



**SWEMCO**  
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**PURO™**  
UV Disinfection Lighting

## PURO Lighting Message Hierarchy

### CORE MESSAGE:

PURO™ Lighting products, powered by Violet Defense™, have taken proven UV light disinfection technology to the next level by making it more powerful, more affordable and most importantly, smaller and easier to utilize. Using a miniaturized, pulsed xenon light system PURO Lighting products can rapidly disinfect any room, of any size, any time necessary.

### THE 3 P's OF PURO LIGHTING:

A very simple way to tell the PURO UV Disinfection Lighting story is by using the 3 P's:

#### ***Protect. Prevent. Prepare.***

All PURO Lighting fixtures, powered by Violet Defense™ technology, are proven to PROTECT against the spread of viruses, bacteria and fungi, PREVENT viruses and germs from infecting people wherever they may gather, and equally important, allow our customers to PREPARE their spaces from contamination of future viruses and pandemics through effective prophylactic disinfection.

### PURO LIGHTING IS POWERED BY VIOLET DEFENSE:

Violet Defense created the patented technology behind PURO Lighting's breakthrough UV disinfection systems. PURO Lighting is the exclusive partner with Violet Defense in all commercial industries, providing sales, critical availability, service, and information to our customers, reps and distributors. We continue to work with Violet Defense as technology and innovation partners, creating new products and customized applications for our industries and customers.

### SUB MESSAGES:

#### **Need:**

During this time of worldwide coronavirus and COVID-19 crisis, America and the rest of the world is looking for a trusted, fast, effective and proven solution to disinfecting environments from schools and hospitals to mass transportation, restaurants and wherever the public gathers. PURO Lighting is already on the front lines of healthcare, transportation, and wherever people gather, offering one of the best, most powerful solutions available with their line of rapid, broad-spectrum UV disinfection lighting units, powered by Violet Defense™ technology.

#### **Efficacy:**

PURO Lighting products, powered by Violet Defense™ technology, kill up to 99.9% of many viruses, bacteria, and fungal pathogens, including Norovirus, a highly resistant Class 1 virus. Per the EPA emerging pathogen guidelines and based on clinical testing completed, PURO products show efficacy against Class 2 and 3 viruses, including coronaviruses, SARS, Influenza, and Ebola.

#### **Process:**

PURO Lighting's Helo and Sentry disinfection product lines, powered by patented Violet Defense™ technology, represent a significant breakthrough in viral protection here and



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around the world. Our high intensity full spectrum UV disinfection fixtures rapidly kill up to 99.9% of viruses and bacteria and can significantly reduce the growth of fungi such as yeasts and molds. All in remarkably small, yet powerful units designed for any sized space.

### **Testing and Corroboration:**

Independent labs have certified that PURO Lighting UV Disinfecting fixtures work. Powered by Violet Defense™ technology, PURO Lighting products have been independently and thoroughly tested by an EPA and FDA GLP-Compliant, ISO 17025 Accredited Testing Laboratory.

### **PRODUCT MESSAGES:**

#### **HELO from PURO LIGHTING: Disinfection From Above**

The first known miniaturized, high intensity, broad-spectrum UV disinfection fixture to be installed in the ceiling, Helo fixtures provide unparalleled whole-room clinical level surface and air disinfection in any size space, along with the ability to disinfect on demand in one cycle.

#### **SENTRY from PURO LIGHTING: Portable UV Disinfection**

The Sentry Mobile series provides incredibly easy mobility to help stop the spread of harmful viruses anywhere. Sentry Mobile products are designed for easy positioning and simple control, emitting powerful, broad-spectrum UV light to eliminate 99.9% of the bacteria and viruses in the space.

### **BEST APPLICATIONS FOR TODAY'S CORONAVIRUS PANDEMIC:**

Hospitals and Operating Rooms  
Nursing Homes  
Schools  
Cruise Ships  
Restaurants  
Hotels  
Offices and Office Buildings  
Mass Transit  
Athletics  
and wherever people gather

### **THE PURO LIGHTING BRAND STORY:**

We are not just disinfecting empty rooms, we are making spaces all over the world safer for people.

These spaces become places where children can learn without fear, patients can be in hospitals without wondering if they'll be contaminated, communities can gather without questioning their own health safety, where diners can enjoy their meals in total confidence, and travelers can visit destinations without worrying about unknown disease looming on every surface.

At PURO Lighting we protect our families, children, citizens, employees and the world.