

## YAHOO! NEWS

# Smog-Killing Coating Wins Popular Science 2011 “Best of What’s New” In Green Tech

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San Francisco, California (PRWEB) November 21, 2011

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Each year, Popular Science reviews thousands of new products and innovations to select the top 100 winners across 11 categories for inclusion in its annual “Best of What’s New” issue. To win, a product or technology must represent a significant step forward in its category. The broad range of environmental and health-enhancing benefits of [PURETI](#) was a critical factor in winning the Popular Science Award.

The “magic” behind PURETI’s power is titanium dioxide (TiO<sub>2</sub>), an earth mineral that is typically used in cosmetics and sunscreen but can also act as a catalyst, in the presence of light, to break down grime and pollution including greenhouse gases, smog-forming NO<sub>x</sub> and VOCs. This photocatalytic ability to remove pollutants is what has made PURETI an increasingly popular choice for high-performance building projects.

Additional Benefits:

- Air Purification – Actively reduces levels of smog when applied to outdoor surfaces such as roads and building. Creates a ‘healthy’ home environment when applied to the interiors of buildings and homes
- Energy Savings – By naturally oxidizing the air of heat trapping gases, PURETI keeps the treated surface cooler
- Money Savings –Cuts the need for cleaning by >50% and reduces the use of water, chemicals and labor
- Architectural Preservation – Keeps surfaces free of grime and mold
- Green Jobs in America- With its manufacturing plant in Michigan and an ever expanding sales force, PURETI is a putting Americans back to work

“For 24 year, Popular Science has honored the innovations that surprise and amaze us – those that make a positive impact on our world today and challenge our views of what’s possible in the future.” said Mark Jannot, Editor-in-Chief, Popular Science. “The Best of What’s New” Award is the magazine’s top honor, and the 100 winners – chosen from among thousands of entrants – represent the highest level of achievement in their fields.”

Although the use of TiO<sub>2</sub> as a catalyst to break down [air pollution](#) and create self-cleaning surfaces is not a new technology, PURETI’s researchers have spent 10 years developing and perfecting the worlds most advanced and versatile

photocatalytic technology. What separates PURETI from other "Smog-Killing" technologies is the fact that it can be safely applied to virtually any surface--including buildings, fabric, windows, solar panels and roadways-- in the manufacturing stage or in field applications. The idea that roadways can be a viable solution to pollution, the fact that buildings can act as trees, or that your curtains can become air-scrubbers has produced great excitement. PURETI is treating schools, buildings and roadways across America, with proven results and effectiveness.

"We are honored to be recognized by Popular Science as a "Best of What's New" in Green Tech." said Glen Finkel, president and co-founder of PURETI Inc. This award comes at a very exciting time for us and our industry. The world is recognizing the enormous benefits of "Smog-Killing" technology as a way of reversing the damage that fossil fuel burning is causing to our environment and our health. Advanced manufacturers of building materials, such as Alcoa and Italcementi, are starting to include photocatalytic materials in their products. An entire industry once virtually unknown is becoming a major player in the fight to combat climate change."

Poor air quality caused by car exhaust, fossil fuel combustion, and commonly-used chemicals, adversely affects the health and well-being of millions of Americans. Real world and lab studies show that PURETI can significantly reduce air pollution by >50% when applied to roadways. Current evaluations of concrete and asphalt roads treated with PURETI demonstrate that a one lane mile (approximately 60,000 sf) of treated roadways can potentially remove 1 ton of NOx annually from our atmosphere. These findings by Louisiana State University researchers will be released at the Transportation Research Board's annual meeting in January 2012 in Washington, DC.

Internationally, PURETI presented its technology at Photocatalysis: Choose to Improve Your Air Quality, a conference hosted by Cristal Global in London on the 17th of November. This meeting convened leaders in government, academia and industry to discuss the latest innovations in photocatalytic technology and the applications that are available now to help London solve its air quality problems and achieve compliance with EU air quality standards.

<http://cristalactiv.tcsdemand.com/>

"We all deserve the right to breathe clean air. PURETI is a real world, cost-effective solution to achieving this goal." said Glen Finkel.

PURETI Inc. is a privately held, materials technology company headquartered in New York City and is a Dual Use NASA Technology partner.

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