



Pure7 is a poultry grade acid alum litter amendment sold by one of the fastest growing alum companies in North America.

Should I be concerned that Pure7 was not the first poultry grade acid alum on the market?

Alum and acid alum are produced by many companies worldwide. The first recorded over acidified alum (original acid alum) was produced by American Cyanamid in 1960. Since then, it is produced by most alum companies with two distinct grades – standard and low iron. Pure7 is 100% low iron, and free of many other heavy metals found in the standard grade.

Why be concerned with heavy metals?

Pure7 has substantially lower levels of many heavy metals (Arsenic, Copper, Mercury, Lead, Zinc and more), compared to standard grade products. You can see it in the color difference – Pure7 is pure and clear while other products are green to brown tint. Some alum users will only use this pure form of alum because of the heavy metals – City of Denver for example. With constant government regulations changing, it is a good idea to land apply as few heavy metals as possible.

Is Pure7 backed by poultry industry experience?

Philip A Moore, USDA ARS, at the University of Arkansas performed most of the early work and received patents for his efforts. The individual from the alum industry that worked closely with him through the early years is a member of the Affinity team. The lead production person in Arkansas, who manufactured the competitor product since they began selling it (up to 2 years ago), is also now a member of the Affinity team. In addition, the company who developed much of the market in the mid-section of the country, Clear View Enterprises, is the exclusive seller of Pure7.

What changed and why are some suppliers demanding I sign a contract?

The use of alum for poultry litter applications was patented by Philip Moore and the University of Arkansas. The patents recently expired. This means that fair competition is allowed. You may have already benefitted from an improved price. Companies may try different tactics, such as misinformation and demanding exclusive contracts be signed. Don't be fooled! We will never treat you this way.

Does Pure7 perform as well as the other acid alum products?

Pure7 is manufactured in new production facilities with equipment dedicated for Pure7. We never mix our products after the fact or during transportation. You will always receive a consist product with performance equal or better than any alum based products on the market.

***Pure7 Is The Pure Choice In Litter Treatment – Always 100% PURE!
Proudly Manufactured by a USA Company!***

