



SGI Weekly Intelligence

November 30, 2009

Judy Spies

Featuring: The AdventurerOpti

Circulation: 1,400

Readership: 8,000



STERIPEN TESTS NEW WATERS

Known for its UV water purification technology, Blue Hill, ME-based SteriPEN, owned by Hydro-Photon, Inc., introduces the SteriPEN AdventurerOpti for Spring 2010. This new handheld model, designed for travelers and outdoor enthusiasts, combines a purifier with a flashlight.

The SteriPEN AdventurerOpti (SRP \$99.95) is pocket-sized—weighing in at just 3.6 ounces—rugged, and uses ultra-violet light to destroy viruses, bacteria, and protozoan cysts that could cause illness. It works faster than traditional water filters, leaves no chemical taste, and will purify 0.5L (16 ounces) of drinking water in 48 seconds, or 1L (32 ounces) in 90 seconds. The AdventurerOpti provides 8,000 UV treatments, equivalent to purifying up to 8,000 liters of water.

The model's smart, new optical LED water sensor registers when the device is in water and prevents UV activation outside the container. The patented quartz sleeve protects the UV lamp and provides insulation in cold water. The AdventurerOpti's LED also includes a convenient flashlight. With the clear lens cap on, users can simply press and hold the button to trigger the flashlight.

The AdventurerOpti will ship to retail in March 2010, and includes a neoprene case and batteries.



The SteriPEN AdventurerOpti UV water purifier includes an integrated flashlight.

