

**Season 4 - Episode 1**

**DWW  
SHOW**

**Best Quotes**

**of this week's Episode**





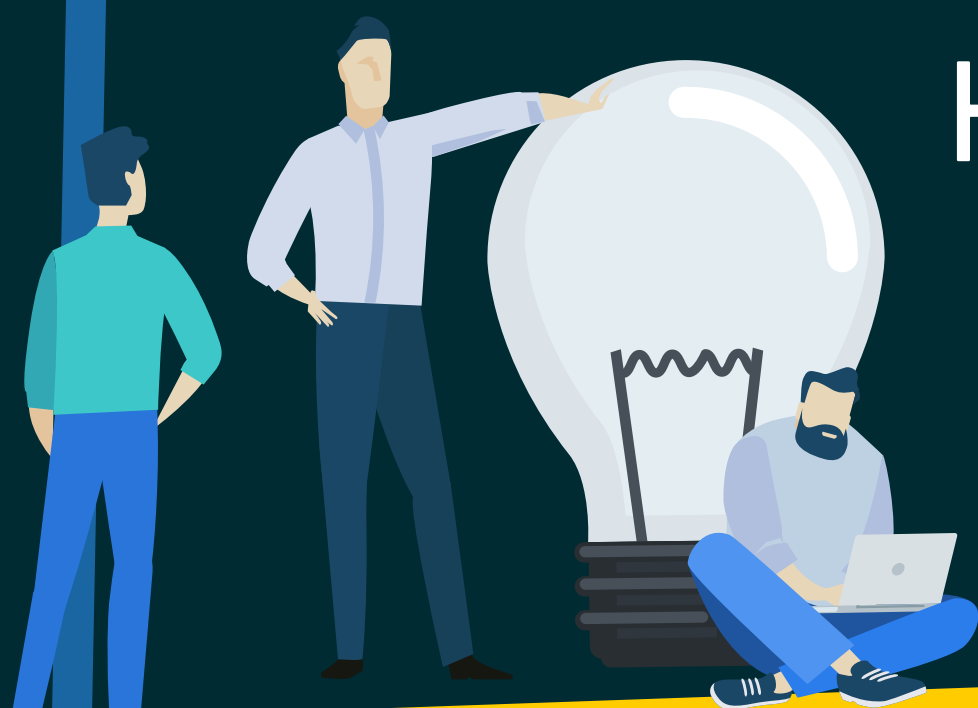
There's a 20%  
small group of  
contaminants that  
basically **mess up**  
**more than 80% of the**  
**available freshwater.**

(DON'T!)  
**WASTE  
WATER**



Henrik Hagemann

CEO & Co-Founder  
@ Puraffinity

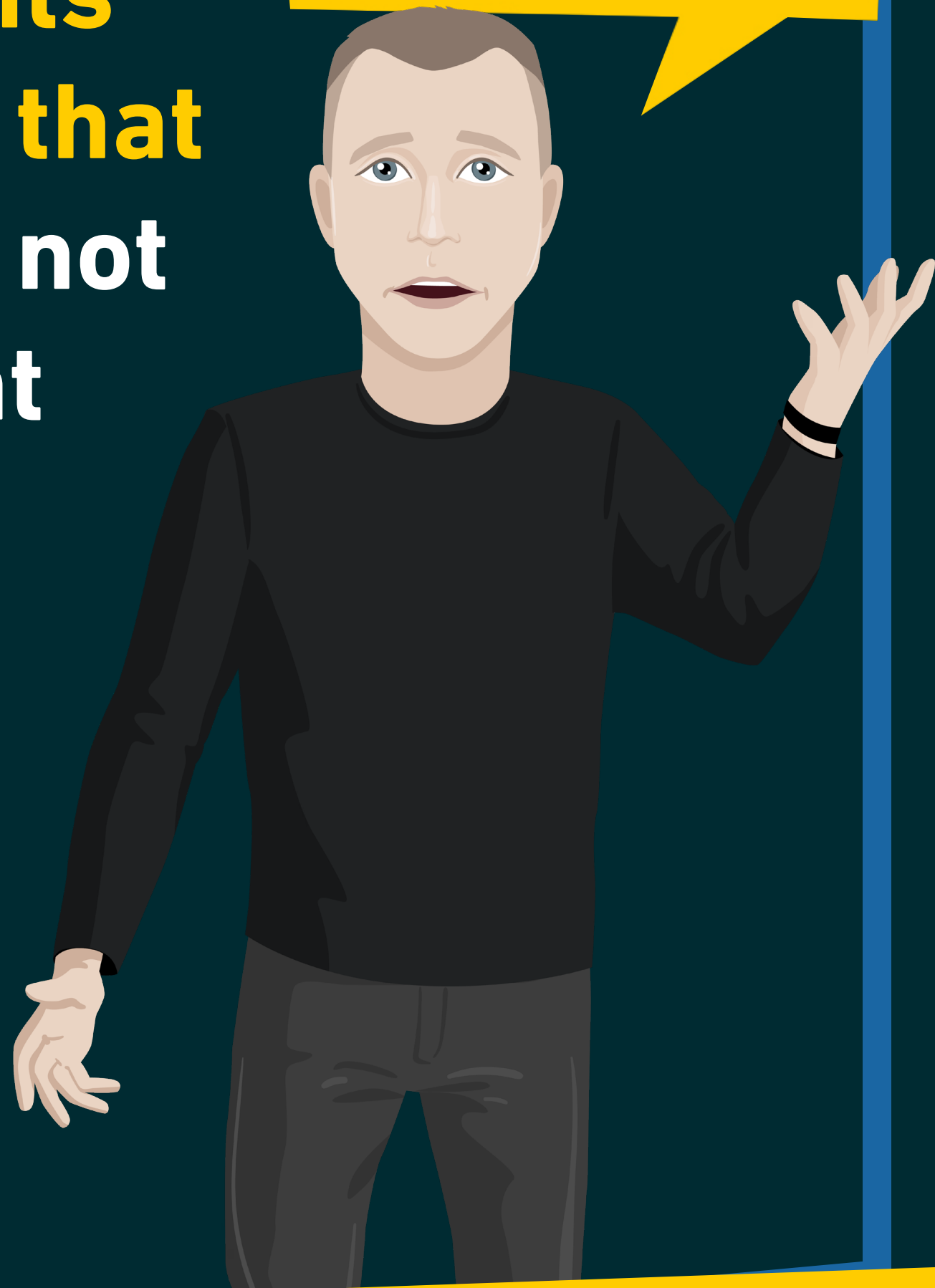


**Full story on [dww.show](http://dww.show)**



**80% of the pollutants we remove are not that harmful.** This does not seem like a prudent use of energy.

(DON'T!)  
**WASTE  
WATER**



Henrik Hagemann

CEO & Co-Founder  
@ Puraffinity



**Full story on [dww.show](https://dww.show)**



We're very far from having had **a general awakening of the whole population for PFAS**, like it happened for microplastics...

Henrik Hagemann

CEO & Co-Founder  
@ Puraffinity

(DON'T!)  
**WASTE  
WATER**



**Full story on [dww.show](https://dww.show)**

“

... but industry wise, there's definitely an awakening. When you see fortune 100 companies losing billions of dollars of market cap, because of PFAS liabilities, it's really moving to the top of the corporate!

Henrik Hagemann

CEO & Co-Founder  
@ Puraffinity

(DON'T!)  
**WASTE  
WATER**



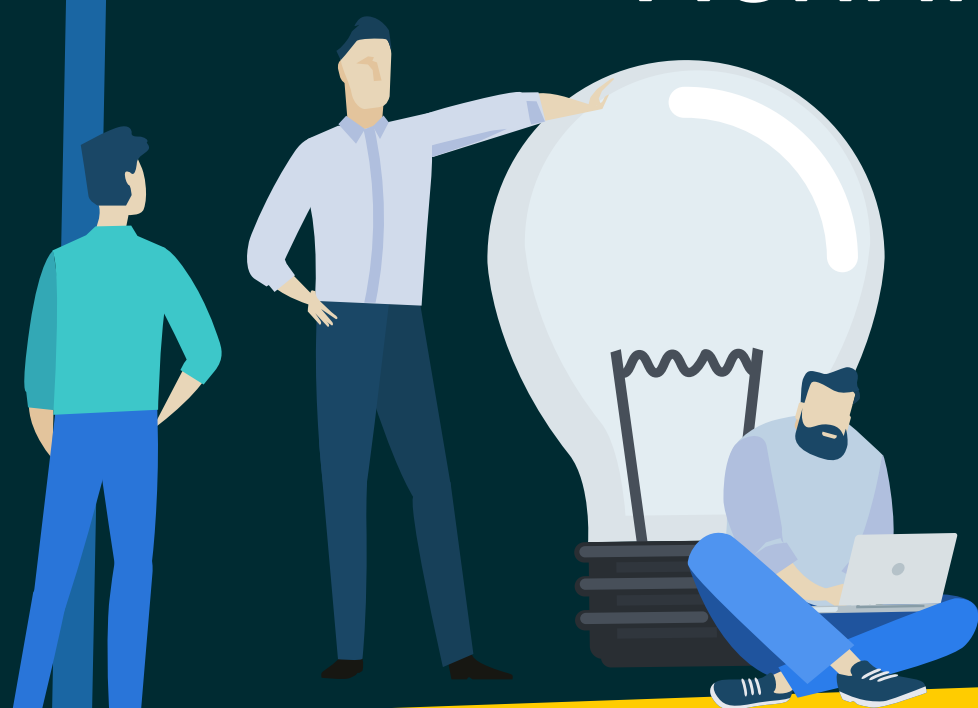
**Full story on [dww.show](https://dww.show)**



There's a constraint in the water sector of cost of manufacturing and stability of the substrate.  
**You cannot just do crazy chemistry!**

Henrik Hagemann

CEO & Co-Founder  
@ Puraffinity



(DON'T!)  
**WASTE  
WATER**



**Full story on [dww.show](https://dww.show)**





We have that solvent media which has **these small “Pacmen.”** They stick to the PFAS in the water.

Henrik Hagemann

CEO & Co-Founder  
@ Puraffinity

(DON'T!)  
**WASTE  
WATER**



**Full story on [dww.show](https://dww.show)**

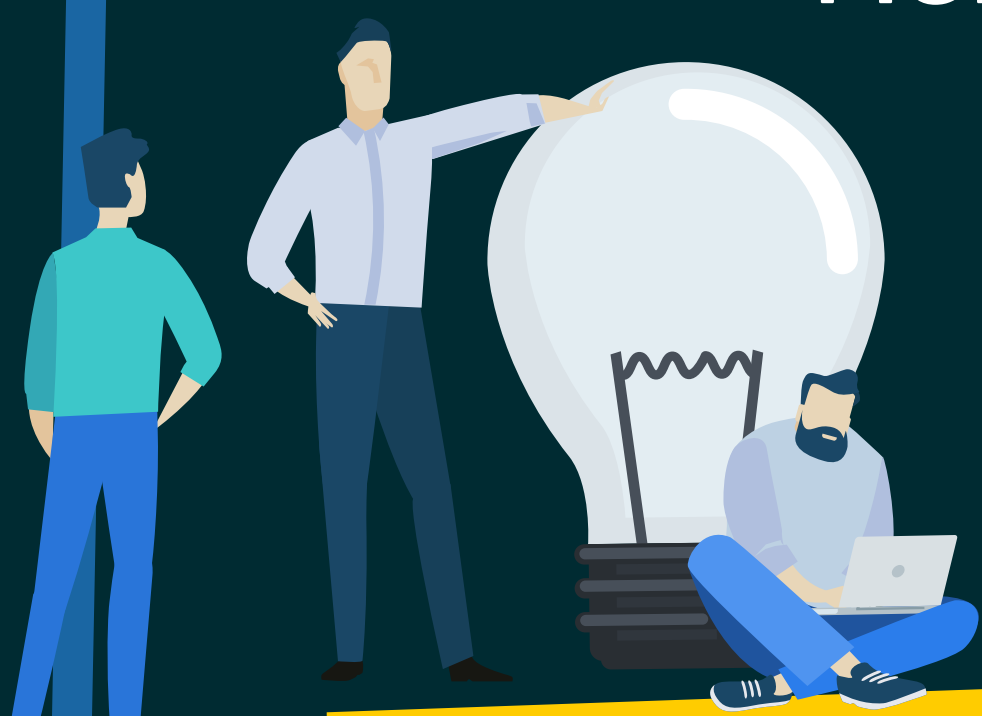
“

There isn't **a real time in situ PFAS sensor** yet, despite the cool excitement around it.

Henrik Hagemann

CEO & Co-Founder  
@ Puraffinity

(DON'T!)  
**WASTE  
WATER**



**Full story on [dww.show](https://dww.show)**





PFAS in the blood of Europeans costs **€84 billion**, or actually more than **100€ per inhabitant in health cost every year.**

(DON'T!)  
**WASTE  
WATER**



Henrik Hagemann

CEO & Co-Founder  
@ Puraffinity



**Full story on [dww.show](https://dww.show)**

**Wanna pick a quote  
yourself?**

**Check  
Henrik's  
Interview!**

**dww.show**

