



PRESS RELEASE

01.08.09

Purite unveils its new brand identity in support of its commitment to product innovation and excellence in customer relations

To further support its commitment to business growth within its core markets, Purite has developed a new brand identity. With the aim of re-energising and modernising the brand, the new identity will present a fresh and contemporary image to existing and new customers.

Brian Stother, Managing Director from Purite comments, *"This is an exciting time for our organisation. Our range of new and redesigned products, coupled with a firm commitment to healthcare and laboratories, demonstrates our ability to compete in this dynamic marketplace. Our new identity further strengthens Purite's position within the UK and allows our customers to recognise us as a leading provider of water purification solutions."*

This new identity will support Purite's key objectives, which focus on product innovation and excellence in customer relations. One of its key priorities is to grow its customer base in the laboratory and healthcare markets, an objective which is supported by new product launches for these markets. The new innovative Select product is Purite's third generation of laboratory products and the Centurion 1500, which launched in June, produces unparalleled pure water for single patient haemodialysis for use by health care professionals and their patients.

Underpinning Purite's new product launches is a firm commitment to continue to provide world class customer service through its excellent after sales support program. In addition, Purite is investing in a complete overhaul of its customer relationship management system to ensure that it fully understands its customers and their needs.



Purite, a subsidiary of Ondeo Industrial Solutions, designs, develops and manufactures water purification systems for use in applications in both the healthcare and research sectors and throughout industry. The company specialises in a wide range of technologies, including ion exchange, carbon filtration, reverse osmosis, electro-deionisation and ultrafiltration. Purite solutions can be supplied as stand-alone units or as fully integrated systems with production capacities up to many thousands of litres per hour. In every case, the company provides full installation, technical and service support. Purite has been established for over 30 years and is accredited to ISO 9001:2008. To know more: www.purite.com

Ondeo Industrial Solutions (Ondeo IS), a subsidiary of SUEZ ENVIRONNEMENT, is a leading provider of process and management improvements across the entire industrial water cycle. Present in Europe with around 700 employees, Ondeo IS generated in 2008 a turnover of 142 million euros. Ondeo IS operates and maintains over 200 water treatment plants for industry throughout Europe. It has built more than 2,000 industrial wastewater treatment plants and more than 1,800 process water treatment plants. To know more: www.ondeo-is.com

SUEZ ENVIRONNEMENT

Natural resources are not infinite. Each day, SUEZ ENVIRONNEMENT (Paris: SEV, Brussels: SEVB) and its subsidiaries deal with the challenge to protect resources by providing innovative solutions to industries and to millions of people. SUEZ ENVIRONNEMENT supplies drinking water to 76 million people, provides wastewater treatment services for 44 million people and collects the waste produced by 60 million people. SUEZ ENVIRONNEMENT has 65,400 employees and, with its presence on a global scale, is the world's leader exclusively dedicated to environmental services. In 2008, SUEZ ENVIRONNEMENT, a 35% GDF SUEZ affiliate, achieved sales turnover of 12.4 billion euros. To know more: www.suez-environnement.com

Press Contact:

PURITE

KELLY MILLER - TEL. : +44 18 44 21 511 524; Mob. : + 44 7771 376 762
BANDET WAY, THAME, OXON, OX9 3SJ – UNITED KINGDOM
KELLY.MILLER@PURITE.COM

This press release is also available at www.ondeo-is.com