BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

Equal Strategy launches world's first odorless, medical-grade ambient sanitizer

July 28, 2020 | News

Equal Strategy launches Eco Pure Room, an odor-free ambient sanitizer that continually eliminates coronavirus and bacteria from indoor spaces.

EQUAL STRATEGY

Equal Strategy, a leading sensory branding consultancy based in Singapore has launched a new business arm, Eco Pure Room – an innovative, odor-free ambient sanitizer which continually sanitizes indoor environments, helping hotels, offices, restaurants, gyms, schools, public transport, and retailers create safe and healthy environments free of viruses and bacteria, including coronaviruses, H1N1, Salmonella, HIV, Legionnaires, Listeria and Hepatitis A B & C to name a few.

Eco Pure Room provides a solution for indoor spaces amidst fears showing COVID-19 is airborne and can remain active on surfaces for up to 9 days. Eco Pure Room - Ambient Sanitiser complements existing cleanliness measures for indoor spaces such as fogging, wiping of surfaces and initiatives such as SG Clean, by killing airborne germs and viruses and coronaviruses within minutes of contact, while sanitizing the surfaces it falls on, and with a residual kill lasting up to several days.

Eco Pure Room is a safe and approved alternative to noxious chemicals. Its odorless formulation is registered with the US Environmental Protection Agency (EPA), and it is certified by the National Sanitation Foundation (NSF) as a food contact-safe with no-rinse. Its innovative features are non-corrosive, non-irritating to the skin and its formulation uses NEA-approved active ingredients.

The ambient sanitizer is a compact and aesthetically pleasing, pre-programmed ambient sanitizer which diffuses vapor to achieve an ambient sanitizing saturation intensity, killing germs and viruses on contact. Each device sanitizes and protects up to 80m2.