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## **Genesis Management Group installs ActivePure Technology at 290 and 400 Donald J. Lynch Blvd.**

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400 Donald J. Lynch Boulevard - Marlborough, MA

Marlborough, MA As COVID-19 vaccines roll out, employers and property management companies across the country are determining how best to safely bring their employees back into offices. Boston-based Genesis Management Group, owner of 290 and 400 Donald J. Lynch Blvd. office buildings, is addressing this challenge head on by installing ActivePure Technology in its existing HVAC systems. ActivePure is based on technology originally developed by NASA and is the only air and surface cleaning technology awarded the prestigious Certified Space Technology seal by the Space Foundation. It's even used at the Pentagon to ensure the safety of those working in the U.S.

Paul Grant, president and CEO of Genesis Management Group, said, "These are unprecedented times calling for unprecedented measures. That's why we're excited to be one of the first in Boston's commercial real estate industry to offer this game-changing technology in our existing infrastructure. This is a tremendous asset, not only in the fight against COVID-19, but against common colds, the flu and other pathogens. As we look to welcome our tenants and their employees back to work, their safety, comfort and wellbeing is of utmost importance to us. This technology is an investment in their health and peace of mind."

Studies have proven that office tenants and their employees are worried about exposure to COVID-19 in the workplace.

And that employees feel businesses have a responsibility to ensure that their employees are protected from the virus while also helping to stop the spread within their own communities.

Grant said, "Genesis Management Group does not take this responsibility lightly and has stepped-up" by partnering with The Pure Experts, an air and water purification company based in Portland, Maine. Their mission is to provide the highest quality of air and surface purification technology readily available for businesses and residents all over New England. The Pure Experts CEO Christopher Tarr said, "I'm proud to be working with Genesis Management Group. Our main focus is to provide safe and effective education about air and surface purification

systems. And it's exciting to see Genesis take an unprecedented lead in the industry by offering precautions to protect the health and wellness of their office tenants."

"An investment like this on the part of Genesis Management will benefit more than existing tenants," said Kevin Brawley, senior vice president, Colliers Boston, the firm overseeing leasing for 290 and 400 Donald J. Blvd. "It's an attractor for prospective tenants as well who are thinking of ways to ensure the safety and wellbeing of their employees when they return to work. We're already getting positive responses about the technology from potential tenants who are committed to providing a workplace that's free of any type of contaminants, including COVID-19."

By installing brand new ActivePure Technology in 290 and 400 Donald J. Lynch Blvd.'s existing HVAC systems, Genesis is able to fight and destroy contaminants on surfaces and in the air almost immediately, for 24 hours a day, seven days a week, 365 days a year. This non-stop air purification combats thousands of microscopic contaminants which include not only COVID-19 but other viruses, mold, odor-causing bacteria, pollen, mildew and dust. Air and water molecules are drawn into the ActivePure equipment which is now part of the buildings' existing HVAC system. Once inside the air purification system, this technology turns oxygen and water molecules into pathogen hungry ActivePure Technology molecules (friendly-yet-powerful oxidizers) that are dispersed back into the office space. These "healthy" molecules fight and destroy contaminants on surfaces and in the air in real time. Just how fast does this new technology work? On surfaces, there's an 80% reduction of contaminants in just two hours. (Over 99% reduction in 24 hours!) And, in the air, there's a 90% reduction of contaminants in less than 30 minutes.

Grant said, "Like all responsible property management companies, we followed and will continue to follow CDC and Massachusetts government regulations during the pandemic. Our offices are sanitized thoroughly from floor to ceiling, air filters are updated and changed on a regular basis, hand sanitizing stations are in place throughout our buildings, and we require our tenants to wear masks and social distance. But ActivePure Technology adds another important layer of clean. We're literally scrubbing the air and surfaces with technology that's designed to keep our tenants safe, eliminate sick days and ensure all-around increased productivity." He concludes with, "This will help draw our tenants and employees back to work with peace of mind. They want to be connected with their co-workers to network, brainstorm and fuel creativity. And when they're ready, we're ready to make life and work normal once again."

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