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Puradigm: The most Validated Purifier on the Market

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CEOCFO: *Mr. Lawlor, would you tell us about the background and vision at Puradigm?*

Mr. Lawlor: Puradigm was originally created on the back of the law that was enacted in 2011 called the Food Safety Modernization Act. The company was heavily focused on a solution to food borne illnesses. One of the key provisions in the law was to be proactive about new technologies and new approaches. The intent, if not the letter of the law, was ideally suited for our type of product.

While most of our early research and data was focused on food safety, the unique thing about our technology is it is suitable for any application; effectively any indoor space. When the COVID pandemic started, everything changed, not just for us but for everybody. Suddenly everybody was in search of a solution and Puradigm offers something unique from anything on the market.

Puradigm vision is to improve health and wellness for humanity. We are now seeing that vision become reality.

CEOCFO: *What is the technology?*

Mr. Lawlor: The technology itself is based on an old technology called photocatalytic oxidation (PCO). PCO is simply a UV bulb and a catalyst that creates a reaction where any air bound bacteria or virus that passes in or near that cell, will be inactivated. Puradigm's unique patent introduced what we call specular reflection.

It sounds very scientific, but all it is, is reflectors inside the cell increasing the energy levels in the reaction a hundred to one thousand-fold. That allowed us to turn a technology, which we defined as passive, meaning you had to get the air to your box and make sure that it passes by your cell, to what we call active technology which means that we actually pump out this clustered ions into this space. These cluster ions will attack all the bacteria and viruses in the space and most uniquely it is perfectly safe for people to be in the room at the same time.

CEOCFO: *Are people skeptical?*

Mr. Lawlor: People are skeptical and rightly so, because when they fully realize what we are saying, it sounds too good to be true. We offer a technology that purifies a space, not just the air but surfaces as well, twenty-four hours a day, 365 days a year. In addition, it is perfectly safe to be in the room at the same time. There are no chemicals, no off-gassing, no labor involved. There is nothing else like it.

And we welcome the skeptics, because they want to see hard evidence to prove that we can do exactly what we say. In this industry some people make unsubstantiated claims for which they have no evidence. That is where we separate ourselves, we have more data and evidence than anyone. That is why we are called the most validated purifier on the market.

CEO CFO: *Playing devil's advocate here, how do we know ten years from now, that it won't be found that there is some build-up effect on people?*

Mr. Lawlor: In our early days we spent quite a lot of time and money on research to make sure the product was safe. We went through extensive studies with Kansas State University, in their Food Science Institute, which is recognized not only in the US, but worldwide, as one of the leading labs in the space. They did a multitude of different tests to prove that the byproducts of our technology are perfectly safe. They did the gold standard for safety which is called a GCMS report, which basically tells you exactly, right down to every atom and molecule, what is coming off your technology.

Most importantly we make people aware that our technology is just a natural process. While we use a UV bulb and a catalyst to create a reaction, this happens naturally outside in the open air. The UV rays from the sun interact with the water vapor molecules in the air and actually creates the same reaction as we do. For example, if you are beside a waterfall or outside after a rain storm there would be ionization levels even higher than what we would create. It is a natural process and we know how it works. We have tested extensively and have had independent labs verify that it is safe. We are more than confident that it is perfectly safe.

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CEO CFO: *Would you tell us what you are able to tell people today, what you announced recently and what is available for people as far as products?*

Mr. Lawlor: We are the first purifier of our kind, that I know of, that has been tested on the actual SARS-COV-2 virus. That is the virus that causes COVID-19, and nobody else has been able to isolate and test the actual virus. There have been a number of competitors that have tested on different surrogates of the virus but we are the only ones, that I know of, that have tested on the actual virus. It is conclusive proof that using our purifiers will not only reduce the amount of virus in the air but on surfaces as well. We know that the virus can exist for days on steel and plastic and that is why it is so dangerous. We have a product that effectively prevents the spread.

CEO CFO: *Is this for homes, offices, are there different sizes or types of product? What is available?*

Mr. Lawlor: Right now we have four main products, but the ZONE is probably the most popular unit because it can be wall mounted in homes, offices, schools, hospitals and most commercial spaces. That is probably the product that most people would be interested in. The other products are for industrial applications. The FLOW and the PRO are wall-mounted in food production facilities, gyms, greenhouses, or many other spaces. The fourth product, the HVAC unit, can be mounted in the duct work and is incredibly good at reducing pathogens, viruses and VOCs in the duct work as well as in the air and on surfaces. Wall mounted units tend to be the most popular due to the ease in installation, mobility, and the ability to focus on critical control areas for both air and surface purification.

CEO CFO: *Where does cost come into play?*

Mr. Lawlor: Our units, if you compare directly to say a standard filter system, may be more expensive relatively speaking, but the application is just vastly different. While an average filter can cover a room of 200 to 300 square feet, our units are capable of covering 700 to 1500 square feet. Plus a filter will do nothing for the virus on a surface. The coverage and effectiveness versus the price, makes it an easy decision. But what price do you put on keeping your family safe, or what price do you put on making sure that your employees and customers are safe, what is the value of being able to open your business versus not? When you consider it in terms of Return on Investment, the payback is infinite, when the choice is having a business or not having a business. For most people, the price is not an objection at all.

CEO CFO: *Are you able to ramp-up, so people can beat a path to your door?*

Mr. Lawlor: They already are. The biggest challenge is COVID has affected production levels of many of our suppliers. We have less production and much more demand which has caused a lot of delays. We sold out of all our products about

two months ago and hope to have ourselves back in full inventory sometime in September. Moving forward from September we should have our parts supply channels and our production schedules ramped up to meet demand.

CEOCFO: *With so much potential, where do you reach out and focus your efforts?*

Mr. Lawlor: As a company our business model early on was to work with distributors. There is so much opportunity that one company on their own could not possibly go after it. We have a number of distributors in different types of markets. We still focus on food safety, and as you can imagine healthcare is becoming a real focus for us. There are a number of large hospital groups we are working with to provide them solutions. We are also doing clinical trials with them to add to our increasing body of evidence. Right now, our biggest market is commercial buildings, such as gyms, salons, hotels, and all types of businesses that have been either shut down or had to reduce their offering considerably. We continue to work with greenhouse growers, including cannabis growers, and are also working with schools to help them open up safely.

CEOCFO: *Do you see this as part of a number of purchases that a building or a business might make when they are trying to protect themselves in many ways, or is it more a standalone item?*

Mr. Lawlor: We would always recommend that you explore all possible solutions. Puradigm fits into a very particular need, we protect the environment in an indoor space, by reducing the amount of virus that is in the air and on the surfaces. If people are shaking hands, they can still spread the virus. You still need to be employing your hand sanitizers and practice social distancing. While we can prevent the virus spreading if somebody would sneeze or cough, if you are two or three feet away from a person, we are not going to prevent all the droplets hitting the other person. Therefore, you need to follow your state and local guidelines for wearing masks. While our product purifies the space, you still need to clean because we do not get rid of the heavy soiling or dust, we get rid of what you cannot see, the dangerous stuff, the bacteria and viruses.

CEOCFO: *What surprised you through the transition from focus on food to focus on health at Puradigm?*

Mr. Lawlor: When COVID happened, what surprised me was the volume of people seeking our solutions. We could have never imagined the level of increase in sales. It is not something that anybody could have envisioned. I have a great passion for our products because they help people. It is rare that you get to work with a product that can really make a difference at a time like this.

I have been involved with the technology for many years and have always believed in it. It may have taken the pandemic for other people to find out about it but I could have never predicted the rapid pace that we are moving at now. What makes us wake up in the morning and keeps us working fourteen and sixteen hours a day, seven days a week, is the fact that we can make a difference. I think if we can do that, then it's all worth it.