



## Take a Proactive, Sustainable Approach to Fighting Odor in Guest Rooms

- Use the power of light to clean™
- Cleans continuously whenever it is exposed to light
- Easy to implement and cost-effective
- No waiting for a customer to complain
- No waiting for housekeeping to discover a problem
- No new equipment to buy or maintain
- No filters to replace
- No chemicals or perfumes



USES LIGHT TO CLEAN



CLEANS WINDOWS



LASTS FOR MONTHS



PURIFIES THE AIR

## Get To Know PURETi

PURETi Group, LLC is a US manufacturer of water-based photocatalytic surface treatments that are sprayed onto any surface that sees light. Using only the energy from UVA light, PURETi produces a variety of environmental and health benefits:

**Reverse Pollution** – Roads, bridges, and buildings become smog busters that reduce NOx, SOx, and particulate levels in the air.

**Maintain Solar Reflectance** – Lower energy use by keeping white roofs whiter longer, and mitigate the Heat Island Effect.

**Save Water, Energy, & Cost** – Cleaner surfaces mean reduced maintenance regimens. Save 50% of the water, chemical, energy, and labor costs you currently spend on exterior surface cleaning.

**Eliminate Odors** – Indoors, PURETi treated windows, curtains, and light fixtures deliver a powerful odor elimination benefit.

**Improve Indoor Air Quality** – PURETi breaks down VOCs (volatile organic compounds) and organic particulates that impact human health.

**pureti**<sup>™</sup>  
**CLEAN & FRESH**  
 FOR HOSPITALITY

[pureti.com](http://pureti.com)

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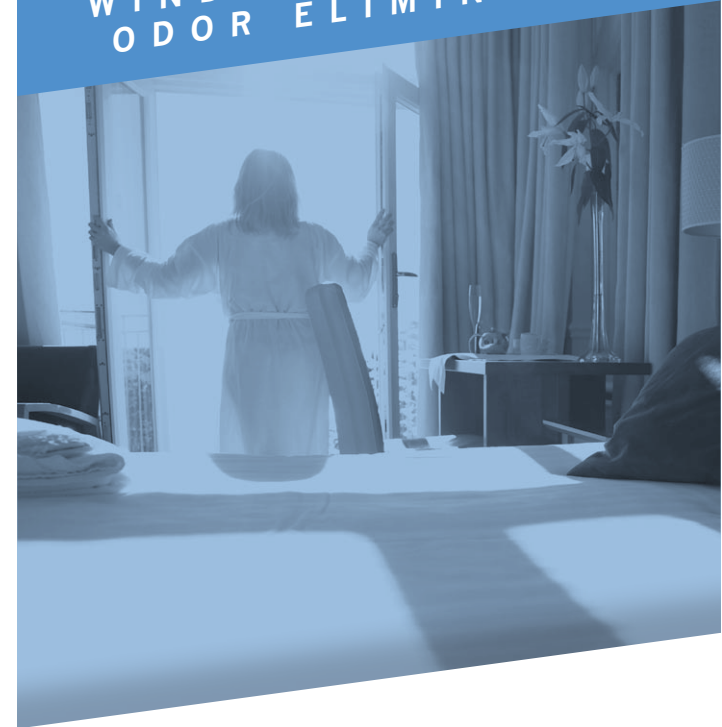
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**WINDOW CLEANER & ODOR ELIMINATOR**



**pureti**<sup>™</sup>  
**CLEAN & FRESH**  
 FOR HOSPITALITY

**The WINDOW CLEANER that also CLEANS THE AIR**

 PURETi IS A BLUE WAVE TECHNOLOGY COMPANY

USE THE POWER OF LIGHT TO CLEAN™

## SUSTAINING A PERFECT ENVIRONMENT

“ PURETi technology assures the elimination of any smell, even tobacco...so we can offer our customers an atmosphere of the highest quality, suitable even for people with allergy problems. In addition, the technology is activated simply with light, which fits perfectly with our strong commitment to sustainability and optimal environmental management.”

GENERAL MANAGER  
HILTON DIAGONAL MAR  
BARCELONA



PURETi Clean & Fresh Odor Destroying	Traditional Cleaners Odor Fighting
• Lasts for months	• Requires repeated use
• Provides neutral air	• Hides odors with perfumes
• Destroys odor molecules	• Masks odors
• Natural light activated	• Chemical based

## The PURETi Difference

Continuous, sustained odor elimination with a single application.

### Cost Effective Odor Elimination That Works For Months

Unlike traditional cleaners that must be used repeatedly on every new odor, PURETi Clean & Fresh uses light to continuously clean and eliminate odors for months. A single application during your deep cleaning cycle continues to work whenever light is present. At an annual cost of \$5-\$10 per room, PURETi Clean & Fresh is economical enough to use throughout your property.

### Provide Your Customers the Healthy, Neutral Air They Want

Keeping hotel guest rooms smelling fresh is a constant challenge. According to a survey conducted by Kelton Research, over 50% of travelers prefer their room to smell like nothing at all. Smoke odors, food odors, body odors, and mold and mildew can ruin that positive first impression. Sprays provide only temporary relief, and some guests are sensitive to perfumes. PURETi Clean & Fresh doesn't mask odors, it destroys odor molecules creating healthy, neutral air.

### Easy to Incorporate Into Your Existing Cleaning Regimen

PURETi Clean & Fresh is applied with a standard fine mist spray bottle to windows, curtains, and light fixtures. Housekeeping staff use it during regular deep cleaning cycles. PURETi Clean & Fresh also makes routine maintenance cleaning easier. If the windows need to be cleaned between applications, gently wipe clean with a microfiber towel.



### FAQs

#### How Long Does PURETi Clean & Fresh Last?

Under normal conditions you should expect PURETi Clean & Fresh to last 3-6 months. Use of harsh chemicals or aggressive scraping can remove the product.

#### Where Do I Apply PURETi Clean & Fresh?

Spray PURETi Clean & Fresh on windows, window treatments, and fluorescent light fixtures – the surfaces that receive direct UVA light. It is an excellent glass cleaner and is safe on most fabrics.

#### Is PURETi Clean & Fresh Safe for My Guests?

Yes, PURETi Clean & Fresh is a mineral water solution. Its active ingredient, titanium dioxide, is Generally Recognized as Safe (GRAS) by the FDA. Plus, it is durably bonded to surfaces, not circulating in the room like traditional products.

#### How Fast Does PURETi Clean & Fresh Work?

In most circumstances, one day is enough for PURETi to rid a room of an organic malodor. Better air circulation and more light accelerate the process.

### A Difference Your Customers Will (not) Notice

Prove it to yourself. Apply PURETi Clean & Fresh to guest rooms with persistent malodors. Over the next few days you will notice an improvement in air quality as PURETi uses light to keep your windows and air clean.



- Provide the neutral air environment your guests prefer
- Save time and money with less intensive cleaning protocols
- See how long it lasts

### The Science Behind The Product

In the presence of sunlight, the photocatalytic titania in PURETi Clean & Fresh oxidizes the organic micro particles that cause odor and cloud the glass. Learn more at [www.pureti.com](http://www.pureti.com).

### WHAT YOUR GUESTS WANT

“ We conducted rigorous consumer research and found that travelers just want their hotel room to smell fresh and clean – and not like anything else.”

HOTEL EXECUTIVE,  
AS QUOTED IN KELTON  
RESEARCH REPORT

