
b) screwed to the door
using 5 x screws (3)
provided (recommended
method - as shown).



NOTE - Screws must be completely flat to the surface and NOT protrude.

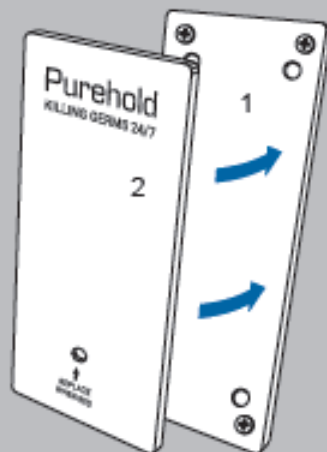
Step 2 Activate time indicator

Locate the small silver
dome on the reverse of
the Eco panel (2). Push
down firmly on this
dome with your thumb
until you feel it pop (you
can see that liquid has
moved downwards from
the dome).



Step 3 Fit the Eco Panel (2)

Align the Eco panel (2)
with the back plate (1),
ensuring that the 4
studs align. Push down
firmly and ensure it is
flush and does not
move.



Step 4 Replacing Eco Panel (2) (after 12 months)

When the indicator turns
red, remove the Eco
panel (2) by pulling firmly
towards you and replace
with a new Eco panel.



LEVER Handle Overview



- Same silver ion technology as the Pull Handle
- Proven in the lab to kill 99.9%¹ of bacteria
- Fitted effortlessly without tools – simply “snap” around existing handle
- 6 month shelf life with visual indicator showing when to change.
- Extremely robust and sturdy, with no maintenance required.
- Stylish look to complement your existing door handles.

LEVER handle versions

- 2 versions of the Purehold LEVER handle exist:
 - LEVER- STRAIGHT. Fits Straight Handles (as below)
 - LEVER - 'RTD'. Fits RTD Handles (as below)



Straight Handle



Return To Door (RTD) Handle



Independent Testing

- Extensive independent testing prove its effectiveness and need.
- Lab Testing - ISO 22196:2011 (measure of antibacterial activity on plastics and other surfaces). Coating was shown to:
 - *Kill 99.99% of E-coli*
 - *Kill 99.99% of Staph Aureus*
 - *Kill 98.6% of Salmonella*
- Field Trials – undertaken by Wickham Laboratory:
 - *3 door locations selected (Male toilet, female toilet and busy canteen)*
 - *Stainless steel door handles provided benchmark*
 - *2 swabs taken from each door handle trialled*
 - *Field trial #1 repeated (i.e. Field trial #2) to verify results*
 - *Purehold Pull Handle 96.4% (on average) cleaner than stainless steel handles*

Pull Handle field trial no.1 summary



Location	Standard Door Handle	Purehold Eco Handle	Reduction
Male Toilet – Top Part of Handle	650 cfu/swab	10 cfu/swab	98.5%
Male Toilet – Bottom Part of Handle	40 cfu/swab	10 cfu/swab	75.0%
Female Toilet – Top Part of Handle	360 cfu/swab	20 cfu/swab	94.4%
Female Toilet – Bottom Part of Handle	760 cfu/swab	430 cfu/swab	43.4%
Canteen Door – Top Part of Handle	90 cfu/swab	20 cfu/swab	77.8%
Canteen Door – Bottom Part of Handle	2,500 cfu/swab	55 cfu/swab	97.8%
Overall	4,400 cfu/swab	545 cfu/swab	87.6%

Pull Handle field trial no.2 summary



Location	Standard Door Handle	Purehold Pull Handle	CFU Reduction
Male Toilet – Top Part of Handle	1,130 cfu/swab	150 cfu/swab	86.7%
Male Toilet – Bottom Part of Handle	1,580 cfu/swab	30 cfu/swab	98.1%
Female Toilet – Top Part of Handle	5,900 cfu/swab	10 cfu/swab	99.8%
Female Toilet – Bottom Part of Handle	6,300 cfu/swab	10 cfu/swab	99.8%
Canteen Door – Top Part of Handle	2,080 cfu/swab	80 cfu/swab	96.2%
Canteen Door – Bottom Part of Handle	3,450 cfu/swab	60 cfu/swab	98.3%
Overall	20,440 cfu/swab	340 cfu/swab	98.3%

Pull Handle field trial summary



	Stainless Steel Door Handle	Purehold Pull Handle	CFU Reduction
Field Test #1	4,400	545	87.6%
Field Test #2 (Validation)	20,440	340	98.3%
Overall	24,840	885	96.4%