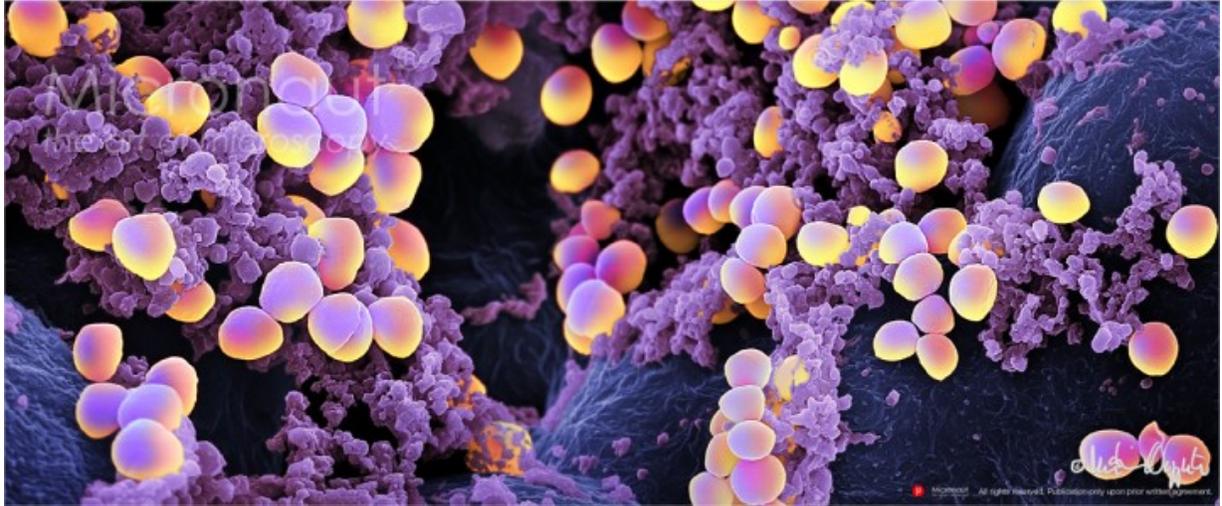


Welcome, we hope you find our information helpful. If you ever decide to not to receive our quarterly newsletter just unsubscribe here. Thank you.

You may [unsubscribe](#) if you no longer wish to receive our emails.

Infection Prevention Strategies



Greetings!

Thank you for taking time to read about new developments in the infection prevention control industry. Our quarterly newsletter is designed for healthcare professionals and organizations which are involved with indoor air quality.

I hope you will use our information as one source for identifying new technologies for disinfection, both surface and air products. We will also provide news on any emerging infectious threat, starting with an article in this first newsletter on the Middle Eastern respiratory syndrome (MERS CoV).

Our product featured this month is a new product called "**Paint Shield**". Paint Shield is an antimicrobial paint and was designed for helping to reduce HAI's. I think this is a very innovative product, and I think Sherwin Williams developed the product to provide another level of protection in healthcare facilities.

We welcome any suggestions that you may have for future issues as we want to make our newsletter informative and interesting. Please email comments to info@Purealizer.com.

Thank you, we hope our information is both useful and informative to each of you.

Sincerely,

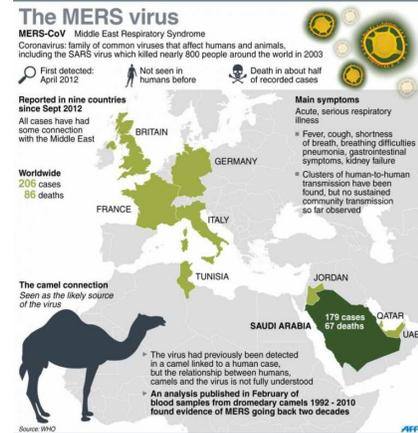
Michael W. Smith
CEO/President



Middle Eastern Respiratory Syndrome (MERS CoV)

Like the recent rise in the Middle East of ISIS (Islamic State of Iraq and Syria) there is another emerging threat coming out of this region which can be just as dangerous.

The emerging rise of the Middle East respiratory syndrome coronavirus (MERS-CoV), which is a viral respiratory illness that is new to humans. It was first reported in Saudi Arabia in 2012 and has since spread to several other countries, including the United States. The source of MERS is currently unknown, though it is likely to have originated from mammals, with camels and bats being the vector of transmission. Most people infected with MERS-CoV develop a severe acute respiratory illness, with symptoms which are flu-like. Many deaths have been reported, and about 3-4 out of every 10 patients reported with MERS die.



The Coronaviruses

"Studies have predicted the existence of nearly 5,000 coronaviruses in bat populations and some of these have the potential to emerge as human pathogens," said senior author Ralph Baric, a faculty member at the Gillings School of Global Public Health and world-renowned expert in coronaviruses. *"So this is not a situation of 'if' there will be an outbreak of one of these coronaviruses but rather when, and how prepared we'll be to address it."*

MERS-CoV is dissimilar to other coronaviruses; as there is currently no known vaccine.

Most confirmed cases of MERS-CoV have displayed symptoms of severe acute respiratory illness, and like most infectious diseases, the more susceptible are the young, old and patients who are immunocompromised system which are in hospitals. In fact, hospitals seems to be where most people become infected with MERS-CoV, then before symptoms appear they leave allowing the virus to spread.

MERS was spreading in South Korea, and it was thought to be traced from a single individual who brought it back in May after visiting Saudi Arabia. Fortunately, before it spread through the entire country the government instituted strict public infection control measures were taken. Starting by advising people to stay away from crowds, wiping down public subways and trains, and even isolating 16,000 people in quarantine to help stop the spread. This seems to have worked so far, being very pro-active to identify the source and any person who came in contact with them. Ironically, the quarantine reminded me of one of my favorite movies, "*Outbreak*" starring Dustin Hoffman.

Potential to Mutate

The MERS virus is not as well known outside of the Middle East, but just like when Ebola showed up in Texas earlier this year, MERS will make more headlines if more cases are confirmed in North America. The fact is that coronaviruses can often mutate, and in any 24 hour period a carrier of the MERS virus could travel to anywhere in the world, which potentially could make it a pandemic. Fortunately, right now MERS doesn't spread well between people, which is why in Korea is was able to be controlled.

CDC Recommendations

The CDC recommend that individuals contact a health care provider about MERS under the following circumstances:

- If they develop a fever or respiratory symptoms within 14 days of traveling from a country in, or near the Arabian Peninsula
- If they have close contact with someone exhibiting these symptoms who has recently traveled from this area.
- If they develop a fever or respiratory symptoms within 14 days of being in a health care facility in South Korea

Outside of these situations developing MERS in the US should extremely low, and if

does become more of a threat aggressive prevention measures should be taken by public and private healthcare facilities as they are our first line of defense in identifying someone with MERS.

 Forward to a Friend

[Link to CDC for more information on MERS](#)

Antimicrobial Paint Helps Fight Infectious Bacteria

New Paint Shield has become the first US Environmental Protection Agency-registered paint found to continuously kill difficult-to-treat, infection-causing bacteria.



By killing these infectious bacteria on painted surfaces, Paint Shield offers customers an important new weapon in the fight to prevent the spread of bacteria that can cause hospital-acquired infections. Surfaces painted with Paint Shield kill greater than 99.9% of Staph (Staphylococcus aureus), MRSA (Methicillin-resistant Staphylococcus aureus), E. coli (Escherichia coli), VRE (Vancomycin-resistant Enterococcus faecalis) and Enterobacter aerogenes after two hours of exposure on the painted surface.

"Paint Shield is one of the most significant technological breakthroughs in our nearly 150 year history of innovation," says Chris Connor, chairman and chief executive of Sherwin-Williams, which manufactures the paint. *"By killing infectious pathogens on painted surfaces, Paint Shield is a game-changing advancement in coatings technology."*

"By continuing to kill MRSA and other bacteria, even after repeated contamination, Paint Shield offers hospitals and other facilities an important new tool to help in the fight against the spread of HAIs." The exclusive patented technology in Paint Shield represents the culmination of extensive research and collaboration between Sherwin-Williams coatings scientists and expert microbiologists.

Paint Shield can be applied on interior hard, non-porous ceilings, walls, doors and trim. It is ideal for a variety of settings such as healthcare facilities, athletic facilities, schools, day care centers, senior care communities, residential housing, hospitality settings and cruise ships. EPA-test protocol showed that once it is applied, the effectiveness of Paint Shield lasts for up to four years, as long as the integrity of the surface is maintained. Featuring quality coating performance, great hide and durability, Paint Shield will be available in 590 colors and will come in the popular

eggshell finish.

[Click here for link to Paint Shield](#)

 Forward to a Friend



Purealizer Recognized at 2016 AHR Expo for Innovation

The Purealizer was named recipient of the 2016 AHR Expo Innovation Award (Honorable Mention) in the indoor air quality (IAQ) category, one of ten categories of competition. The Innovation Awards competition is jointly sponsored by the AHR Expo and ASHRAE with the primary purpose of the Awards to inspire innovation, product and technology development.



"Our objective will always be driven on engineering innovation so our products maintain global competitiveness and help prevent the growing threat of infectious diseases. Perhaps what differentiates us from anything else is we see ourselves as more of a technology company, as it underscores the capabilities of our disinfection system and the three disciplines which were key in receiving the award, value, application and impact on the market," commented Smith.

[Click for full Press Release](#)