

Total Sanitising Potential Markets

The main benefits of our technology are

1. The removal of allergens including pollen, dust mite droppings and pet dander. The World Health Organisation says that 50% of Europeans will suffer from an allergy by 2015. The British Allergy Foundation claim people suffering from allergies at work are 40% less productive. At home allergy sufferers can have sleep issues related to their allergy suffering as well as just feeling bad from the effects.

Obviously removing allergens from the air will relieve the symptoms of allergy sufferers meaning they are far more comfortable at home and more productive at work.

2. Our technology will also oxidise bacteria, viruses and pathogens which reduces cross infection of illnesses. Everyone knows the phrase “when one person in the office gets a cold then everyone does”. Our product will reduce incidents of cross infection and therefore reduce the number of days lost to sickness in offices where a number of people are in close proximity.
3. Odour removal. Our initial PureSpace 125 is not aimed at reducing odours but we are introducing a model for use in restrooms early next year that will have all the benefits of the PureSpace 125 but will also neutralise odours.
4. Removal of Volatile Organic Compounds (VOC's). The World Health Organisation says that indoor air is up to 20 times more polluted than outdoor air. This is due to buildings becoming increasingly insulated and air tight which results in less fresh air getting inside. This is particularly relevant in commercial buildings many of which now don't have opening windows. They rely on air circulation which is in effect circulating problems. Modern fixtures and fittings “off gas” for a long period from new. Solvents used in glues and paint, e.g. that new carpet smell and these can cause health issues and irritate allergy sufferers problems. This is one of the major causes of Sick Building Syndrome. Our units oxidise VOC's converting many of them e.g. Formaldehyde to water vapour and trace levels of carbon dioxide.

Given the above there are a range of potential markets including

- The domestic market, people who suffer from allergies, people who want to remove airborne bacteria at home, people who want cleaner air indoors.
- Commercial market. There are many opportunities here;
 1. Open plan offices where performance can be improved by relieving allergy sufferers symptoms

2. Reducing cross infection in the work place and therefore reducing the number of days absent due to sickness
3. Waiting rooms at hospitals and doctors where cross infections are high due to a number of sick people being together
4. Any work environment where staff are in close contact with members of the public e.g. banks where the cashiers are dealing with large number of people. The employer can be seen to be protecting the interests of their staff whilst they are also reducing the risk of their staff being off sick.