

Rochester Hills company to manufacture green disinfectant product in Oakland County

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A Rochester Hills greentech company plans a \$1 million-plus expansion that will see its new environmentally friendly surface cleaner begin production at an Auburn Hills manufacturing site later this year.

Cleaner and disinfectant maker [CSG LLC](#) said Friday it is in the process of closing on a vacant 60,000 square-foot building where it expects to begin production of its PURETi cleaner and disinfectant in November. The project will use an Arizona-based contract manufacturer and immediately create 10 to 15 production and chemical engineering jobs, CEO Craig Andrews said.

The product is based on an ultraviolet photocatalytic oxidation technology that continuously cleans the surrounding air and resists soot buildup, odors and other grime after being applied. The company says one application lasts for up to three years and can break up organic matter including greenhouse gases and volatile organic compounds.

Tests have demonstrated the ability to remove up to 60 percent of VOCs in the immediate vicinity, Andrews said.

"It's the ability to take light energy, have it impact a surface and create neutral chemicals that can in fact deteriorate, break down these volatile organic compounds, these particulates and these pollutants," said W. Curtis White, a microbiology consultant, in a conference call with reporters. "It's an exciting breakthrough."

White said the ultraviolet photocatalytic oxidation technology has existed since the late 1800s but has more recently gained traction in the past 10 to 15 years in Japan. CSG has been developing the PURETi product for the past four years in Connecticut and Japan, Andrews said.

"Until you had the breakthrough of this technology where you could go down to nanosized particles to give you an immediate surface-sized benefits and a patented delivery technique... it was in fact a laboratory curiosity," White said.

The company said it already has used the product on a dozen test sites in U.S. cities, including portions of the state Capitol building in Lansing and the E&J Gallo winery in Northern California. Crews applied the product to the windows of the JP Morgan headquarters in New York City two years ago and have not had to clean them since, Andrews said.

"Literally we can put this technology on a window on a commercial-size building, those people will not have to wash their windows for years," he said.

The company expects its first products going out the door of the new Auburn Hills facility by Jan. 1, 2009. The product will be distributed directly to companies in the building materials and window-cleaning industries and sold on a per-square-foot basis.

The company, which has been in business in Rochester Hills for nearly three years, is in the midst of talks with state and local economic development agencies regarding tax breaks for the project, Andrews said. The company is targeting sales of more than \$100 million and the creation of as many as 200 jobs

in three to four years.

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