



## **Pure Environmental Solutions Enables Healthy Living and Peace of Mind with Environmentally-Friendly Service Offerings to Eliminate Bedbugs, Germs and Odors**

*Pure Environmental Solutions, a Virginia-based company with operations throughout the United States, offers a suite of environmentally-friendly services to help businesses and consumers deal with unpleasant – and often dangerous – conditions, and is happy to announce the latest of its service offerings.*

([PRWEB](#)) September 23, 2011 -- In the hit movie “Contagion,” a viral pandemic starts in an airport bar and spreads throughout the globe, threatening the world population. In the real world the drama is usually on a smaller scale, but no one wants to live with germs on their countertops, subject guests and customers to obnoxious odors, or do business while pests like bedbugs crawl inside couches and mattresses. Pure Environmental Solutions, a Virginia-based company with operations throughout the United States, offers a suite of environmentally-friendly services to help businesses and consumers deal with all of these unpleasant – and often dangerous – conditions, and is happy to announce the latest of its service offerings.

Pure Environmental Solutions is equipped with the process that completely, absolutely eradicates bedbugs from any structure. Pure is a licensed provider of the ThermaPureHeat® process in 10 states, including the mid-Atlantic and Southeast states, Colorado, and Oregon. Pure inspects businesses and homes with a certified, 97% accurate K9 team and then heats infested rooms to over 130 degrees for several hours, until every bug and egg is dead. In one visit Pure, with heat and without toxic chemicals, accomplishes what traditional methods take several visits over four to six weeks to accomplish, and unequivocally certifies the property as being “ZERO BEDBUG™” at the time the treatment is completed. Pure becomes familiar with your business, property and industry and can offer specially-tailored long-term maintenance agreements that give both value and budgetary certainty.

As far as germs and odors go, Pure Environmental Solutions offers exclusive access to two of the most exciting and effective technologies on the market for ridding them from structures and surfaces. In September 2011 Pure signed a Strategic Partnership Agreement with Phocatox Technologies LLC, the owner of an indoor air and surface decontaminant technology called Biosweep® and a worldwide licensee of a proactive antimicrobial liquid, Surface Defense™, which when applied to any inanimate surface will kill any germ that touches the surface for up to a year.

Using Biosweep®, Pure can take a restaurant overcome with years of food preparation odor or a townhome with cat urine, water or smoke damage and turn it back over to the owner a few hours later with no indoor smells or contaminants. The odor is not camouflaged – instead, the contaminants that cause odor are completely eradicated. Employing portable proprietary machines and a process called photocatalytic oxidation, indoor air and surfaces are cleansed at the molecular level by the oxidizing effects of ultraviolet light. Surface Defense™, together with Pure’s specially-adapted application technology and testing equipment, allows Pure to keep high-traffic surfaces in hospitals, health clubs, and other establishments germ free -- even without any further cleaning. The patented Surface Defense™ molecule actually punctures and destroys any germ that touches it.

In addition to providing these services itself in many US markets, Pure is now working with Phocatox to identify franchisees across the country for the Biosweep® and Surface Defense™ decontamination service



business. This business model, offering end-to-end, best-of-breed solutions that completely eradicate problems that may seem overwhelming to clients, can be deployed with a modest investment, and franchisees receive state-of-the-art training and support from Pure to help assure success. Pure also welcomes relationships with those wishing to serve particular industry verticals, like hospitality, automobile dealerships, or food service, or work in particular cities. And, Pure is establishing licensing relationships with post-disaster restoration companies, since Biosweep® greatly accelerates the process of returning a smoke- or water-damaged property to service. Interested franchisees and licensees should contact Jared L. Burden (540.421.0439) at Pure Environmental Solutions. For a video with more information, please see:

<http://www.youtube.com/user/PES1592?blend=14&ob=5>.

Pure Environmental Solutions looks forward to working with you to make your property pest, germ and odor free and keep it that way. After all, no one wants their business to end up as the subject of a horror movie! Call Pure for an estimate. We'd be happy to answer any questions on the technologies we offer, the problems we solve and the opportunities we can bring to your business.

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