

CONTACT:

Lino Galaviz, Custodial Facilities Maintenance Manager
Jim Wallis, President, Pure Planet Water
Harvey Mudd College
909 621 8226
Lino_galaviz@hmc.edu

For Immediate Release...

Harvey Mudd College, Claremont, California

LAUNCHES A MAJOR SUSTAINABILITY

INITIATIVE BY REPLACING MANY TRADITIONAL CLEANING CHEMICALS WITH THE InstaFlow™ FROM GENEON TECHNOLOGIES™

The Southern California Higher Education Campus has Dramatically Reduced Toxic Chemical Sanitizers and Cleaning Agents from Facilities, Housekeeping and Maintenance Departments AND were able to cut their overall operational costs while doing so!

Claremont, California (September 24, 2013) – The educational sector is embracing green and sustainable initiatives, and the 1500 students attending Harvey Mudd College are benefiting from the leadership role the College is taking. By dramatically reducing the use of toxic sanitizers and cleaning agents from its housekeeping operations, Harvey Mudd College was able to increase student and faculty safety, lower their carbon footprint AND save tens of thousands of dollars by replacing their current methods with the InstaFlow – a compact, intuitive device, providing highly-effective cleaning and sanitizing solutions - without the harmful side effects.

Many traditional cleaning products are being replaced with GenEon Technologies Engineered Smart Water, which is created through a technology that converts natural minerals and water into a safe, non-toxic cleaner and sanitizer, proven to be 80 to 200 time more effective than chlorine bleach. This Smart Chlorine™ or HOCl solution is safe for use near people, plants and pets as it is non-toxic and already naturally produced in the white blood cell of mammals. In addition to this powerful yet safe Smart Chlorine Solution, the GenEon InstaFlow provides Harvey Mudd with a non-toxic Glass Cleaner and Heavy-Duty Cleaner/Degreaser that looks

and performs like the traditional products, but cleans surfaces and floors without the harmful side effects of the traditional chemicals.

Environmental consciousness is a key focus for Harvey Mudd College, as they are consistently striving to provide a truly sustainable and non-toxic environment for their students and staff.

GenEon's Engineered Smart Water Technology presents the opportunity to simultaneously:

- 1) Positively impact the environment
- 2) Decrease chemical exposure to students and facility
- 3) AND save the College important dollars that can be better utilized in other areas important to the college

Contact Lino Galaviz for more information regarding how this leading college in Southern California is implementing initiatives to truly make a positive impact.

What is GenEon's Engineered Smart Water™ Solutions?

GenEon Technology comes from the original premise of Electrochemical Activation, known as ECA. This proven technology was first created more than 100 years ago by British Scientist, Michael Faraday. Faraday, who was posthumously voted as one of Great Britain's greatest scientists was able to see that when water and salt are placed in a low voltage situation the water becomes wetter and more active.

GenEon took these basic principles and expanded upon them to make the solutions more familiar to the user. GenEon's patented technology transforms water into a Blue Glass and General Purpose Cleaner and a Gold-hued Heavy-Duty Cleaner/Degreaser. These formulas have been tested against leading traditional chemical products by the respected TURI Institute at the University of Lowell, Massachusetts and have been found to work as well as the toxic chemical formulas BUT without the toxins!

GenEon's Smart Chlorine sanitizer is made through a patent-pending process that allows GenEon to build safe alternatives to color stealing and corrosive bleach. The solution has been proven in an EPA (Environmental Protection Agency) study done at the University of Indiana to be 80 to 200 times more effective than traditional bleach, but without the risk of harm to clothing, people, pets, plants and surfaces.

GenEon's sanitizing formula meets the US EPA's guidelines as on-site generator of sanitizing solutions. The US FDA (Food and Drug Administration) recognizes the formulas as safe for food and food contact areas.

Harvey Mudd College Overview