

Purifry®

Great Quality – High Profit
Oil Adsorbent Powder

Fry.... Purifry Refry

SAVE UPTO 30% ON YOUR OIL PURCHASE

Purifry®
MEGA

Purifry® घी

Purifry®
Café

Purifry®
SUPER G24

Purifry®
MAXX G42

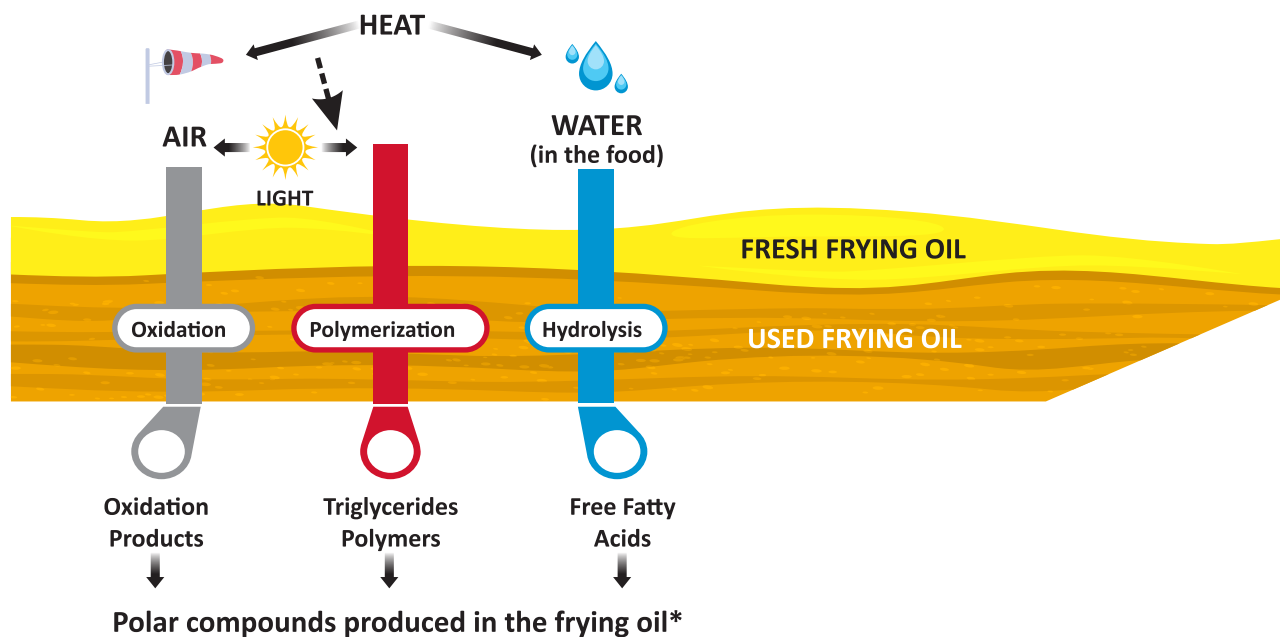
Purifry®
IMPACT G73

PRODUCT OF INDIA

d technology innovative products pvt. ltd.

FRYING OF OIL CAUSES DEGRADATION RESULTING IN SEEN AND UNSEEN IMPURITIES

- Increase in Total Polar Material (TPM)
- Increase in Free Fatty Acid (FFA)
- Thickening/Increase in viscosity
- Increases Peroxides & rancidity
- Unpleasant odour
- Darkening of colour
- Early discard of oil



REHEATING AND REUSING FRYING OIL FORMS HAZARDOUS CONTAMINANTS IN THE OIL POSING SERIOUS HEALTH RISKS

Reheating of frying oil produces Toxic Polar Compounds, FFA (Free Fatty Acids), Peroxides and oxidation products which are harmful for human health on regular consumption

- Health risks include BP (Blood Pressure), Diabetes, Liver disease, Increase in LDL (Low-Density Lipoprotein) and Bad Cholesterol in the body leading to CVD (Cardio Vascular Diseases)
- Thermal degradation impurities including rancid compounds, polar materials, and free fatty acids accumulate in reused frying oil leading them to be absorbed in each batch of fried food, making the products unhealthy for consumption
- Adding fresh oil to used oil dilutes contaminants, giving a false sense of freshness reducing the lifespan of fresh oil
- Poor quality of frying oil negatively impacts the aroma, taste and texture of snacks, leaving poor aftertaste for consumers

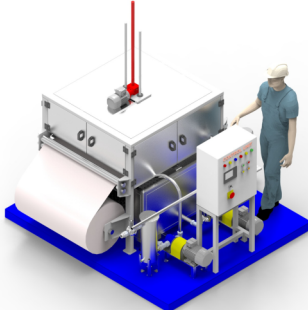
IS THERE A SCIENTIFICALLY TRIED AND TESTED SOLUTION TO IMPROVE THE QUALITY OF FRYING OIL, MAKING IT SAFER FOR RE-USE? ?

Yes - **PuriFry**

PuriFry is an FSSAI licenced (Lic. No. 11521018000847) product to enhance the life of used frying oil making it better for consumption while improving its taste and aroma

Purifry® IS EFFECTIVE WITH AND WITHOUT A FILTRATION MACHINE.
We customise the process based on the products fried, type of oil, usage pattern, available frying machines, working shifts, available space and volume of oil handled.

Purifry® FILTRATION SYSTEM IS DESIGNED TO EASILY INTEGRATED INTO ANY EXISTING FRYING OPERATION

Purifry Equipment	Equipment Sizes Available	Mechanism
	15 to 22 Ltr 25 to 40 Ltr 50 to 100 Ltr	Operation : Manual MOC: SS 304 Equipment on trolley with wheels
	100 to 200 Ltr	Operation : Semi-Automatic MOC: SS 304 Equipment on trolley with wheels. Easy to use - 15 mins process
	500 to 5000 Ltr	Operation : Automatic MOC: SS 304 Filter Plant Consist of : Oil Filtration Machine, Automatic Paper Roll, Valves & accessories & is PLC operated.

Your used cooking oil is now renewed, refreshed and made healthier for re - use



What does **PuriFry** do?

Reduces TPM Level (Total Polar Material) in Used Frying Oil:

PuriFry effectively reduces the Total Polar Material in used frying oil, making it healthier, enhancing its quality and increasing its usable life.

Decreases Free Fatty Acids (FFA) from Used Frying Oil:

By using our state-of-the-art process, we successfully decrease Free Fatty Acids from used frying oil, ensuring the oil imparts fresh taste to the fried product.

Decreases Peroxides: PuriFry substantially reduces unwanted Peroxides from used frying oil, removing effectively these harmful contaminants produced due to oxidation which give rise to rancidity.

Eliminates Odour from Used Frying Oil: PuriFry efficiently removes off-odour from used frying oil, resulting in a fresher and more appealing product with acceptable aroma.

Improves the Color of Used Frying Oil: We use cutting-edge methods to significantly improve the color of used frying oil, giving it clear transparency and texture.

Reduces pick-up of oil: PuriFry reduces the viscosity of the frying oil making it thinner resulting in lower pick-up of oil in fried products. This helps reduce the fat content in the fried products, which also leads to savings.

PuriFry is extremely easy to use. It works at frying temperature - so no need to wait for the oil to cool, thus saving time & fuel cost.

PuriFry
Café

PuriFry घी

PuriFry
MEGA

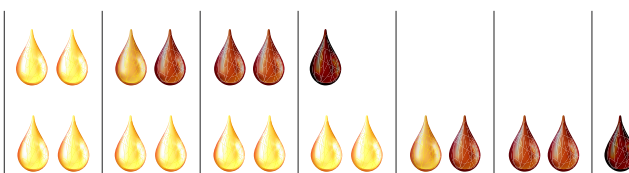
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PuriFry INCREASES THE LIFE OF FRIED OIL

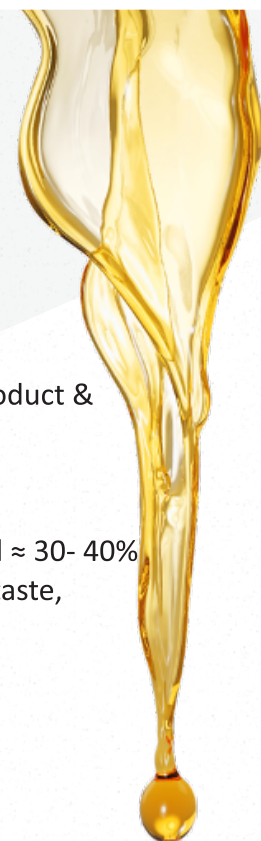
Without **PuriFry**



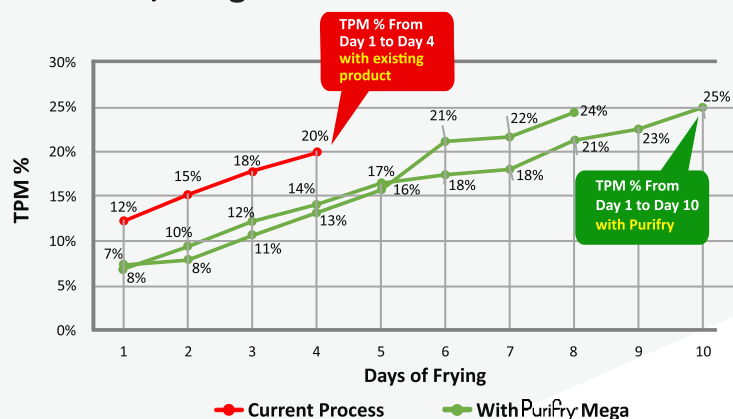
With **PuriFry**

Good  Bad
Quality of Oil

Life of oil has increased up to 100% with the use of **PuriFry**



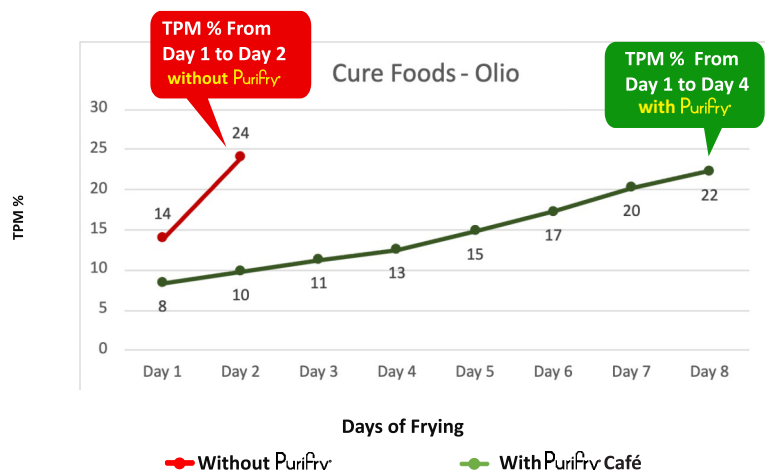
PuriFry Mega – Real Time Data at a Global Quick Service Restaurant (QSR)



Conclusion

- Frying oil using the existing product & process is discarded on Day 4
- By using PuriFry life of oil has extended 8 - 10 days
- Savings in purchase of fresh oil $\approx$ 30- 40%
- Products fried had consistent taste, texture and color

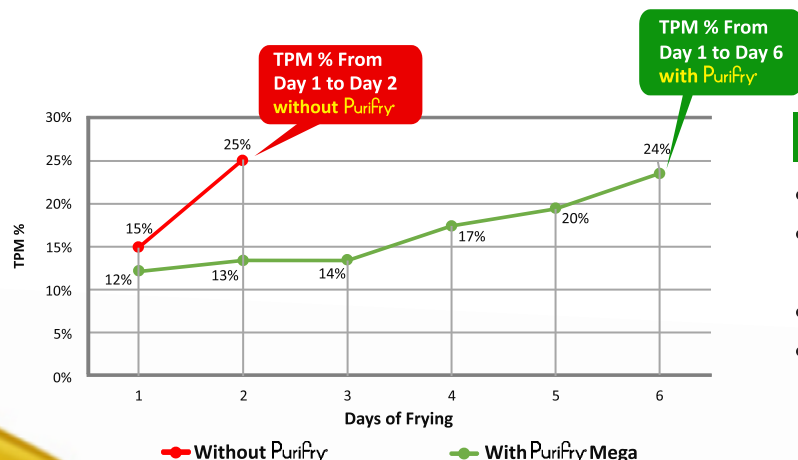
PuriFry Café – Real Time Data at a Quick Service Restaurant (QSR)



Conclusion

- Frying oil is currently discarded on Day 2
- By using PuriFry Café life of oil has extended to 4 days
- Savings in purchase of fresh oil $\approx$ 30- 35%
- These savings were delivered without the use of a filtration machine
- Products fried had consistent taste, texture and color

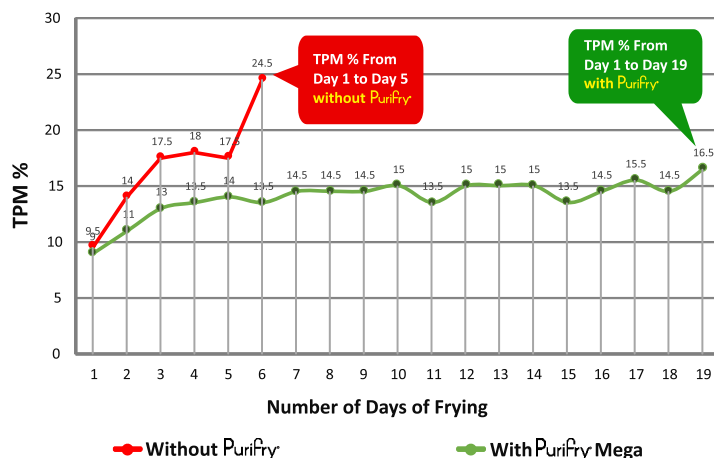
PuriFry Mega – Real Time Data at a Cloud Kitchen



Conclusion

- Frying oil is currently discarded on Day 2
- By using PuriFry life of oil has extended to 6 days
- Savings in purchase of fresh oil $\approx$ 30- 40%
- Products fried had consistent taste, texture and color

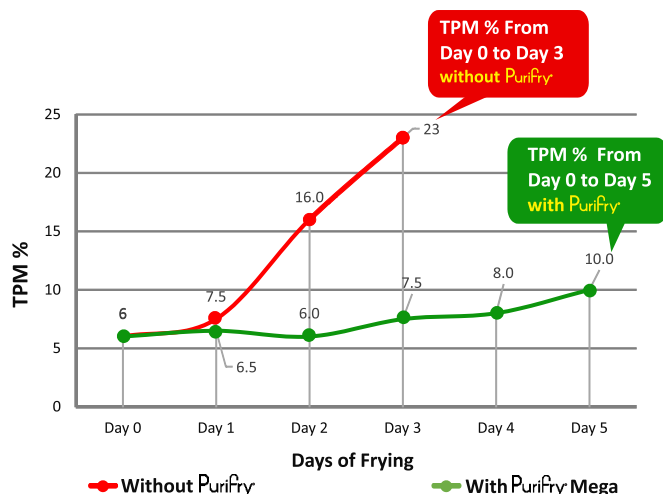
PuriFry® Mega – Real Time Data at a Frozen Food Factory



Conclusion

- Frying oil using regular practice was discarded after 5 days of use
- By using PuriFry® life of oil extended beyond 19 days
- In the parallel fryer with routine practice followed there were 3 fresh oil changes in the same 19 days
- Savings in purchase of fresh oil $\approx$ 35%

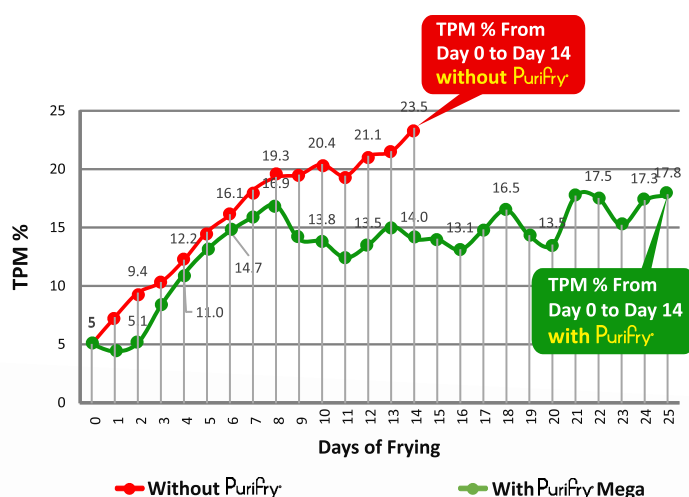
PuriFry® Mega – Real Time Data At A Namkeen Factory



Conclusion

- In the parallel fryer with routine practice followed the oil was discarded on Day 3
- By using PuriFry® - the life of oil has extended beyond 5 days
- Reduction in FFA & PV of 25% - 35%
- Savings in purchase of fresh oil $\approx$ 32%

PuriFry® Mega – Real Time Data At A Donut Frying Factory



Conclusion

- With routine practice the fat was discarded on 14th day
- By using PuriFry® - fat life has been extended to more than 25 days
- Food to oil ratio increased by 35%
- Savings in purchase of fresh fat $\approx$ 25%

FAQs

Is PuriFry safe for use?

- PuriFry is an inert powder that meets food grade specifications and is safe for use. It is licensed by the FSSAI (Lic. No. 11521018000847) and its ingredients are permitted based on the Food Safety and Standards (Food Products Standards and Food Additives) Ninth Amendment Regulations, 2020 issued as on 13 October 2020 and further direction and standards issued as on 12 July 2021.
- PuriFry is insoluble in oil.

Will PuriFry work with any type of cooking / edible oil?

- PuriFry **will work on any variety** of frying / edible oil and vanaspati (hydrogenated vegetable fat).
PuriFry **ही** will work on ghee (clarified butter)

Will using PuriFry change the original taste of the frying / edible oil?

- Using PuriFry will only make the frying / edible oil healthier reducing used oil odour giving it a fresher taste and aroma. It does not alter the original taste of oil

Do I filter my oil with PuriFry daily?

- During frying of food oil soaks into food and becomes part of it. As oil degrades, dissolved impurities in the oil get soaked into the food thereby making it unhealthy & affecting its taste, texture and appearance. Using PuriFry reduces these impurities from the frying oil. If used daily the quality of frying oil stays better for a longer period of time. PuriFry is not meant to treat discard oil.

Is PuriFry an additive?

- No, PuriFry **is not an additive as it does not remain in the oil after filtration**
- PuriFry filtration process ensures that even traces of powder never remain in oil after treatment.

PuriFry reduces Total Polar Material (TPM) and Free Fatty Acid (FFA). What does it mean to the user?

- Increase in Total Polar Material (TPM) affects the taste and aroma of fried food giving it a stale odour. Increase in Free Fatty Acid (FFA) lowers the surface tension of oil leading to increase in oil absorption by food. This can result in oily food. PuriFry **reduces Total Polar Material (TPM) and Free Fatty Acid (FFA) in the oil thereby making the oil cleaner and better as both components increase the risk of heart disease**

How much will the life of frying / edible oil increase?

- Life of the frying / edible oil varies according to the products being fried in the frying/edible oil. For a new user of PuriFry a **30% to 50% increase in life of frying/edible oil is achievable**

How will PuriFry improve the taste of my food products?

- Reduction of harmful **contaminants and rancidity causing agents** will improve the taste of oil and food fried in it.

How will PuriFry help increase my profitability and

- PuriFry will extend the usable life of oil reducing the total consumption of oil leading to **reduction in oil purchased**.

What is the dosage of PuriFry?

- ONLY **3.33 - 5 grams** per litre of used frying oil (0.33% - 0.5%)

At what temperature does PuriFry work best?

- 140 deg C - 170 deg C



WHO MADE THIS BREAKTHROUGH IN INDIA?

Dr. Deepa Bhajekar is a well renowned scientist and the youngest doctorate from Mumbai university's famous UDCT (now known as Institute of Chemical Technology {ICT}).

She is honoured as one of the distinguished alumni from ICT, the others being Shri Mukesh Ambani (Reliance Industries), Shri Ashwin Dani (Asian Paints Limited), Dr. Kallam Anji Reddy (Dr. Reddy's Laboratories), Shri Kishore Mariwala (Marico Group), Shri Madhukar Balvantray Parekh (Pidilite Industries), Shri U Shekhar (Galaxy Surfactants Ltd.)

She has been awarded an excellence award for a SCIENTIST IN BUSINESS in Dubai. She has closely worked with many MNC's as their food quality and safety testing lab such as McDonald's, KFC, Pizza Hut, Taj Group, Domino's, Coca Cola, Pepsico, Tata Starbucks, ITC Limited, Marico, Jabs International, MM International, Marriott Group, Hilton, Intercontinental, Kellogg's, Conagra Foods, HUL, Nestle India Limited, GSK, Abbott Healthcare, General Mills, Mars, Mondelez and many more.



Lic. No. 11521018000847



For a free demonstration for **Purifry** please email us at support@dtechnology.in



d technology innovative products pvt. ltd.

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