



purus.

The assortment for the idealistic customer

This assortment is what it is. No more, no less. The name says it all: «purus.» means not only pure, but also simple, honest, unvarnished and natural.

The products are aimed at the «new» customer, who is not blinded by unnecessary «frillery» but appreciates the impudence of this assortment. A customer who cares about the environment. A customer who buys what he needs – not more, but also not less – that's it.

Only renewable raw materials were used for this assortment. The handle is made of high-quality FSC®-certified Swiss beech wood and is equipped with bristles out of bio-based plastic. For «purus.», bio-based* means that the plastic is not derived from mineral oil but from castor oil.

Resource-saving design without sacrificing functionality

«Perfection is not reached when there is nothing more to add, but when there is nothing more to leave out.»

(Antoine de Saint-Exupéry).

This quotation guided us in the development of «purus.», as even the most sustainable materials should not be wasted.

In order to save natural resources, only the most essential materials are consciously used for this assortment. We have gone to our limits, because the two components of the brushes directly influence each other. The brush bodies are designed to be as narrow as possible but just wide enough to accommodate the optimum amount of bristles. More is not needed, but less is also not possible.

Customers expect unlimited functionality from Ebnat. «purus.» meets these expectations despite its resource-saving design.



*for further information

purus. kitchen

Bottle brush, glass brush and dishwashing brush



our sustainable answer to the great demand for long-lasting drinking bottles



narrow, long handle ideal also for bottles with very narrow necks



sophisticated bristle cut for optimal cleaning in hard-to-reach places



with extra soft bristles ideal for cleaning champagne, wine and drinking glasses



the ergonomic shape allows for optimal pressure application and lies comfortably in the hand



thanks to the puristic design, up to 55% of material is saved compared to competitor products



purus. living

Sweeping set and floor mop



elegant sweeping set as an accessory, always ready to hand on the work surface, or stowed away to save space



practical thumb rest enables easy release of the hand wiper from the dustpan



the narrow hand wiper can be firmly clicked into the well-shaped dustpan



space-saving storage due to narrow shape



with German thread suitable for all Ebnat handles



narrow, dimensionally stable bristle field reduces the swirling of dust and dirt particles

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