



PRESS RELEASE
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Can Roads Be a Solution to Pollution? LSU Professor says YES!

PURETI Inc. and LSU Professor Marwa Hassan Announce the Start of the First Real World Evaluation of Air-Purifying Asphalt Pavements in the U.S.

SAN FRANCISCO – The first evaluation of air-purifying asphalt and concrete photocatalytic pavements in America was announced today by PURETI Inc., a US-based manufacturer of air-purifying, photocatalytic surface treatments, together with LSU Assistant Professor of Construction Management & Industrial Engineering Marwa Hassan. Photocatalysis is a proven technology – most simply described as the opposite of photosynthesis – that uses light and a common earth mineral (titanium dioxide) to safely accelerate the natural decomposition of organic matter and deliver a broad range of environmental and health enhancing benefits.

The field study, already underway near the LSU campus, represents the first time in U.S. history that photocatalytic pavements will be recorded and measured for their ability to reduce hazardous greenhouse gas emissions from vehicles.

“We will have the first photocatalytic pavement in the U.S. capable of purifying outdoor air from nitrogen oxide, volatile organic compounds and sulfur dioxide resulting from traffic emissions,” said Dr. Hassan. “I consider this study the first work needed to bring photocatalytic pavement technology to the field. “During this period, we will monitor the environmental and structural performance of the pavement with the vision that all our roads can and will be capable of self-cleaning and air purification.”

PURETI was applied to asphalt and concrete paving near LSU’s campus. Measurements of air quality and ground water runoff quality will be measured and recorded during the year-long study; funded through the Gulf Coast Research Center for Evacuation and Transportation Resiliency. Nano-particle release potential from the technology will also be quantified with the help of TSI Incorporated, a global performance measurement company.

Prior to the field installation, Hassan evaluated photocatalytic technology in the laboratory through funding from the Louisiana Transportation Research Center and the National Science Foundation. PURETI was applied to asphalt and concrete samples and found to reduce NO_x, a potent greenhouse gas and key ingredient in smog and acid rain, by 70% or more and survived simulated traffic to keep reducing pollution. PURETI is the first and only photocatalytic technology evaluated in the study to work on both asphalt and concrete, a distinguishing factor since roughly 95% of America’s roads are paved with asphalt

“Though this will not single-handedly alter Climate Change, it is an efficient, cost-effective way to mitigate the amount of greenhouse gases that enter our environment,” said Glen Finkel President and co-founder of PURETI Inc.

Dr. Hassan will present her findings at the Transportation Research Board’s Annual Conference in Washington, DC later this month. <http://www.cm.lsu.edu/people/Faculty/Hassan/Hassan.htm>

PURETI Inc. is a privately held, materials technology company headquartered in New York City and is a Dual Use NASA Technology partner. To learn more about PURETI Inc. www.pureti.com

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