



R. R. Street & Co. Inc.

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Mr. Ken Farrington
N.S. Farrington & Company
P. O. Box 12279
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Dear Mr. Farrington:

This is to announce the availability of a new filter cartridge product called the **Puritan Adsorptive**. This cartridge has been designed to serve the needs of cleaners who are currently using carbon-clay core cartridges. In addition, as a result of recent demand for low-cost cleaning machines that lack distillation capability, we anticipate some modest growth in the number of customers for this type of product.

While it is widely recognized that non-distillation systems are inferior to those utilizing distillation, a cleaner's decision to accept the compromises inherent in a no-distillation system shouldn't mean that he also has to put up with inferior filtration or poor value for money from his filter cartridges. Therefore, we have developed the Puritan Adsorptive to better serve the needs of customers who want to use this type of filter, and we do it at a selling price that is market competitive to existing products.

The Puritan Adsorptive has many of the proven design and construction features of the LF and Dye-Eater filters. When comparing it to other brands, one will immediately notice the difference in how the paper is pleated. The Puritan Adsorptive shows perfectly-formed, uniform pleats. When placed side-by-side with a competing product, one can also see that it contains far more filter paper and far more usable filter area. The superior design of the handle system and the higher quality of the metal components also sets the Puritan Adsorptive apart. What one will not see, but which can be explained through pictures, is that the Puritan product has a uniformly blended core of carbon and clay that provides a more consistent adsorption of contaminants.

It is important to note that the Puritan Adsorptive is not intended to substitute for the LF or Dye-Eater models. Customers using those products are already using the correct model filter for their process.

A Street's associate will be contacting you soon to address any questions you may have regarding this unique new product, and discuss sales opportunities, promotional efforts and your initial inventory requirements.

We have included a product data sheet describing our three models of Large Format Cartridges. Please do not hesitate to contact us with any questions you may have at 1-800-323-7206.

Sincerely,

Mark Rockcastle
Vice President Marketing