PURETi NEWS

**Art and Architecture Transformed**

Since 2007, PURETi has been successfully applied to over 2 million square feet of buildings, artworks and vehicles

PURETi trained and certified applicators have successfully completed dozens of projects for schools, architects, artists, commercial property owners, hoteliers and manufacturers. The first PURETi building wide application took place in Los Angeles in 2007 when PURETi treated the exterior portions of a child development center for the Los Angeles Community College; an organization with a mandate to apply and evaluate innovative sustainability technologies in the building and re-building of their nine campuses. PURETi was found to be as effective as claimed in reducing grime build up and maintaining cleaner appearances with reduced maintenance and 1 million square feet of LACCD building exterior surfaces were treated with PURETi in 2009.

**Safety, Efficacy and Performance Testing**

PURETi’s mission is to be the safest, most sustainable and effective photocatalytic solution in the world

PURETi is, at its heart, a health care company. Towards that end we put safety first and take environmental concerns very seriously. We endeavor to be transparent, collaborative and scientifically rigorous in our approach. PURETi is a NASA Dual Use Technology Partner and we routinely and openly test with national, university and independent laboratories.

Safety and Environmental Tests

**Reduce, Reuse, Recycle and…………Reverse**

PURETi treated roads, bridges and buildings use sunlight to eat smog and become solutions to pollution.

Concrete, asphalt and other building materials – treated with PURETi and exposed to light - actively and continuously reduce the indirect greenhouse gases (NOx and SOx) and particulates (PM 2.5 and PM 10) that cause smog. The impact is powerful. One lane mile (or 6000m2) will remove one ton of NOx per year – year after year. This is equivalent to reversing the polluting effect of cars driving 650,000 miles.

**Future of Fresh – Using Light to Eat Smoke, Pet, Food and Human Odors**

PURETi treated windows, curtains and light fixtures deliver a powerful odor eliminating benefit for a long-lasting sense of freshness.

PURETi works exceptionally well in all indoor environments – hotels, rental cars, schools, homes, offices and rest rooms – to purify the air. PURETi does not mask odors. It breaks them down. As air circulates the room, any pet, smoke, food or human malodors are oxidized at the molecular level; leaving interior air smelling fresh and healthy. And unlike sprays and candles, one safe, sustainable application of PURETi works wonders for months and years.

**PURETi Life Cycle analysis show**

**net environmental benefits**

Achieve environmental gains from air purification, water savings and heat mitigation.

Photocatalytic oxidation is an innovative way of lowering pollution levels after the pollution has been produced – removing NOX, methane, and VOCs from the air while reducing energy used for cleaning. PURETi helps save water by reducing washing cycles and helps save energy by making white roofs more reflective and solar panels more efficient. One cost effective application of PURETi lasts for 5 years or more to deliver a broad spectrum of sustainable environmental benefits.

**Use the Power of Light to Clean**

Sun Washing with PURETi cuts pressure washing time and cost

PURETi water based, architectural finishes use light to keep surfaces twice as clean for twice as long. PURETi-treated areas of cement resist organic grime growth. One cost effective application works for 5 years or more to keep windows, walls, roofs and concrete looking new with minimal rain or rinsing. Preserve your building’s intended appearance. Enhance your brand. PURETi prevents grime growth

**Significant Return on Investment**

PURETi is a low-cost capital expense that delivers years and years of operational savings from reduced washing and facility preservation

PURETi saves money in so many ways – from the hard ROI of reduced window washing and cool roof and solar panel energy savings to the soft ROI of increased guest satisfaction and retention and improved worker health and efficiency. Cleaner building materials last longer. PURETi treated buildings will stay cleaner to last longer to cut replacement cycles and preserve assets.

**Achieve Superior Air Quality with PURETi**

PURETi breaks down VOCs (volatile organic compounds) and dust (organic particulates) to help improve respiratory health.

According to the Environmental Protection Agency (EPA), indoor air pollution is one of the top five environmental risks to public health.

 “Evidence from schools and office building studies demonstrate that various environmental conditions are closely associated with the incidence of measurable adverse health effects, and that indoor air quality problems can result in increased absences because of respiratory infections, allergic diseases from biological contaminants, or adverse reactions to chemicals used in the building.”

A 1989 [EPA report](http://nepis.epa.gov/Exe/ZyNET.exe/000003U1.txt?ZyActionD=ZyDocument&Client=EPA&Index=1995%20Thru%201999&Docs=&Query=&Time=&EndTime=&SearchMethod=1&TocRestrict=n&Toc=&TocEntry=&QField=&QFieldYear=&QFieldMonth=&QFieldDay=&UseQField=&IntQFieldOp=0&ExtQFieldOp=0&XmlQuery=&File=D%3A%5CZYFILES%5CINDEX%20DATA%5C95THRU99%5CTXT%5C00000007%5C000003U1.txt&User=ANONYMOUS&Password=anonymous&SortMethod=h%7C-&MaximumDocuments=1&FuzzyDegree=0&ImageQuality=r75g8/r75g8/x150y150g16/i425&Display=p%7Cf&DefSeekPage=x&SearchBack=ZyActionL&Back=ZyActionS&BackDesc=Results%20page&MaximumPages=1&ZyEntry=5) to Congress concluded that improved indoor air quality can result in higher productivity and fewer lost work days. The EPA estimates that poor indoor air may cost the nation tens of billions of dollars each year in lost productivity and medical care!

PURETi treated windows, window coverings and light fixtures act as air scrubbers to substantially reduce VOCs and other airborne organic particulates in interior spaces. The difference is noticeable, immediate and remarkably beneficial.

PURETi is so powerful at purifying air that it has been incorporated into an FDA recognized protocol to help children with severe respiratory disease. Benefits to the healthy population are projected to be improved attendance, higher productivity and lower health care costs.

**WSJ article - Condo facade that cleans itself...and the air around it.**

Wednesday, May 30, 2018

570 Broome in Manhattan incorporates an exterior treatment that fights grime and air pollution with NASA-approved technology

**2018 Gold Edison Award Winner**

Wednesday, April 25, 2018

Neolith SKYLINE + PURETi Sustainable Façade System Wins at New York Ceremony

**Exposure to Common Cleaning Products is as Damaging as Cigarettes**

Thursday, February 22, 2018

**Surprising Study Blames Smog On Soaps, Paints, Other Products As Much As Cars**

Friday, February 16, 2018

**PURETi partners with Northwestern on DOE Solar Decathlon entry**

Tuesday, April 18, 2017

PURETi is proud to team up with the Institute for Sustainability and Energy (ISEN) at Northwestern and support their entry in the DOE Solar Decathlon.

**Pollution reducing billboards**

Monday, April 10, 2017

PURETi partners with Clear Channel and Toyota to launch Eco advertising.

**Pollution eating giant poster**

Friday, May 27, 2016

Naked Juice and blowUP media have teamed up with PURETi to install a ground-breaking pollution-eating Giant Poster in the heart of London, promoting Naked’s healthy juices to millennials in an environmentally healthy way.

**Cristal and PURETi Announce Strategic Partnership**

Monday, March 21, 2016

**Cleaner Air On Campus Starts With Art**

Tuesday, August 11, 2015

**PURETi Grows Global Team with Appointment of Dr. Pingsu Zhang**

Wednesday, April 1, 2015

PURETi continues its global expansion with the appointment of Dr. Pingsu Zhang as official company representative to provide technical, sales and marketing support to PURETi's authorized distributors in China.

**PURETi + Poetry = Cleaner Air**

Thursday, March 5, 2015

Pollution Reversing Poetry Banner Powered by PURETi Displayed at Cambridge University, UK

**PURETi Expands Market Reach with Mantex**

Wednesday, January 7, 2015

PURETi, the pioneer of the breakthrough photocatalytic pollution reversing and surface cleaning technology, today announced a partnership with Mantex to deliver cleaning innovation and grow its customer base worldwide.

**PURETi Continues Its Global Expansion**

Monday, November 3, 2014

PURETi is now distributed in 10 countries around the world - with new trained and certified application/distribution partners added in China, Hong Kong, Thailand, the Philippines, and Canada during the last 6 months.

**PURETi highlighted in Entrepreneur Magazine**

Tuesday, August 12, 2014

Good news for people who hate to clean: Futuristic clean-freak nanoparticles are making elbow grease obsolete.