



14 September 2021

P-Wave® launches powerful and scientifically-proven GermErase 24hr

P-Wave has launched GermErase 24hr, a powerful, new, scientifically-proven disinfectant that destroys bacteria, viruses, and fungi, including the SARS-CoV-2 virus (which causes Covid-19) – killing it in under 30 seconds.

“For over a decade, P-Wave has built an enviable reputation as a respected innovator in the air freshening industry,” says P-Wave Sales and Marketing Manager Mark Wintle. “As a direct result of the Coronavirus pandemic, health, hygiene and above all safety is now at the top of everyone’s agenda – and in premises, people need to feel as safe as possible. So, P-Wave has evolved, and our message is now ‘Protect and Refresh’.

GermErase 24hr kills the virus which causes Covid-19 in under 30 seconds

“At P-Wave, we’re renowned for bringing innovation to the cleaning sector and after noticing a real lack of ‘fit for purpose’ products when it comes to sanitising, especially during a pandemic, we decided to partner with GermErase to offer a range that is unrivalled in the marketplace,” says Mark Wintle.

“Many of the widely used sanitising products in the marketplace require several minutes of contact time in order to be fully effective, but GermErase 24hr kills the virus which causes Covid-19 in under 30 seconds, and offers up to 99.999% efficacy against pathogens. It delivers a residual protective effect for 24 hours on surfaces, protects hands between washes and has a lower chemical footprint with 99.3% water.

“GermErase 24hr has been approved for use on both skin and surfaces, making it a versatile product for environments such as hospitality, retail, care settings and education. For use on hands, it is dispensed using a foaming pump, which delivers a gentle foam that feels pleasant on the skin, with no odour and no sticky feel. It protects hands from germs between washes and has none of the drying effects that can be experienced from alcohol gels or sprays.”

GermErase 24hr should be used daily on surfaces to keep them clear of pathogens and between hand washes to keep hands germ-free. On surfaces, it can be used in a trigger spray or fogging machine, delivering 24 hour protection against pathogens once dry.

P-Wave® will be exhibiting GermErase 24hr at **The London Cleaning Show** at ExCel from Tuesday 2 to Thursday 4 November, 2021.

Ends



GermErase 24hr, from P-wave, kills the SARS-CoV-2 virus in under 30 seconds, and offers up to 99.999% efficacy against pathogens.

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Notes for Editors:

About P-Wave

Founded in 2009, P-Wave® is a leading supplier of air fresheners and items which provide protection against viruses. P-Wave® products are designed to enhance the user experience and improve overall hygiene standards.

About GermErase

GermErase was founded by Rob Scoones, a highly successful business leader and entrepreneur. After suffering a significant personal tragedy, Rob sold his business and dedicated himself to finding an answer to the challenge of superbugs and infections in hospitals.

He threw himself into trialling and testing different formulations of chemical ingredients to create a product that would increase efficacy against viruses and bacteria. In the subsequent nine years, Rob surrounded himself with the UK's leading experts and academics, creating a world-class team to address this challenge. Having received significant Government funding, personally backing the business and securing further commercial investment, Rob developed a unique formulation that he believed could transform the way superbugs and viruses were treated in hospitals.

The product was rigorously tested by the University of Southampton and independent test houses to global standards and demonstrated extraordinary efficacy against a broad range of pathogens.

GermErase 24hr is the latest formulation from GermErase, designed to be safe on skin as well as offering high levels of efficacy and a 24-hour residual protective action on a wide range of surfaces. GermErase 24hr has been tested by the relevant bodies for use on both railway rolling stock and in the aviation sector, which demand the highest standards of safety. It has also been certified in line with The WoolSafe Organisation's stringent standards and is safe to use on wool and synthetic fibre carpets and rugs.

The novel formulation has extensive EN testing against bacteria, viruses, and fungi, including EN1276, EN13624, EN13727, EN14476. In 2021 it achieved PAS2424 certification for both bacteria and fungi. This is a test that simulates real life by applying wet and dry abrasion and re-contaminating the surface over a 24-hour period.