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NEWS RELEASE

For Immediate Release

Innovative Canadian Company Breathes Fresh Air into Air Purification Arena

Canadian based Pura Air Purification Inc. has successfully developed superior units for medical grade air purification by taking an updated scientific approach to filtration and eradicating risk at the source.

It all began with an immediate call to action for a Vancouver, B.C. dentist, Dr. Wilson Kwong, who realized in mid-March of this year when COVID 19 became a reality, that his industry was at risk. Having worked in the dental profession for over 30 years, he knew better than anyone that aerosol generating procedures and the bio-aerosol clouds created increased the risk for virus transmission and this risk was deemed high for Covid 19. Dr. Kwong knew he needed to find a solution quickly. Ultimately what he found on the market either did not address the specific risk at hand, required extensive HVAC upgrades or did not aim to kill the viruses in addition to filtering them out of the air.

The time was now to figure out how to build a better mousetrap, to keep his staff and patients safe and get back open to provide this necessary healthcare service. Step one - gather industry leaders on air cleaning and infectious disease protocols and form a Canadian made team of experts to find a solution.

The challenge? How do you build a system that operates independently of HVAC, that can eliminate the risk of transmission at the source, filter the air effectively in a kill chamber with high quality UV-C germicidal light applications and highest grade HEPA filters AND put pure clean air back into the environment without upsetting the air system balance in the building?

“We were focused on finding a solution to the alternatives out there being advised by several organizations, that just didn’t work hard enough, in my opinion, for air purification that would allow me to get back open and continue working to help my patients.” explains Dr. Kwong. “Because of PURA AIR’s scientific foundations to capture aerosols at source, UVC light virus killing properties, and high grade commercial HEPA filtration, my staff and I are safe from AGP (aerosol generating procedures) which continues to be a real danger to dental personnel without the proper protection.”

Ultimately the result was a properly engineered approach to air purification delivering not only an increase in indoor air changes per hour (ACH) to help decrease fallow time between patients, but also sterilizing 99.99% of viruses like COVID 19. This centralized scientific approach is the secret sauce and is indeed working to keep Dr. Kwong, his team and his patients safe. Now multiple dentists are having the same results with the PURA AIR system in their own practices. In fact, it is also attracting attention of new patients looking for this level of safety and care.

Pura Air's systems pride themselves on having science and engineering behind it, with partners like AIRPLUS Industrial and Signify (formerly Philips Lighting, the global experts in UV light applications).

"It's now more critical than ever before for businesses to protect their clients," said Feisal Nasser, President of PURA AIR. "With solutions like PURA AIR in place, patients and clients are protected from the risks we cannot see. We anticipate that healthcare institutions such as medical labs, chiropractors, doctor offices, could benefit from this new technology to help reduce the risk to their communities. Our efforts in developing these systems will also help many businesses get back to work and will add a layer of protection. We could not have done it without these industry leaders providing their guidance."

The exciting next steps are moving from the success of the dental application to the integration into schools, senior residences, and any indoor gathering spaces where ventilation is going to be an issue for humans.

Finding a way to ensure clean, safe air is ultimately what matters to help eliminate the risk of gathering in indoor spaces. This innovative Canadian company has succeeded.

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Media:

The following spokespeople are available for interviews on request

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Media Links:

www.puraairpurification.com

Dr. Kwong's story: <https://youtu.be/kWUL-tARC-Q>

Product video: <https://youtu.be/FNEj1Vg1Q5w>

Pura Air Approach (whitepaper): [Why Pura Air?](#)

Pura Air Purification is focused on developing, manufacturing and distributing fixed and standalone medical-grade air purifiers to remediate and protect against infectious and non-infectious airborne particulates. Pura Air is based out of Vancouver, BC, CANADA and is available in all North American markets.