PURE®

THE FRESHER THINGS IN LIFE.

A game changer for the cruise industry

PURE Allergy Friendly Staterooms | 7-Step Process

1. One-time Shock Treatment	Eliminates bacteria, viruses and germs – as well as the odors they create.
2. Disinfect Air Handling Unit	The central air handling unit is deep cleaned, disinfected and sanitized, as well as the stateroom's individual air conditioning unit.
3. PURE Clean™ Surface Treatment	All soft and hard surfaces in the state room are deep cleaned and sanitized.
4. PURE Shield™ Surface Treatment	Our PURE Shield solution forms a bacteriostatic barrier on every surface that prevents allergy-triggering microorganisms from growing.
5. PURE Air Purifier	Our medical-grade air purifiers capture 99.99% of all airborne viruses, bacteria and other ultrafine particles.
6. Maintain Fresh Air	An antimicrobial tea tree oil cartridge is placed in a strategic location in the stateroom, to maintain cleanliness, fight bacteria and emit a subtle, fresh scent.
7. Allergy-friendly Bedding	Allergy-friendly mattress protector and pillow encasements are installed, providing unparalleled protection from dust and dust mites

Vertical Market Expansion

Cruise ships
Super yachts
Airlines
Fitness centers

Spas
Meeting space
Schools
Day care centers

Offices
Residential
Senior Living