

ATRIUM INNOVATION

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PRESS RELEASE

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For immediate release

A NEW ALTERNATIVE TO WASHROOM AEROSOLS

Cleanaer, the unique alternative to washroom aerosols that clears the air by suppressing airborne particulates, launched successfully to the Dutch market at the 2012 Vakbeurs Facilitair (Facilities Management & Technology) in The Netherlands by HYSCON. The Vakbeurs Facilitair Show, which took place in Den Bosch from 18th – 20th of January, 2012 was a very successful exhibition with more than 20,000 visitors attending from Holland and Belgium.

HYSCON Marketing Manager, Wim Lagerweij, said the exhibition was very successful, and brought in more than 300 leads during the 3 day event. "The highlight at our booth was Cleanaer" said Lagerweij, "it was the first time that we went public in the Netherlands after having tested the product for more than 4 years. Cleanaer participated in the Novelty Award contest at the show. The jury took a close look and tested the unit. Lagerweij continues, "we have great hopes that we will end up high in the results and I even think that we might win the award".

"People were very interested and had read about Cleanaer in the trade press before they visited the show. It's Dutch best practice to be skeptical towards innovations, but I know the visitors were impressed by the unit and its capabilities".

HYSCON promoted its washroom services and cleaning products at the event. HYSCON is a company based in The Netherlands and has 11 branches both in The Netherlands and Belgium. Using new patented electro-spray technology Cleanaer removes malodor and purifies against airborne particulates leaving the room more pure and fresh. Cleanaer provides silent, 24-hour air purification and fragrancing. The product is wall mounted and lockable. Perfect for the professional environment.

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