

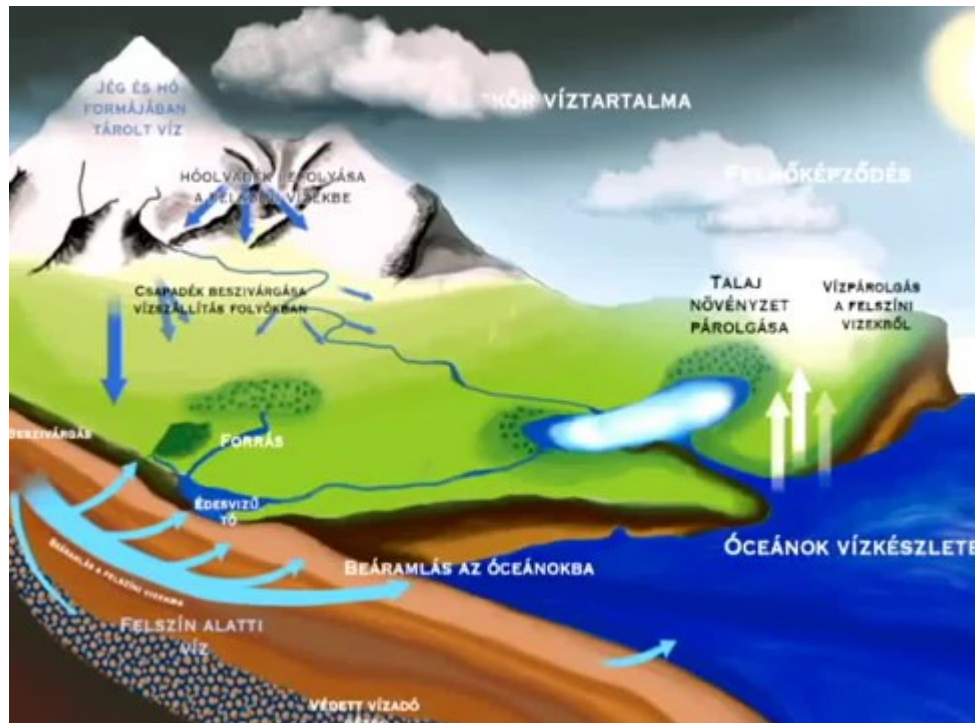
What is Primus?



The brilliant fresh tasting **Primus mineral water** from the Carpathian basin, rich in minerals in the heart of Europe. Our well is located in Zsambek near to Budapest. This **17400** years old water gushes from the 452 meter deep karst, created 235 million years ago during the trias ages. This untouched, high quality of water contains valuable minerals as calcium, magnesium, hydrogencarbonates, sulphates. It is beneficial to the human body, as each mineral has a specific effect on our health: calcium is important for healthy teeth and bones, the magnesium strength ensyour nerves, muscles and themyocardium. Being unique is insured by the silicon content which is the pledge of eternal youth stated by scientists. The water is bottled for our customers as it was saved by the nature, without any water treatment. The Primus mineral water is slightly alkaline (PH=7,53) tasting not salty not bitter but comfortably natural and neutral.

How mineral water is formed?

- Water is just water?
- What is Mineral water?
- Where does the mineral water come from?



The original and natural purity of Primus mineral water



Our mineral water facility is located in Europe, in the heart of the Carpathian basin, Hungary, at the border of Zsámbék, a lovely town, 27 km away from Budapest. The right place for our well and facility has been chosen after **eight years** of constant searching.



The most important factor of selection was to find a water base that is well-protected and ensures the **best quality** of water. The history of this small town, Zsámbék was the perfect guarantee for having a truly unique water base.

The first written records about the history of Zsámbék are from the 9th century (A. D.) describing the town as an important part of **medieval trade routes**. At this era, the significance of a town or village was determined by the **good water base**.



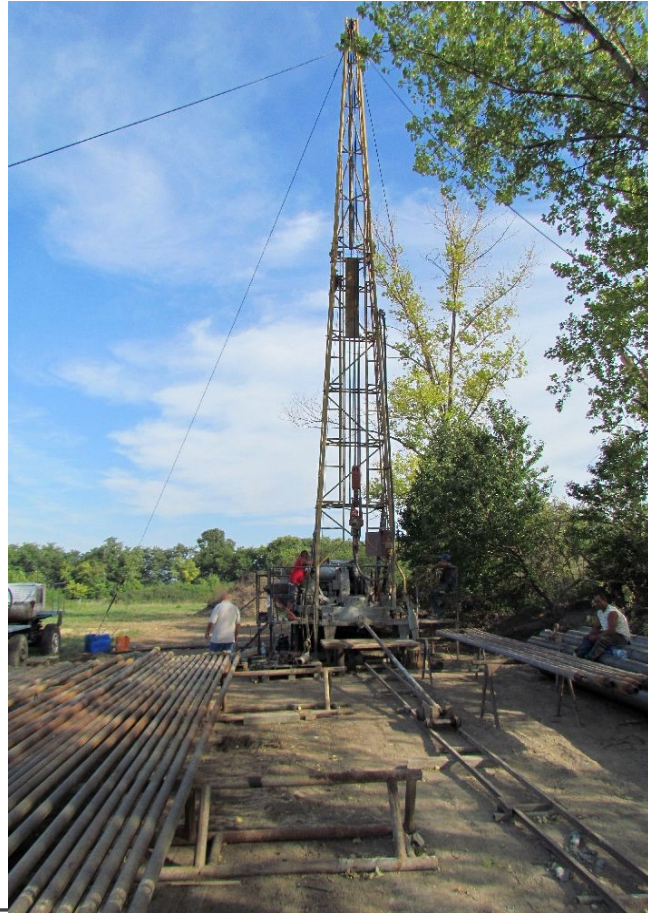
This treasure of mineral water deeply hidden in the ground even raised the attention of some Turkish experts during the Ottoman rule of Hungary. In the second half of the 16th century an unusually big fountain (12,50 x 10,25 m) - that still exists – was created for drinking and bath water.



Build the Future Looking for the best Sources



Layers above the
waterbase clay and
karst (rocks) has
special importance



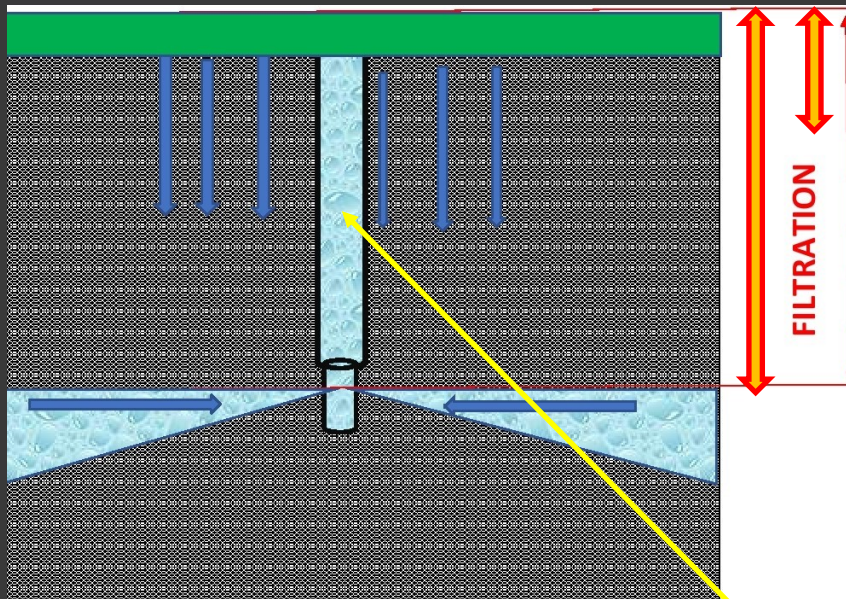
1primus
NATURAL MINERAL WATER



The importance of the layers on the top of the waterbase

EXTRA LONG-TERM INFILTRATION:

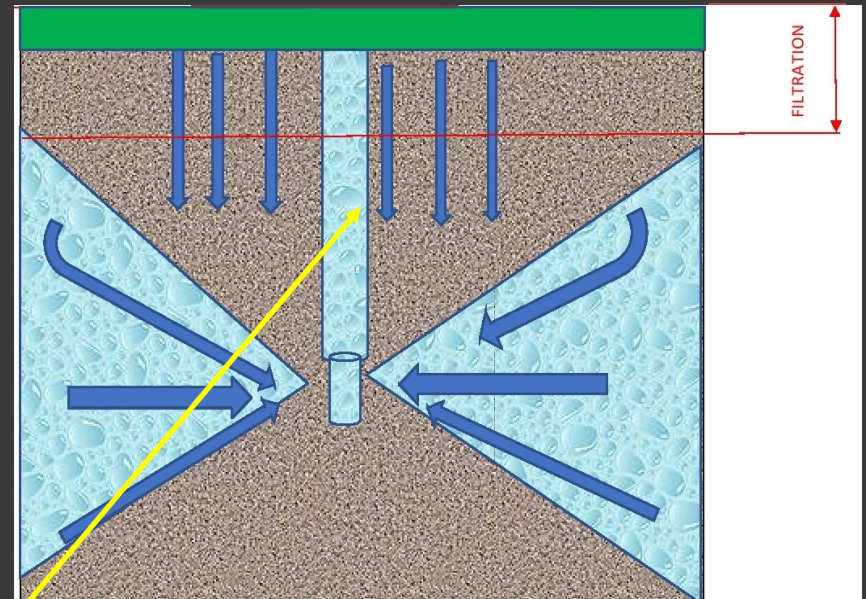
Waterbase protected
with an **impermeable** layer
above the water base



Primus well

SHORT -TERM AND VARIABLE INFILTRATION:

Waterbase protected
with an **permeable** layer above
the water base



well

Extremely big risks exploring the karst

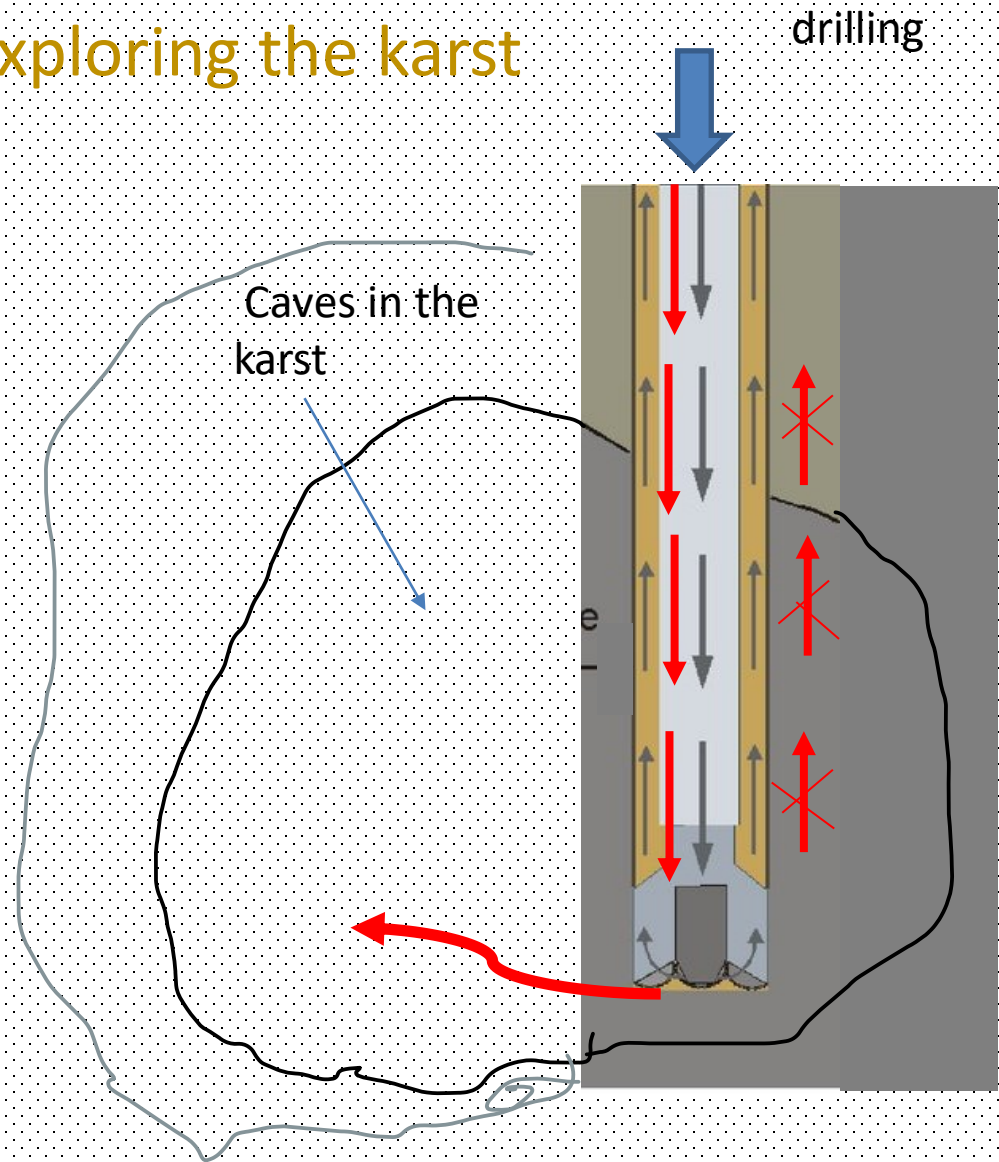
The most important risk

Lost circulation is the most important problem encountered in drilling.

If a cave is found during the drilling the fluid fails to return to the surface.

Drilling liquids can not cool and lubricate the drilling hole.

→ Normal flow
→ Lost circulation



Benefits by production process

- The bottles are made just before filling
- Blowing temperature 126 C° (bottles are heat sterilized without the addition of chemicals)
- Cooling on air conveyor with filtered air
- Rinsing before filling with mineral water
- Filling in a overpressured cabinet in contact with hepa



The choice is yours



Purified by nature during thousand of years



Purified with water treatment using chemicals

The quantity of the full natural water is limited!!!

Never enough
of healthy water



Thank you for your attention!

Mr. László Regőczy

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