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Laboratory Study: New Green Technology can Cut Harmful Air Pollution 80%

Rochester Hills, MI...A transformational green technology called PURETi™ will play a significant role in solving one of the 21st century's most important environmental challenges. A laboratory study conducted by renowned environmental engineering expert Professor Alexander Orlov, Stony Brook University, revealed that coating a surface with PURETi will reduce the presence of harmful nitrogen oxides (NOx) in the air by almost 80%.

"Experiments conducted in our lab found that PURETi UV-PCO (ultraviolet photocatalytic oxidation) technology is able to eliminate almost 80% of harmful NOx emissions by using energy from ultraviolet light," said Orlov. "In this particular study, PURETi was applied to a glass surface. However, PURETi can be applied to other surfaces as well and use sunlight to initiate decomposition of dangerous atmospheric pollutants."

Primarily created by road vehicle emissions, electricity generation, non road equipment and fossil fuel combustion, NOx air pollution is the cause of a variety of environmental and human health problems. One of earth's most troublesome air pollutants, NOx contributes to the formation of acid rain, global warming, and visibility reduction. Moreover, the most prominent result of NOx emissions is ground level ozone, which causes damage to human lung tissue and lung function. According to the EPA, roughly one out of every three people in the United States is at a higher risk of experiencing ozone-related health effects.

Supported by 13 international patents, PURETi's ability to break-down all organic matter at the surface provides several other benefits to the environment. Aside from breaking-down harmful air pollution, such as NOx, PURETi transforms surfaces into self-cleaning materials that need to be cleaned half as often. As a result, the water, energy, and chemicals used in normal cleaning maintenance of windows, building facades, cement, and metal is reduced by at least 50%. Typically, one application of PURETi lasts up to three years.

Comprised of three products for glass, fabrics, textiles, and virtually any other surface, all PURETi products are translucent and applied by spray. PURETi products are registered with the U.S. General Services Administration (GSA), certified by the National Science Foundation (NSF), and have the Scientific Certification Systems (SCS) Indoor Advantage Gold certification. SCS Certification provides assurance that products meet tough indoor air quality standards.

For more technical and background information on PURETi technology please visit www.pureti.com. CSG is the worldwide leader in sustainable, environmentally beneficial surface treatments. Through the use of two advanced and proven technologies, CSG has created a line of

products applicable to any surface or fabric that proactively fight microbial contamination, minimize damaging air pollutants, destroy odor, and conserve water and energy. Our comprehensive product and service offerings are supported by 13 international patents and include a host of EPA registered products.

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