

LIVING WITH YOUR PURE GENIUS FLOOR

Q1. IF PURE GENIUS TRANSFORMS TOXIC CHEMICALS INTO WATER AND CARBON DIOXIDE, WILL WATER DROPLETS APPEAR ON THE FLOOR? ISN'T CO₂ A GREENHOUSE GAS?

There are negligible amounts of water that result from the process and this small amount of water will be absorbed into the surrounding air. The amount of carbon dioxide generated by Pure Genius is less than the amount of CO₂ released by the average person per day. CO₂ (exhaled from human respiration) is also sometimes misinterpreted as CO (carbon monoxide: emitted by car exhausts, among other sources, and very toxic, even in small quantities). Pure Genius process will degrade CO into H₂O and CO₂ to create a healthier environment.

Q2. HOW LONG DOES IT TAKE FOR PURE GENIUS TO START WORKING? AND HOW LONG WILL IT LAST?

Under normal lighting conditions (either artificial or sunlight), it takes approximately 30 to 60 days for hardwood floors with Pure Genius to degrade contaminants and establish inside your home an air purification equilibrium resulting in an air purity level that is the same as or better than outdoor air. Hardwood floors enhanced with Pure Genius effectively purify the air for as long as the surface finish lasts.

Q3. WHAT IF THE FINISH IS SCRATCHED?

Small scratches will not affect the overall effect of Pure Genius because the action will only be diminished in proportion to the area where the coating is affected, which will most likely be less than a fraction of a percent.

Hardwood floors enhanced with Pure Genius effectively purify the air for as long as the surface finish lasts. Sanding, on-site refinishing, or staining will nullify the air purifying effects; however, local normal usage and wear and tear will only slightly affect the process, leaving it efficient for as long as the original floor surface is intact. And because it is a Lauzon floor, your hardwood's original appearance will remain intact and beautiful for many years of enjoyment.

Q4. IS PURE GENIUS WORKING IN NORMAL INTERIOR LIGHTNING CONDITIONS?

One of the new things that make Pure Genius attractive is that we use a unique patented titanium dioxide formulation called ACTiO₂ that is capable of absorbing light in both the visible range as in the UVA range.

Unmodified titanium dioxide can absorb/utilize light up to 388 nm, meaning it can only use UVA light. The titanium dioxide used in Pure Genius can use light up to 535 nm and thereby not only utilize UVA light but also a significant part of the visible spectrum

Q5. ARE THE UV RAYS PENETRATING HOUSE WINDOWS?

It is true that window glass filtrate light. But in general normal window glass is partly transparent to UVA light (300 - 400 nm) and with ordinary window glass approximately 90 % of the light passes above 350 nm and it blocks around 90 % of the light below 350 nm. Meaning there is plenty of natural light to trigger the Pure Genius effect in a room with windows despite the filtration of the most dangerous UV light rays by advanced glass technology.

Q6. WHAT ABOUT REAL LIFE CONDITIONS?

It is true that the 'real life effect' is depended on several parameters such as concentration of the pollutant, the light intensities, humidity airflow, area of Pure Genius floor compared to volume of the room etc. However, the Pure Genius effect is quite strong and should bring an improvement to most interior environments

Q7. IF PURE GENIUS WORKS SO WELL, THEN WHY ISN'T THERE A WARRANTY?

Because every living environment is unique, Lauzon cannot put an absolute number on the impact Pure Genius will have in your house. The efficiency of Pure Genius depends on light, air circulation and the quantity of contaminants present in the home. Each house has its own air exchange rate and contains variable levels of indoor contaminants – such as furniture, the quantity of synthetic floor coverings, whether or not you have smokers in the house and several other factors. You can, however, be sure that your air quality will be significantly improved, as we are demonstrating this via customer testimonials and third party testing using well-established world-renowned scientific methods.

Q8. IF A FLOOR IS COVERED WITH FURNITURE AND OTHER OBSTACLES, WILL THIS REDUCE THE EFFICACY OF PURE GENIUS?

Pure Genius requires lighting to work optimally, so the more the floor is covered with objects the less surface area there is to work on air purification. And conversely, the greater the surface area per cubic volume in a space covered with Pure Genius, the more effective it is at cleaning the air. Laboratory testing has demonstrated that hardwood flooring with Pure Genius is currently the most effective indoor air-purifying photocatalytic process on the market (all product categories considered). This means that flooring with Pure Genius is still highly effective at purifying the air, even if some of the flooring surface is covered or is unexposed to light.

Be creative – use hardwood enhanced with Pure Genius beyond just your floors – use it on walls, ceilings, or make a DIY project like a bookshelf, media centre, or headboard.

Q9. WHAT ABOUT CLEANING?

Always use common recommended hardwood floor cleaning products. It is never recommended to wax or wash a hardwood floor with soapy or oily product. However, should you have washed the floor inadequately and created an oily residue, Pure Genius will only be slowed down and will come back to its full capacity once that residue has been removed.

Q10. IF I ALREADY HAVE AN AIR EXCHANGER, WHAT IS THE BENEFIT OF HAVING A FLOOR WITH PURE GENIUS?

Because buildings, particularly in Northern climates, are built so airtight, air exchangers have become very important in improving indoor air quality. However, the incoming air can only be as pure as the outdoor air and increasingly the outdoor air has higher pollution levels, especially in urban regions. An air exchanger will actually ensure a continuous circulation of air so it will in fact work in tandem with Pure Genius to ensure optimal purity levels.

In addition, Pure Genius presents some other useful consumer benefits such as an easy-to-clean surface and one that will inhibit the growth of mold, mildew, bacteria and viruses. All this plus the inherent value of having a noble wood floor to grace your home make Pure Genius a wise investment.