

Construction Tech Review

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**AIR
HANDLING
SYSTEM**

EDITION



LIANA BELLINA,
DIRECTOR OF
MARKETING

ETiSSL

ENHANCING
AIR QUALITY
WITH
SUPERIOR
LIGHTING
EXPERIENCE

\$15



ETiSSL



*The annual listing of 10 companies that are at the forefront
of tackling customer challenges*



EVA CHAN,
CEO

Featuring the latest in GUV technology for air & surface disinfection, our SilentAire, and CleanAire product lines provides a complete germicidal defense system against airborne and surface pathogens in any indoor space application

In the post-pandemic era, staying indoors became the 'new normal' for people amid the chaos outside. Naturally, businesses in the hospitality industry had to bear its brunt. Once the government eased lockdown restrictions, the BurgerFi franchisees at Dania Beach and Aventura in Florida were debating the question of how best to navigate reopening a restaurant with their desire to ensure a healthy environment for guests & staff. While the Burger aficionados were trying to find a solution to this predicament, they came across innovative germicidal UVC (GUV) lighting fixtures from ETi Solid State Lighting (ETiSSL). The company's GUV Lighting fixtures enabled both the employees and

customers of the BurgerFi franchisees to breathe clear air—devoid of harmful pathogens and viruses. ETi's handy and cost-effective GUV lighting fixtures disinfected the air in real-time throughout their restaurants without putting a hole in franchisees' pockets. Along with its germicidal air disinfection solution, ETi's safety assurance 'shield' is prominently displayed on the front doors of the restaurants and continues to help the client attract customers wary of stepping outside their comfortable abodes amid air quality concerns.

Although the Covid-19 lockdowns and social distancing policies raised several red flags regarding air-borne infections looming in the environment, air quality has been

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ETiSSL

a significant concern in recent years. Despite notable efforts by the Environmental Protection Agency and the Clean Air Act, the number of Americans exposed to poor air quality has consistently stayed over 125 million since 2013. According to a 2021 report by the American Lung Association, more than 135 million Americans live with polluted air, placing their health and lives at risk. While many players are entering the air purification market with different solutions, most of those solutions do not protect against harmful UVC rays, potentially putting people in harm’s way. On the other hand, ETi’s advanced air and surface disinfection solutions significantly enhance indoor air quality, improving health and wellbeing. The company’s solutions mitigate all the harmful pathogens and viruses without exposing people in the surroundings to the harmful UVC rays.

A Unique Approach to Air Disinfection

The company offers two germicidal product lines—SilentAire and CleanAire—that leverage GUV disinfection technology to provide comprehensive surface and air disinfection, protecting residents against bacteria, molds, fungi, and viruses in any indoor space. “Featuring the latest in GUV technology for air & surface disinfection, our SilentAire and CleanAire product lines provide a complete germicidal defense system against airborne and surface pathogens in any indoor space application,” states Eva Chan, CEO at ETiSSL. The company’s germicidal product lines can provide surface and air disinfection in any Commercial, Industrial, or Residential setting, including transportation centers and airports, hospitals, schools, gyms, retail and grocery stores, warehouses, restaurants, bars, studios, and more. Notably, as the UVC wavelengths directly affect the DNA/RNA of the bacteria and viruses, ETi’s Germicidal products also safeguard against SARS-CoV-2, protecting the occupants from the deadly coronavirus.

ETi’s SilentAire product line combines ambient LED lighting and GUV disinfection technology to craft a hybrid ambient lighting & germicidal air disinfection solution. With a tranquil, patented circulation system, the fixture draws ambient air from a room into a sealed UVC disinfection chamber, preventing direct UVC exposure. These fixtures are developed keeping the end-users in mind, thus providing optimum safety to the users. “Our

SilentAire products disinfect the air and are completely safe in occupied spaces for people, pets, and plants” informs Eva. Once the air goes through the disinfection chamber, it is treated and disinfected with UVC wavelengths, effectively killing 99.9 percent of bacteria, mold, fungi, and deactivating viruses. More importantly, while the SilentAire products continuously return disinfected air, it also ensures optimum performance for the ambient light. SilentAire fixtures include a combination of products such as 2×4 UVC LED flat panels, a 2×2 UVC LED ceiling troffer, a 10” UVC LED universal flush mount fixture, 4” square UVC LED downlights, and 6” and 8” UVC LED round downlights.

Moreover, ETi’s CleanAire product line is a range of plug-and-play Germicidal U.V. fixtures for deeper surface and air disinfection. It provides advanced protection for the home and work environment with various portable UVC systems, including UVC devices for schools, shops, healthcare facilities, and purifiers and cleaners for the home. CleanAire fixtures are non-lighting-based products that kill all the pathogens and viruses from the air and surface to make it clean and healthy, delivering an extra layer of security to the indoor environment. Additionally, ETi offers customers a way to show visitors that their space is protected by germicidal lighting by providing a (removable) sticker “shield” that can be affixed to windows, doors, or any other surface.

Above all, while other air purification providers offer their solutions at exorbitant prices, the company’s advanced air and surface disinfection solutions are more economical. Besides, for clients with light fixtures installed at facilities, the company collaborates with them and analyses their requirements to render an adequate air and surface disinfection solutions package without burning a hole in their pockets. ETi also offers the Builders Program Incentive (BPI) for builders and contractors to help them streamline costs, get inventory forecasting, and reduce concerns centered around out-of-stock or dynamic price fluctuations. The company’s sales team provides training and servicing of accounts to ensure engagement throughout a builder’s partnership in its BPI program.

A Vertically Integrated Organization

Established in 2012 as a wholly-owned subsidiary of Elec-Tech Solid State Lighting (H.K.) Ltd and NVC International Holdings Limited, ETi primarily




We are an application-driven and solutions-oriented company that endeavors to bring the best innovation to our clients at the most affordable pricing

delivers high-performing, high-value LED lighting products to commercial, industrial, and residential consumers across the U.S. and Canada. The company’s parent company NVC International, together with sister companies NVC Japan and NVC UK, is among the largest lighting manufacturers in the world, with operations in 29 countries and five regional sales offices cross Europe, Asia, and the Middle East. With its manufacturing capabilities, end-user-driven collaborative product development capability, and global management team, NVC supplies LED components, lamps, and luminaires to many of the largest brands and retailers in the world. These merits enable ETi to remain a vertically integrated company by controlling its manufacturing, logistics, and distribution.

ETiSSL competes with legacy lighting companies and strives to add innovative applications to its lighting fixtures. The company emphasizes innovation and quality, continually developing cutting-edge solutions to stay ahead of its peers. The SilentAire product line is a testament to the company’s enhanced

drive for innovation and quality. “We are an application-driven and solutions-oriented company that aspires to bring the best innovation to our clients at the most affordable pricing,” mentions Liana Bellina, Director of Marketing at ETiSSL. Besides, as the company’s clients include several forward-facing industries, ETi also focuses on the aesthetics of its products and develops some of the most eye-catching products to add value to the clients.

The company boasts a strong engineering team with four research and development centers that create state-of-the-art solutions per the latest trends and market requirements. From a design standpoint, ETi also develops tailored solutions to fit its client’s differing needs across industries. It collaborates with customers and brands worldwide to quickly build custom, private branded LED lighting products that are in accordance with ETi’s high quality and performance standards. In essence, ETi’s vertical integration, innovation, and regional intelligence help the company excel and stand apart in the industry.

ETiSSL has established itself as the front runner in the disinfection lighting market with its cost-efficient and innovative solutions. As its germicidal product lines have been exceptionally well received in the market, the company now plans to add more innovative technologies to its solutions. For instance, ETi foresees the addition of plasma technology within its germicidal product line to strengthen its air purification capabilities. It has completed the testing, and the product is expected to hit the market by summer 2022. With this technology, ETiSSL will be one of the first organizations in the U.S. to offer plasma technology-based disinfection lighting products for customers. 



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