



News Release

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Bobrick Introduces Pure Hygiene Solutions For Commercial Real Estate Use

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

NORTH HOLLYWOOD, CA, July 21, 2022 – [Bobrick Washroom Equipment, Inc.](#), an industry leader in washroom accessories and toilet partitions, launched the first half of its **Pure Hygiene Solutions** collection – **PureDri** Sanitizing Hand Dryer. Along with **PureSphere** Air Sanitizer, which will be available later this year – each **Pure** product is proven to eliminate 99 percent of bacteria, viruses, mold and fungi in less than 10 minutes, according to a Leeds University research study.

According to Matthew Louchheim, President of Bobrick, “As an industry leader in facility wellness and hygiene, Bobrick has spent the last two years developing products and design solutions to minimize the spread of germs. Our **BobrickPure** products are ideal retrofits to restrooms and common areas in commercial work spaces because they work continuously to create cleaner, fresher air for everyone.”

Sanitation is vital to the [commercial real estate](#) market and is of concern to facilities managers and supervisors, property managers, business owners, and facilities engineers and directors. Visible labeling on **Pure** units — whether in restrooms, lounges or workspaces — provides added confidence to the many who work in such buildings, letting them know that extra precautions are being taken to enhance safety and sanitization.

In addition to enhancing the safety of workers and visitors, Bobrick Pure products are simple and easy to install in both new construction and when retrofitting existing commercial spaces.

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. Sanitizes using superoxide ions that neutralize airborne particles

The **PureDri** Sanitizing Hand Dryer provides hands with an additional blast of super-concentrated ionized air following the dry time, while providing continuous sanitization in rooms up to 215 square feet.

PureSphere Air Sanitizer continuously purifies the air up to 323 square feet, and is ideal for conference rooms, foyers and work areas. Both products have no filters to change and require a simple annual bulb replacement.

Bobrick's **PureDri** research 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 promote 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, tenants 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 Bobrick**Pure** Hygiene Solutions and to see case studies from early adopters, visit bobrickpure.com.

PureDri is now available through distributors across the United States and **PureSphere** will be available in late 2022. Find distributors at bobrickpure.com

For high resolution images, please contact Joe Miksch at jmikschr@pipitonegroup.com.

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About Bobrick Washroom Equipment, Inc.

Bobrick Washroom Equipment, Inc. is a 116-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.