PURITY TECH
Advanced Lung-Gard®

FACILITY MANAGEMENT

PURITY TECH® for Facility Management

Why advanced air protection is no longer optional in the Middle East, but a strategic necessity

The Middle East Reality: 90 % of Life Happens Indoors

In the Middle East, people spend up to 90 % of their time inside air conditioned environments. Extreme outdoor temperatures force buildings to operate HVAC systems continuously, often 24/7. As a result, indoor air is constantly recirculated, concentrating viruses, bacteria, fine particles, humidity, chemical pollutants and microbial contaminants inside the spaces managed by Facility Management companies.

Indoor Air Is a Hidden Operational Risk

Offices, residential towers, hotels, hospitals, malls and public buildings are exposed every day to PM2.5 and PM10 particles, airborne viruses and bacteria, volatile organic compounds, excessive humidity and conditions that promote mold growth. Poor indoor air quality directly impacts occupant health, comfort, productivity, and the perceived quality of the facility itself.

Why Conventional HVAC Filters Are No Longer Enough

Standard HVAC filters are designed primarily to protect equipment, not people. They capture coarse dust but do not actively reduce viruses, bacteria or biological contaminants. In a region where air conditioning never stops, this limitation becomes a critical weakness for Facility Management operators.

What Is PURITY TECH®

PURITY TECH® is a patented, all-in-one air protection technology engineered to actively treat the air passing through HVAC systems. It is not a traditional multilayer filter, but a proprietary coating treatment applied exclusively to our filters, transforming air circulation into active air protection.

What PURITY TECH® Actively Does



Actively reduces airborne viruses and bacterial load



Captures and reduces fine particles (PM2.5 / PM10)



Helps reduce odors and chemical indoor pollutants



Contributes to humidity control and limits mold development



Maintains full airflow and cooling performance without pressure loss Patented and Laboratory Tested Technology

PURITY TECH® is a patented solution supported by official laboratory testing and performance analysis. This provides Facility Management companies with a defensible, certifiable technology suitable for healthcare, hospitality, residential and high-end commercial environments.

Why Facility Management Companies Should Offer PURITY TECH®

By integrating PURITY TECH®, Facility Management companies move from basic system maintenance to active health protection. The solution can be offered as a premium upgrade, a contract differentiator or a recurring service, increasing revenue per square meter without changing existing infrastructure.

A Strong Message to Clients and Authorities

Offering PURITY TECH® sends a clear message: the building is not only managed, it is protected. In a region where indoor life dominates, air quality becomes a visible commitment to health, responsibility and excellence.

Conclusion

In the Middle East, where air conditioning defines daily life, air quality is a strategic asset. PURITY TECH® enables Facility Management companies to lead this transformation with a unique, patented and certified solution that turns indoor air into a competitive advantage.

Why protecting HVAC systems is not enough when patient health is at stake

Air Quality as a Clinical Risk Factor

Hospitals and clinics rely on HVAC systems to ensure comfort and operational stability. However, traditional filtration focuses on protecting equipment rather than addressing airborne biological risks that directly impact fragile patients.

Limits of Conventional HVAC Filtration in Healthcarer

Mechanical HVAC filters are selected to balance airflow, pressure drop and energy efficiency. They are not designed to neutralize viruses, bacteria or microbial load circulating in patient areas, waiting rooms and recovery spaces.

PURITY TECH®: Air Protection as Part of Care

PURITY TECH® applies a patented active treatment to HVAC filters, enabling continuous reduction of airborne contaminants without compromising airflow. In healthcare environments, this means transforming air from a passive element into an active component of patient protection.

Protecting the Most Fragile Patients

For immunocompromised patients, neonates, elderly individuals and post operative cases, even low levels of airborne contamination represent a serious risk. PURITY TECH® supports infection control strategies by addressing what standard filtration leaves behind.