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INNOVATION

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PRESS RELEASE

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For immediate release:

CLEANAER DISTRIBUTOR IN NEW ZEALAND WINS ANOTHER AWARD

Cleanaer™ is proud to announce the sterling success of its partner, MW Cleaning / Airborne Industries in New Zealand. MW Cleaning, who sells Cleanaer as part of their green product range, won the "Excellence in Sustainability" Award at the recent Westpac Business Excellence Awards.

Anne Quaid, Director of MW Cleaning says "We are very excited about the award. It's the culmination of 2 years of hard work."

Anne and Bob, a husband and wife team based in Auckland, are deeply concerned about the environment. Their personal experience inspired them to make this a driving force behind their business ethos.

"We scuba dive around the world so we see what happens when waterways aren't looked after," says Bob. "We care about the environment and wanted to do something about it. We realised that being in the cleaning industry, we were at the ground level of that. Initially, we said 'let's do it so we don't get left behind'," says Bob, "and now we're leading the industry here."

"We're not afraid to put our necks on the line and take responsibility for our industry," adds Anne. "There's no government legislation around it so no one's checking up on those claiming to be green; that's why getting Environmental Choice certification was so important for us," says Anne "and now winning the award is just the (green) icing on the cake!"

This is not the first time the business has won an award. MW Cleaning was also named as ECNZ's Innovator of the Year in 2010. The same year MW Cleaning became the first services company in New Zealand to be awarded an ECNZ Licence and the right to use the Environmental Choice green planet-and-tick symbol. This business is a leading innovator in the cleaning services industry, with over 36 years' experience in creating healthy environments for people and business.

Ozone-free, battery-operated Cleanaer units are an important part of MW Cleaning's product offering and a natural complement to this award.

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About Cleanaer™ by Atrium Innovation Ltd

Cleanaer is the brand name for the powerful electrostatic air purifier devices that clean the air while removing odours and reducing allergens. Cleanaer technology protects the air by releasing partially charged droplets called Liquid-ions which attach to contaminants in the air. The Liquid-ions combine with these unwanted particles, removing them from the air by bringing them to the surface and rendering them inactive.

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