



News Release

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Bobrick Introduces Pure Hygiene Solutions: PureDri and PureSphere

Hand dryer and room sanitizer proven to eliminate 99 percent of bacteria, viruses, mold and fungi in less than 10 minutes

NORTH HOLLYWOOD, CA, May 11, 2022 – Today, [Bobrick Washroom Equipment, Inc.](https://www.bobrick.com), an industry leader in washroom accessories and toilet partitions, announced the launch of its **Pure Hygiene Solutions** collection – **PureDri and PureSphere** – both of which are proven to eliminate 99 percent of bacteria, viruses, mold and fungi in less than 10 minutes.

“COVID-19 has forever changed the way we work, gather and clean,” said Matthew Louchheim, President, Bobrick. “As the industry leaders in facility wellness and hygiene, we’ve spent the last two years developing products and design solutions to help minimize the spread of all germs. PureDri Sanitizing Hand Dryer and PureSphere Air Sanitizer are designed for high-traffic restrooms, lounges and workspaces because they work continuously to create cleaner, fresher air.”

The Science Behind BobrickPure Hygiene Solutions

PureDri and PureSphere technology works by destroying existing microorganisms from bacteria and viruses in the air and on surfaces through continuous sanitization using a 3-step process:

1. Eliminates viruses and bacteria via a germicidal UV lamp that inactivates all microorganisms
2. Neutralizes viral particles through strong oxidizing agents as air passes through the chamber

3. Superoxide ions that neutralize airborne particles, causing them to drop to surfaces below

The PureDri Sanitizing Hand Dryer is a restroom device that protects hands with a blast of super-concentrated ionized air following the drying cycle, while providing continuous sanitization in rooms up to 215 square feet.

PureSphere Air Sanitizer purifies the air continuously using an internal UV lamp and ionic processes. In addition, the unit provides odor control, so rooms feel fresh and smell clean.

Bobrick's Hygiene, Health & Wellness Advisory Board, which includes experts in infection prevention, facility management, healthy design and manufacturing, worked with three independent research organizations in the United Kingdom including the Health Protection Agency, SGS and University of Leeds. The findings showed the neutralization of a variety of bacteria and viruses including:

- 100% air disinfection and elimination of E. coli, staphylococcus aureus and aspergillus fumigatus after 1 hour
- Surface disinfection and bacteria elimination achieved high results after 8, 24 and 48 hours

"The revolutionary UV+ technology of PureDri and PureSphere creates hygienic air and surfaces which promotes wellness and safety when installed in myriad areas such as washrooms, restaurants, workplaces and classrooms," added Louchheim. "The safety seal that is included with the installation of PureDri and PureSphere products shows patrons, parents and employees that they are surrounded by an environment safe from most bacteria and viruses."

To read more about the science and testing results behind BobrickPure Hygiene Solutions and to see case studies from early adopters, visit bobrickpure.com.

PureDri will soon be available through distributors across the United States and **PureSphere** will be available in Summer 2022. Find distributors by zip at bobrickpure.com.

For high resolution images, please contact Joe Miksch at jmiks@pipitongroup.com.

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About Bobrick Washroom Equipment, Inc.

Bobrick Washroom Equipment, Inc. is a 112-year-old global washroom accessory, toilet partition and child accommodation company headquartered in North Hollywood, California, with seven

manufacturing divisions across the United States, Canada and the United Kingdom, and trading relationships that extend into more than 100 markets worldwide. A leader in product innovation and manufacturing, Bobrick prides itself as a company that delivers best-in-class products and service, while fostering an environment of collaboration and continuous learning. For more information, please visit www.bobrick.com.