



Our Mission

Our mission is to provide products that improve the lives of consumers through innovation and technology with solutions to everyday health, economic and environmental challenges. Bloc Enterprises is committed to be a good steward of the earth, building awareness for sustainability principles and best practices for reducing our ecological footprint. This begins with water.

The Problem

There is a drinking water problem in the US, from decades of reckless farming using chemical contaminants in fertilizers, pesticides and herbicides that have been leaching into our nation's water supplies. Toxins from industrial waste, including many known carcinogens and hundreds of contaminants still unregulated by the EPA have polluted the drinking water in over 130 million American homes. Added to this are 600+ pharmaceutical products used by over 50% of our population being flushed into our rivers from sewage treatment plants or leaching into groundwater from septic systems. Finally, much of our old water pipe infrastructure contains lead, now degrading and leaching into the "last mile" before drinking water comes out of the tap. The crisis in Flint, MI brought this issue into our national consciousness and sadly, situations like the one in Flint are now occurring somewhere in the US on a weekly basis.

Compounding the problem is over 1/3 of the population that don't trust their tap water and/or dislike the taste are instead buying massive quantities of single-use plastic water bottles for their daily hydration needs. This has resulted in a disturbing plastic pollution crisis from the 35+ billion plastic bottles discarded every year. Despite heroic recycling efforts over 80% still end up in our lakes, rivers, oceans and landfills. Single-use plastic water bottles do not biodegrade, but instead photo-degrade, meaning, one piece turns into two, turns into four, etc. creating nanoparticles easily digested by marine species. In some parts of the Pacific Ocean, plastic particulate outnumber plankton by a factor of 6:1, and increasingly are in the process of destroying aquatic life, natural resources, our food chain and the natural ecosystem.

The Solution

Bloc Enterprises introduced the *PuriBloc GOpure Water Purifier™*, which uses a revolutionary new water purification technology housed in a portable, re-usable, recyclable "Pod" the size of a wine cork, designed to purify and enhance ordinary tap water. Each Pod can purify, protect and preserve up to 264 gallons of water, which is the equivalent of 2,000 refills of a standard size re--usable water bottle.

The filtration power comes from an unlimited and renewable resource that has served as “nature’s filter” for 20 million years – diatomaceous earth. The filtering surface area of the Pod’s advanced ceramic core is equivalent to six football fields. Diatomaceous earth is easy and inexpensive to mine, therefore requires minimal energy, raw material resource consumption or cost. The process of converting the raw materials to a finished ceramic pod uses very little energy or water in the manufacturing process. There are no hazardous materials utilized in the manufacturing process or in the product itself. The Pod is recyclable and can be processed with other recyclable plastic products. Our packaging uses post-consumer recycled materials and is also available to be purchased package-free.

We strive to change the way the world drinks water by providing a simple, economic and portable solution offering the continuous purification benefits of the GOpure Pod as follows:

- ✓ Eliminates heavy metals and other chemical or organic impurities
- ✓ Eliminates odors present in tap water, especially chlorine
- ✓ Prevents bacteria and viruses in drinking water by de-activating them on contact
- ✓ Protects against water deterioration and enhances taste
- ✓ Raises the pH level to the body’s optimum level (7.4*)
- ✓ Releases minerals and balances the water’s mineral content
- ✓ Maintains water freshness over long periods with no expensive filter to change
- ✓ Prevents biofilm formation - especially important when using in pet water bowls
- ✓ Multiple use – water bottle, pitcher, hydration pack, coffee maker and coolers
- ✓ Works continuously for six months (264 gallons) in any container up to 1 gallon
- ✓ Multiple Pods will work exponentially to purify water in containers over 1 gallon
- ✓ Zero plastic waste - replaces 2,000 single-use plastic water bottles (88 cases)

By comparison to carbon filter point-of-use (POU) products, GOpure has many advantages:

- ✓ POS filters remove valuable minerals the body needs
- ✓ Carbon filters do not remove heavy metals, fluoride or microorganisms
- ✓ Carbon filters release endotoxins (dead bacteria)
- ✓ Acidic or low pH water is not always improved by POU filters
- ✓ POU products require constant filter change or risk contamination
- ✓ Water can get stale within hours, which greatly affects taste
- ✓ POU pitcher products not suitable for personal travel
- ✓ Useful life of 40 gallons = 7 filters (\$50) vs 1x GOpure = 264 gallons (\$25)

Conclusion

We set out to introduce an affordable every day, easy-to-use product that ensures people’s human right of access to healthy, great tasting drinking water from any potable water source, anywhere they go. By designing an innovative solution to help solve the drinking water problem, we quickly realized we would also help solve another big problem by eliminating the need to buy single-use plastic water bottles. GOpure Pod is the perfect accessory to use inside any re-usable water bottle and our mission now includes building awareness for this vital global cause of eliminating plastic waste. We seek out partners with like-minded initiatives and have proudly begun our work in this regard with Plastic Oceans and 1% For the Planet.