PURITY TECH
Advanced Lung-Gard®

HOTELS

PURITY TECH® – Advanced Lung-Gard®
Certified Air Quality for Luxury Hotels

Air as the new luxury standard

In luxury hospitality, comfort is no longer limited to design, service and location, but also includes the quality of the air guests breathe in rooms and common areas. Purified, controlled and certified air enhances perceived well-being, builds guest trust and elevates the overall stay experience.

What is PURITY TECH®

PURITY TECH® is an all-in-one air filtration system specifically designed for luxury hotels and high-end resorts.
It integrates into existing HVAC systems without structural modifications and operates continuously during normal air-conditioning cycles.

The system actively works to:

- Reduce airborne viruses and bacteria
- Capture micro-dust and fine particles (PM10 / PM2.5)
- Reduce odors and pollutants
- Improve overall indoor air quality

No airflow or cooling performance loss

For luxury hotels, it is essential that air purification does not compromise room comfort or system performance.

PURITY TECH® has been tested to demonstrate that:



Airflow remains unchanged



HVAC air delivery is not reducedd



Cooling capacity remains identical



Guest thermal comfort is preserved

Cleaner air is delivered with no impact on HVAC performance.

Reduction of micro-dust and cleaner rooms

By capturing micro-dust and fine particulate matter,
PURITY TECH® helps reduce dust accumulation in guest rooms and common areas.

This results in:



Visibly cleaner air



Reduced dust deposits on furniture and surfaces



Improved breathing comfort for guests



Support for housekeeping efficiency

Semi-annual air certification

PURITY TECH® enables a six-month air certification program including:



Periodic air quality testing



Independent laboratory analysis



Issuance of an official Test Report

This ensures long-term performance verification.

Visible certification for guests

Following certification, hotels receive official PURITY TECH® plaques to be installed at reception, in rooms and common areas, clearly communicating commitment to guest health, comfort and air quality.

Why choose PURITY TECH®



Enhances guest experience



Strengthens luxury positioning



Differentiates the hotel from competitors



Demonstrates real care for health and well-being



Preserves room comfort and cooling performance



PURITY TECH®

Invisible technology. Daily comfort and quality perceived by every guest.