

THE PUROXI CONSTITUTION

First Edition

July 2026

The guiding principles of Puroxi Pure Water Global Inc.

"Water Is Life."

"Knowledge Creates Value."

A Message from the President

When people ask me how I entered the water industry, they are often surprised by the answer.

It did not begin with a business plan.

It did not begin with a degree in water treatment.

It began with a swimming pool, hydrogen peroxide, a dairy farmer... and a shovel.

More than twenty years ago, I was selling an alternative to chlorine for swimming pools and hot tubs. I believed there had to be a better way than relying solely on chlorine, so I began using hydrogen peroxide in my own swimming pool.

A family friend, whose daughter regularly swam in our pool, noticed something unexpected. Each time she visited, her acne improved. Her father, a dairy farmer, became curious and began asking questions about the water.

One day he returned from the World Dairy Expo in Wisconsin with a business card.

"Zak," he said, "I met someone who has developed a way to stabilize hydrogen peroxide. He's using it on dairy farms. I think you should talk to him."

I laughed and told him I already had a barn full of hydrogen peroxide.

He smiled and said,

"Yes, but he knows how to stabilize it."

That simple sentence changed the direction of my life.

I became interested immediately, but there was one problem.

I knew absolutely nothing about farming.

My friend looked at me and said,

"Be here tomorrow morning at 4:00 AM. I'll teach you."

The next morning I arrived wearing a nice pair of running shoes and blue jeans, expecting to learn about dairy cows.

Instead, he handed me a shovel.

"Your first lesson," he said, "is to shovel manure."

When I finished, I drove home. My wife wouldn't even let me into the house. She met me at the door and said, "Go outside, hose yourself off, and leave your clothes there before you come in."

Looking back today, we still laugh about that first day.

But that morning taught me one of the most important lessons of my career.

If you truly want to help people, you must first be willing to understand their world.

That morning didn't just begin my education in farming.

It began my education in listening.

More than twenty years later, that lesson still guides every recommendation we make at Puroxi.

Why Water Matters to Me

I was born on **March 22**, a date now recognized around the world as **World Water Day**.

Whether that is simply a coincidence or something more, water has always been at the centre of my life.

I believe every living thing on Earth has a God-given right to fresh, clean, and nutritional water.

Fresh water sustains life.

Clean water protects life.

Nutritional water helps life thrive.

We are fortunate in North America to have access to fresh and generally clean water. The nutritional value of water is often overlooked and is a matter of both science and personal choice. I believe understanding those differences is part of our responsibility.

What has always fascinated me is that no two water sources are exactly alike.

Every source tells a different story.

Every challenge teaches something new.

I have never been satisfied accepting conventional thinking simply because it is conventional.

Innovation begins by asking better questions.

Sometimes the best solution improves an existing technology.

Sometimes it requires an entirely different approach.

That curiosity continues to guide my work today.

Why We Created The Puroxi Constitution

Many companies have a mission statement.

Some have a vision statement.

Others publish a list of corporate values.

At Puroxi, we wanted something more meaningful.

We wanted a document that explains **why we make decisions the way we do.**

The Puroxi Constitution is our commitment to customers, employees, suppliers, business partners, and ourselves.

It defines the principles that guide every recommendation we make.

Technology will change.

Products will change.

Markets will change.

Our principles should not.

Our Philosophy

Water is not simply our business.

Water is life.

Every recommendation we make begins with understanding the customer's water.

Every conversation begins by listening.

Every solution begins with good design.

Every project becomes another opportunity to learn.

Knowledge has little value unless it is shared.

The purpose of Puroxi is not simply to provide technologies.

The purpose of Puroxi is to help people better understand water.

Because better understanding leads to better decisions.

P-001 — Water Is Life

Without water there would be no life.

Every person.

Every animal.

Every crop.

Every fish.

Every forest.

Every ecosystem.

Every decision we make begins by respecting water.

P-002 — Knowledge Creates Value

We believe education creates trust.

Knowledge should never be hidden.

The more people understand water, the better decisions they make.

P-003 — Every Water Source Is Unique

No two water sources are identical.

Every recommendation begins by understanding the water before recommending a solution.

P-004 — Science Guides Us

Our recommendations are based upon science, observation, practical experience, and continuous learning.

We never stop asking questions.

P-005 — Integrity Above All

We will always communicate honestly.

If a product is not the right solution, we will say so.

Trust is earned through honesty.

P-006 — Listen Before Advising

Every customer has unique objectives.

Understanding those objectives is essential before offering advice.

Listening is one of our greatest technical skills.

P-007 — Design Before Equipment

Technology is only one part of a successful solution.

Good design always comes before selecting equipment.

The right solution is more important than selling another product.

P-008 — Continuous Improvement

Learning never ends.

Every project teaches us something new.

Every customer expands our knowledge.

Every challenge creates another opportunity to improve.

P-009 — Long-Term Relationships

We measure success by the relationships we build, not simply by the products we sell.

Customer satisfaction is our greatest achievement.

P-010 — Leave a Positive Legacy

We hope future generations remember Puroxi not because of the products we sold, but because we cared.

We shared knowledge.

We continued learning.

We helped improve water.

We left every customer better informed than when we first met them.

What We Are Not

We are not driven by selling products.

We do not believe one solution fits every application.

We do not recommend equipment before understanding the water.

We do not believe we know everything.

We believe learning never stops.

The Puroxi Promise

We promise to approach every project with honesty, curiosity, and respect.

We promise to listen before advising.

We promise to design before recommending equipment.

We promise to continue learning.

We promise to treat every customer's water as unique.

A Final Word

If someone remembers only one thing about Puroxi, I hope it is this:

We cared.

We cared enough to listen.

We cared enough to continue learning.

We cared enough to share what we learned.

We cared enough to help people make better decisions about water.

Because water is more than our business.

Water is life.

Signed

Zak Motala

President & CEO

Puroxi Pure Water Global Inc.

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