



Purity for your home and garden

[www.sumiball.com](http://www.sumiball.com)



## SumiBall™ ...purity for your home and garden

SumiBall Ltd is delighted to present a new and exciting range of products, using balls of high-grade organic Japanese Sumi. SumiBall is 100% natural, with an active carbon core made from environmentally sustainable sources of Cedar and Cypress, encased in a honeycomb ceramic shell.

SumiBall brings health to the home and life to the garden, with applications including a reusable next-generation soil replacer for easy and more successful propagation and growing, a water filtration medium for algae-free ponds and water features, a hypoallergenic cure for Sick Building Syndrome, an active substrate for healthy aquariums and terrariums, a powerful odour control additive for cat litter, and even display beads for longer-lasting cut flowers.

SumiBall products make active carbon accessible for both domestic and commercial use; our unique patented process gives each Sumi a porous ceramic shell, allowing easy handling and a variety of attractive colours, which used alone or in combination make very attractive displays.

The organic SumiBall product range restores an established but forgotten natural solution for healthy flora and fauna, in an exciting new way that brings life and colour to the home and garden. SumiBall beads come in three sizes (peppercorn, pea and pebble) and six funky modern colours – terracotta, natural, pastel blue, chalk, peach and charcoal. SumiBall products can be used again and again – using nature's purifier for clean air and water.



## SumiSoil™ ...the next generation soil replacer

SumiSoil is a reusable organic antibacterial soil replacer – an environmentally friendly alternative to peat or potting compost. Used just like a general purpose compost or soil conditioner, SumiSoil is used instead of soil, mixed with soil or as an attractive topping for soil for improved propagation and growing; by creating a near-sterile environment with high humidity, cuttings and seeds strike quickly and reliably, and grow disease-free and healthy. SumiSoil is clean and easy to handle, and is ideal for house plants, hanging baskets, and patio planters - as well as for propagation and cuttings.

SumiSoil absorbs liquids to over 75% of its own volume, adds around 30% extra growing space, increases oxygenation, sweetens the soil and controls the bacteria that lead to plant disease and infection. SumiSoil conserves water and nutrients, increasing drought tolerance, reducing maintenance and overcoming the stress of 'feast and famine'.

## SumiBloom™ ...for longer lasting flowers

Display vases of flowers with SumiBloom and enjoy lasting displays in fresh and clear water. Used just like other decorative beads, the active Sumi carbon prevents the build-up of unsightly green algae, and actively controls unpleasant odours from standing water. Simply rinse for re-use.

SumiBloom is available in a range of soft colours, including pastel blue, chalk, terracotta and charcoal, and looks great on its own, in layers, or designed and mixed with coordinating or contrasting colours.



## AquaSumi™ ...for clear and healthy outdoor aquatics

AquaSumi reduces and controls the unsightly algae that grow in outdoor ponds and water-features. The activated Sumi carbon traps bacteria and toxins so that water stays clear for longer, and even encourages healthy growth in aquatic plants.

AquaSumi is a natural, organic and non-toxic product that is completely safe for fish and other aquatic flora and fauna. One gram of AquaSumi has a surface area of up to 2,000m<sup>2</sup> so one application is enough for the whole year.



## SumiPure™ ...for healthier homes

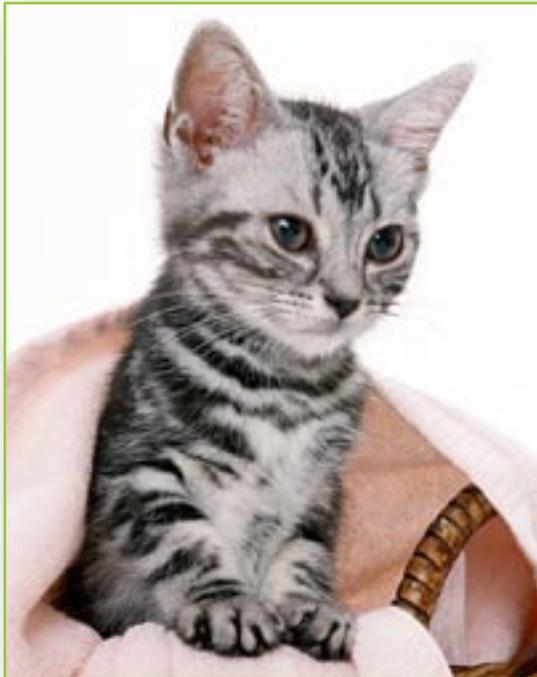
Made with high grade activated carbon, SumiPure is the ultimate in natural hypoallergenic air purification for the home and office. The activated carbon eliminates bad odours and keeps air healthy and fresh by generating negative ions which neutralise positively charged bad odours. SumiPure quickly absorbs ammonia, the main source of pet and bathroom smells, and even controls allergens such as formaldehyde, to actively protect against Sick Building Syndrome.

SumiPure is highly absorbent and very efficient at retaining moisture, and is effective for up to twelve months. SumiPure is sterile and hygienic, and available in a range of funky colours which make attractive modern displays.

## SumiCat™ ...for odour free cat litter

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Original SumiCat is an organic antibacterial cat litter additive that eliminates bad odours and absorbs liquids. Simply sprinkle the granules over the litter tray to keep it fresh for up to 4 times longer. SumiCat is made with activated carbon, which works by absorbing and locking in the ammonia from cat urine that causes noxious smells. SumiCat is unscented and totally natural. It is available in an attractive range of colours, including pastel blue, peach, chalk, natural, terracotta and charcoal.



## SumiSubstrate™ ...active carbon substrate filtration

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SumiSubstrate is the latest development in active substrate filtration for both tropical and cold-water fish tanks. Used on its own, or as part of a water filtration system, SumiSubstrate continually filters the water, keeping it healthy, preventing algae and removing toxins such as chlorine, ammonia and formaldehyde, causes of New Tank Syndrome. SumiSubstrate is available pre-mixed in a range of funky modern colours, with two ball sizes to provide a varied substrate surface for the fish that can be colour coordinated for a striking display effect in the home.



## Sales and Fulfilment Information

SumiBall is manufactured in Japan, using the latest technology under a patented process that makes a unique and versatile product, bringing purity to the home and garden.

SumiBall Limited has secured the sole distribution rights for the UK, Europe and the USA.

We believe in the importance of marketing support to retailers and stockists, and have developed extensive marketing collateral for the consumer, including leaflets for the full product range, an informative website and attractive, eye-catching and practical point-of-sale display units. Please contact your Customer Services Representative for more information and samples.

We understand the need for efficient and timely order fulfilment, and although we offer a standard lead time of two weeks we aim to deliver within seven days wherever possible, working to 'Just in Time' operations to minimise inventory costs. We have established a partnership with a logistics and distribution organisation which enables us to meet our customers' needs promptly.

Our Customer Services will maintain close contact with all customers to ensure that your particular needs are met; we will do whatever we can to make sure your supply from SumiBall Ltd adds maximum value to your business.

**SumiBall™**

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## SumiInside™

...all the benefits of SumiBall in your own product

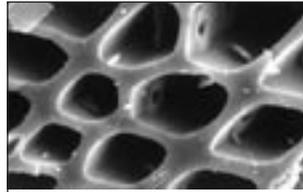
SumiBall offers added value in a wide range of applications, and we provide full support for product development, technical specification, marketing and loose bulk fulfilment for customers who wish to use SumiBall in their own products. Products ranging from hanging baskets to cat litter can be made with SumiInside, and the yellow logo is the sign of quality.



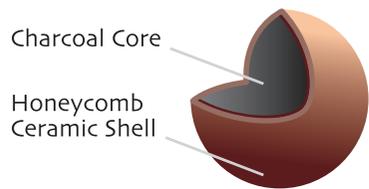
## How It Works

All SumiBall products use activated carbon at the core for a highly effective filter to bring purity to the home and garden.

Activated carbon is charcoal that has been treated with oxygen at very high temperature, opening up millions of tiny pores between the carbon atoms; this process results in highly porous carbon that has a surface area of up to 2,000m<sup>2</sup> per gram. Activated carbons are widely used to adsorb pollutants from gases or liquids; the pollutants attach by chemical attraction, and the huge surface area of activated carbon gives it countless bonding sites. As particular chemicals pass next to the carbon, they attach to the surface and are trapped; activated carbon is extremely good at trapping carbon-based impurities ('organic' chemicals), as well as other chemicals such as chlorine.



SumiBall under an electron microscope

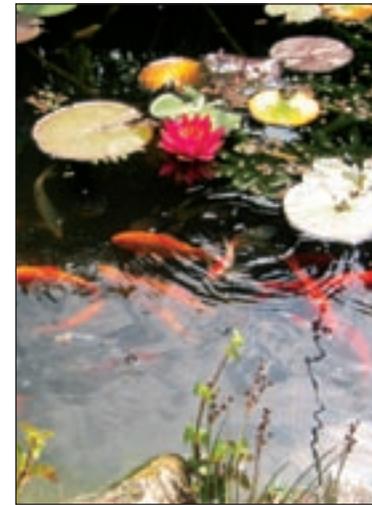


Charcoal Core

Honeycomb Ceramic Shell

The unique ceramic shell makes handling clean and easy, and the ball shape increases benefits in all applications by maximising exposure to air and water in the environment. Just like a water filter in the home, the active carbon core of each Sumi traps unwanted harmful bacteria that cause unsightly algae, unpleasant odours and plant disease. SumiBall products are made with carbon from sustainable sources of cedar and cypress hard woods, recognised as a highly effective natural anti-bacterial filter. The carbon traps toxic compounds such as formaldehyde and ammonia in a complex microscopic lattice, and can absorb liquid to over 75% of its volume.

## SumiBall™ in Action





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