

UKCOA Members Meeting – Tuesday 11 October 2022

Rob Allen, Pure Air Today – A competitive advantage to clean air - Synopsis of Presentation

Good morning, everyone and thank you for inviting me.

I want to start by saying that coach travel has played an important part in my life, from travelling to Europe as a student to enjoying holidays both at home and abroad with my family.

Last year my wife was undergoing treatment for breast cancer and together with other immunosuppressed people, spent time in unventilated indoor environments where airborne pathogens thrive.

I decided to do something about that and founded Pure Air Today Europe's first independent broker for clean air tech.

Our mission is to ensure everyone has access to clean air.

People are paying more attention to the quality of the air they breathe. The smart money is investing in clean air tech.

I often speak with board members, shareholders and CEOs about how clean air is a competitive advantage, and for those who ignore it, a strategic business risk!

Customers will soon expect clean air, just as we expect clean water from our taps. If your business doesn't offer it, consumers will spend their money with one that does.

No, if, but, or maybe.

The pandemic has highlighted the importance of indoor air quality, and the benefits that come from using scientifically proven highly efficient air purifiers to reduce the presence of airborne viruses, allergens, and particulate matter within confined spaces.

If you are carrying passengers with limited air circulation and ventilation in your vehicles, then the risk of exposure to airborne pathogens for drivers and passengers substantially increases.

Air purification in coaches will eventually become like airbags in cars – a non-negotiable.

The technology is available today to enable operators to install scientifically proven air purification units quickly and cost-effectively.

Some installations are simple plug-and-play, do-it-yourself jobs, whilst other retrofit solutions can take place onsite at an operator's premises. Multiple units can be installed in hours, minimising downtime.

If operators need to manage cash flow, suppliers offer a range of payment options including leasing.

Notwithstanding the economic downturn, disruption to business operations, the impact on your top and bottom lines, recruitment costs, and consumer confidence, millions of workers in the UK (including drivers) are debilitated by Long Covid, (vaccines alone will not reverse this trend), and the cost to them and the businesses they work in is immense.

By taking action to improve the quality of the air you breathe in your business, you can attract new customers and encourage older ones to return, safe in the knowledge that their safety is your priority.

These solutions also benefit passengers with pre-existing respiratory diseases, like asthma, as they reduce a full range of airborne particulates including those that originate from outside your vehicles.

Investing in air quality is money well spent, with benefits that go far beyond easing health and operational challenges.

My company Pure Air Today saves you a load of hassle, time, and money.

We scour the globe for the best clean-air tech and broker great deals for clients.

If you would like us to help you turn a strategic business risk into a competitive advantage, please get in touch, so that we can all breathe a little easier.

Thank you.

Rob Allen (Founder)

Pure Air Today: Europe's first independent broker for clean air technology.

www.pureairtoday.net

07745 324 118