

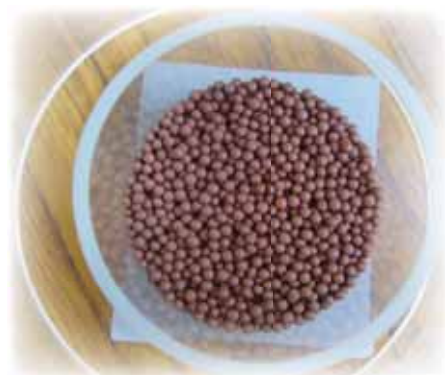


Responsibly committed to preserving our environment, we at Pursanova are proud to introduce PursaLean, an innovative product resulting from years of technological research and development, to the commercial food preparation industry.

We believe that we all share responsibility for our fragile eco-system, for the air we breathe, the food we eat, the water we drink. Our products are designed to protect and nurture the limited resources of our planet and, at the same time, deliver significant cost and energy savings to our clients.

PursaLean™

A natural, cost-saving partner for commercial deep fryers.
A product design that respects our environment.



PURSANOVA™

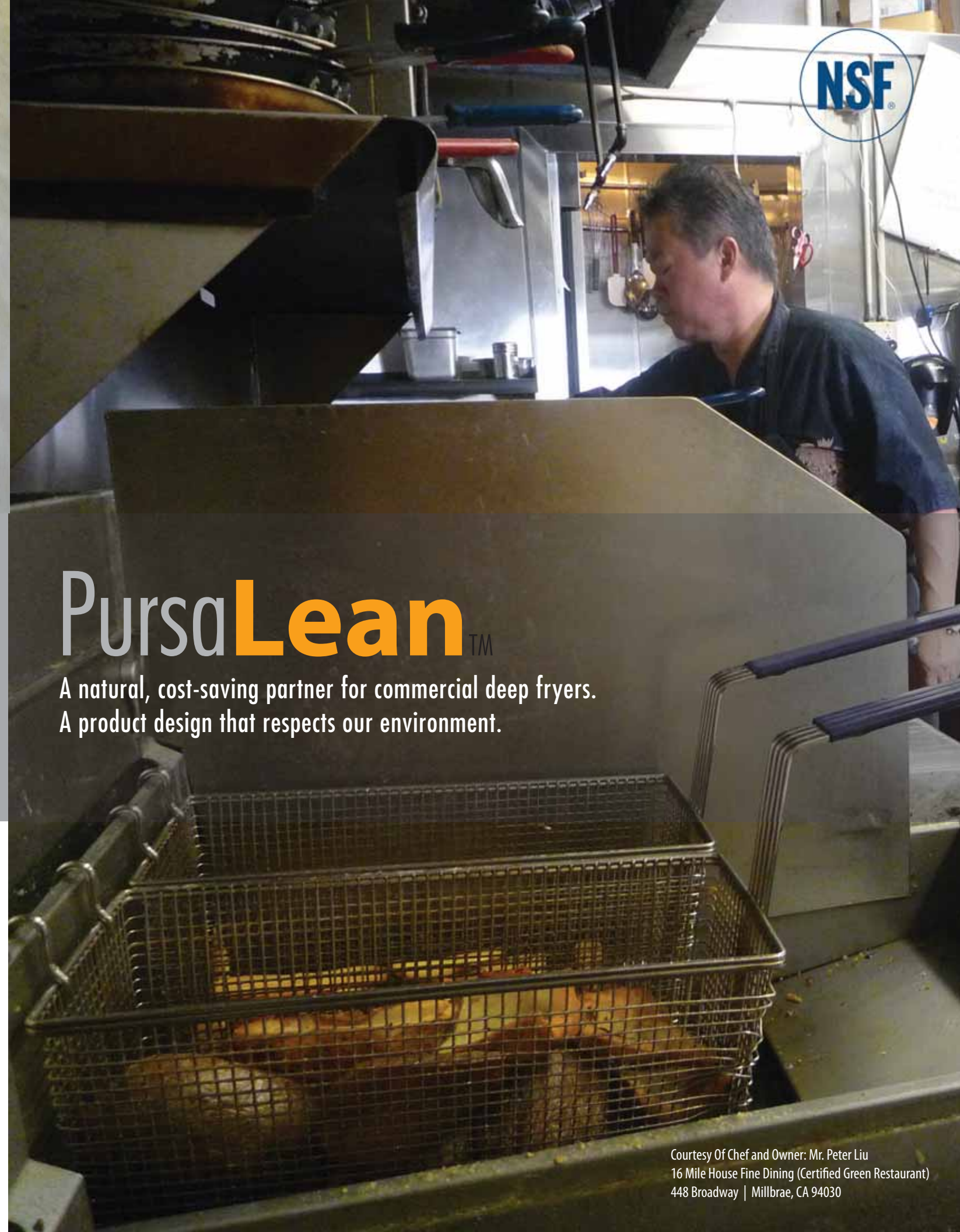
Specializing in Liquid Conversion Technologies

1483 Rollins Road | Burlingame, CA 94010 | 650.342.8880 | www.pursanova.com

Courtesy Of Chef and Owner: Mr. Peter Liu
16 Mile House Fine Dining (Certified Green Restaurant)
448 Broadway | Millbrae, CA 94030



Tested and Certified by NSF
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To Use: Filter out the oil everyday after use. If the oil cannot be filtered, place the units in the oil basin and let any **contaminants** such as bits of food naturally settle out. Refill only with clean oil in order to avoid contamination. If dirty oil is used it may affect the performance of the product. The base material for the "PursaLean" is natural ceramics from sintered minerals. The water in the organic processed base materials that is activated to prevent the oil from breaking down or oxidizing. It also helps remove fat and protein impurities that are the source of oxidation. Because of its anti-bacterial, odor eliminating and cat-ion exchange properties, the oil is more resistant to contamination and may be reused. The cat-ion exchange properties serve to **improve** product quality and help maintain cleanliness of the oil by Preventing the growth of anaerobic bacteria. Because of these characteristics less oil is used while producing fried foods of higher quality.

1

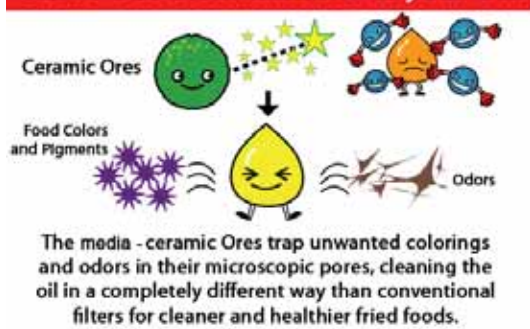
PursaLean is composed of a finely balanced mixture of proprietary mineral ores including natural components made from sintered shells.

Because of its **NATURAL** composition,

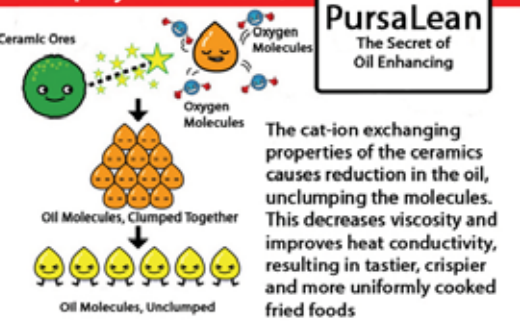
- prevents oil from breaking down or oxidizing by removing fat and protein impurities
- inhibits the growth of anaerobic bacteria in the oil
- makes oil more resilient to contamination and prolongs its use life
- ensures that less oil can be used to produce fried foods of higher quality and taste



Clears out contaminants in your oil!



Keeps your oil fresh!



PursaLean
The Secret of Oil Enhancing



2

The ceramics cause reduction in the oil, separating the oil molecules that were once clumped together. This decreases viscosity and improves the heat conductivity, resulting in tastier, crispier and more uniformly cooked fried foods.



3

- Save as much as 50% on cooking oil costs
- Cut down on frying oil smoke
- Reduce fryer oil refilling by 20 to 35%
- Reduce energy cost



**Economical Effects of Reducing Cooking Oil Use:
Example: Specialty Restaurant**



Before

72 - 35 lb container (1 year supply) including oil maintenance = \$2631.60
72 - 35 lb container (1 year supply) disposal cost = \$751.68
Total Cost = \$3,383.28

Cost comparison after 1 year



After

36 - 35 lb container (1 year supply) including oil maintenance = \$1,315.80
36 - 35 lb container (1 year supply) disposal cost = \$375.84
PursaLean each unit cost \$725/yr. - **Total Cost = \$2,416.64**

Fryer volume: 24 Liter fryer
Cost of 1 - 35 lb container (16.54 ltr): \$36.55
PursaLean unit cost: \$725
PursaLean use: 1 year
Disposal cost for each container: \$10.44

