

PROJECT DETAILS

Location:

Siempre Algo,
Restaurant,
Pittsburgh, PA

Products:

PureDri Sanitizing
Hand Dryer
PureSphere Air Sanitizer



PureDri
Sanitizing Hand Dryer



PureSphere
Air Sanitizer

The Great Return: Helping Customers Feel Comfortable Inside Restaurants

Detailed test results from early adopters of BobrickPure Hygiene Solutions

In August 2020, just a few months after restaurants were allowed to reopen, a McKinsey & Company survey found that more than 80 percent of customers were anxious about dining indoors. Flash forward to February 2022: That number has only decreased by 13 points to 66 percent.

Over the past two years, thoughtful restaurant owners have made a variety of changes to help customers feel safer while dining, including plexiglass barriers and single-use menus. However, those efforts haven't been enough to drive business back to normal for the restaurant industry.

A heightened concern for germs has created apprehension among consumers to congregate in indoor spaces. Even with more cleaning protocols in place for high-touch areas such as restrooms and dining areas, consumers are still leery of the cleanliness of these shared spaces, making them hesitant to return to indoor dining at restaurants.

This case study shares test results from BobrickPure Hygiene Solutions, which were installed in a restaurant located in Pittsburgh, Pennsylvania.

A Breakthrough Combination of Pathogen-Destroying Technologies

Bobrick developed two new products to help minimize the spread of infection – PureDri Sanitizing Hand Dryer and PureSphere Air Sanitizer – which eliminate 99% of bacteria, viruses, mold and fungi in fewer than 10 minutes, as proven in a Leeds University research study.

PureDri and PureSphere technology works by destroying existing microorganisms from bacteria and viruses in the air and on surfaces through continuous sanitization.

The PureDri Sanitizing Hand Dryer is a restroom device that protects hands with a blast of super-concentrated ionized air following the drying cycle, while providing continuous sanitization in rooms up to 215 square feet.

Designed for high-traffic restrooms and dining areas up to 323 square feet, the PureSphere Air Sanitizer purifies the air continuously using an internal UV lamp and ionic processes. In addition, the unit provides odor control so rooms feel fresh and smell clean.

PureDri and PureSphere employ three distinct scientific processes working together:

1. Eliminates viruses and bacteria via a germicidal UV lamp that inactivates all microorganisms
2. Neutralizes viral particles through strong oxidizing agents as air passes through the chamber
3. Superoxide ions that neutralize airborne particles, causing them to drop to surfaces below



Cautious Customers and Workers

Bobrick worked with Siempre Algo, a contemporary American bar and restaurant located in an urban neighborhood in Pittsburgh with a dining room seating capacity of 28.

The owner and head chef of Siempre Algo agreed to partner with Bobrick as an early adopter to show health and safety is a top priority for both employees and guests.

When it comes to restaurants, many customers often ask about COVID policies and protocols. Siempre Algo was one of Pittsburgh's first restaurant to request proof of vaccination because the owner wanted to do as much as he could to keep his staff and customers safe. By installing innovative technology, he also could point to how the restaurant is taking extra measures to address cleaning, sanitization and air quality.



Methodology

To ensure proper testing protocols, Bobrick's Hygiene, Health & Wellness Advisory Board -- which includes experts in infection prevention, facility management, healthy design and manufacturing -- worked with Allynt Solutions, a facility safety and infection prevention consulting firm in the Philadelphia area.

Testing was conducted before and after installation and focused on measuring air quality and the soil loads on surfaces and hands. Soil load measurements indicate how well that surface supports the growth of bacteria..

The Findings

Air Quality Test

Before and after installation, Bobrick measured the cleanliness of the air in every room containing PureDri and PureSphere units with an air quality meter. At Siempre Algo, this included the men's and women's restrooms (35 square feet each) and the main dining room area (800 square feet).

This meter recorded the presence of particles at or below 2.5 microns in the air before Bobrick's continuous air purification products were installed. After installation, the same measurement was recorded multiple times daily for 30 days. All data points were recorded and compared.

Air quality is considered fresh if the particulate matter greater than 2.5 microns (PM2.5) counts are less than 35. If PM2.5 is between 35 and 150, the air quality is considered unqualified, meaning air is not fresh, but not considered hazardous pollution. When PM2.5 is greater than 150, the air quality is considered very unhealthy and not safe for prolonged exposure.

Results:

The PM2.5 measurement showed the indoor air quality was categorized as fresh as it measured fewer than 35 particles. The use of the BobrickPure system reduced the presence of particles at or below 2.5 microns by up to 33%.



Surface Test

BobrickPure Hygiene Solutions were created to fight both viruses and bacteria living on surfaces. Pathogens such as Staphylococcus aureus (including the MRSA strain), E. coli, and tuberculosis are all examples of bacteria that grow and thrive within soil loads. For this testing, results were interpreted through the following scoring system: 0 – 100 = extremely clean; 101 – 500 = clean; 501 – 2500 = needs attention.



An ATP meter was used to measure the soil load of surfaces such as counter tops, handles and flushers. This measurement indicates how well the surface supports the growth of bacteria, with lower measurements being cleaner. These measurements

were taken before and after installation and the same measurement was recorded multiple times daily for 30 days. Again, all data points were recorded and compared.

Results:

Initial testing shows a 40% to 55% reduction of surface contamination on counter tops, handles and flushers.

Hand Test

Another ATP meter was used to measure the soil load on individuals' hands at each phase of hand washing: before washing, after washing and drying with a paper towel, and after washing and drying with a PureDri Sanitizing Hand Dryer.

Results:

The regular hand washing process with a paper towel generally brought the soil count down significantly. Using the PureDri unit's two-step drying/sanitization process brought the soil count down by an additional 15% to 20% on average.

Owner Test

PureDri and PureSphere passed the air quality, surface and hand test, but did it satisfy Siempre Algo's owner?

After four weeks, Bobrick conducted a qualitative interview on site to rate the owner's satisfaction with BobrickPure Hygiene Solutions. Questions were based on a scale from 1-5, with 1 being much worse than other products and 5 being much better. These categories covered air cleanliness, surface cleanliness, appearance, noise, smell, performance, and overall satisfaction

Results:

The owner's overall experience with BobrickPure Hygiene Solutions was very positive. He received positive feedback from both his employees and his guests. In fact, employees reported feeling more comfortable working at the restaurant with these new products in place, especially since their job entails working in close proximity to their co-workers and the general public.

In the bathroom, employees reported that the air felt cleaner and had a fresher smell after the PureDri units were installed. This was especially noticeable in the ladies' room, where the air could get stale due to proximity to the garage. Guests also reported that they liked the appearance of the units, stating they looked clean and modern.

The sound of the dryer had been a topic of concern for the owner because he was worried the noise might disturb guests. He paid particularly close attention to it during the trial period. Despite these initial concerns, he realized it wasn't a problem given the location of restrooms and the regular noise level of the restaurant.

Testimonials:

"A fair number of guests are interested about our cleaning protocols, especially during COVID. It's something they appreciate. I feel good about taking clear steps towards guest safety and sanitation."

"People these days are interested in protecting their hands and quality air movement. These products add a nice reassurance that the bathroom has been cycling air when someone has just been using it."

With BobrickPure Hygiene Solutions, Siempre Algo was able to create a comfortable environment for their employees and customers in the dining room and restroom areas.

To learn more about BobrickPure Hygiene Solutions, visit www.bobrickpure.com



Interested in knowing more about how it works?

Check out this white paper, [The Science Behind BobrickPure Hygiene Solutions](#), or contact your Bobrick representative.