



breathe easier

it's **PURE GENIUS**<sup>®</sup>

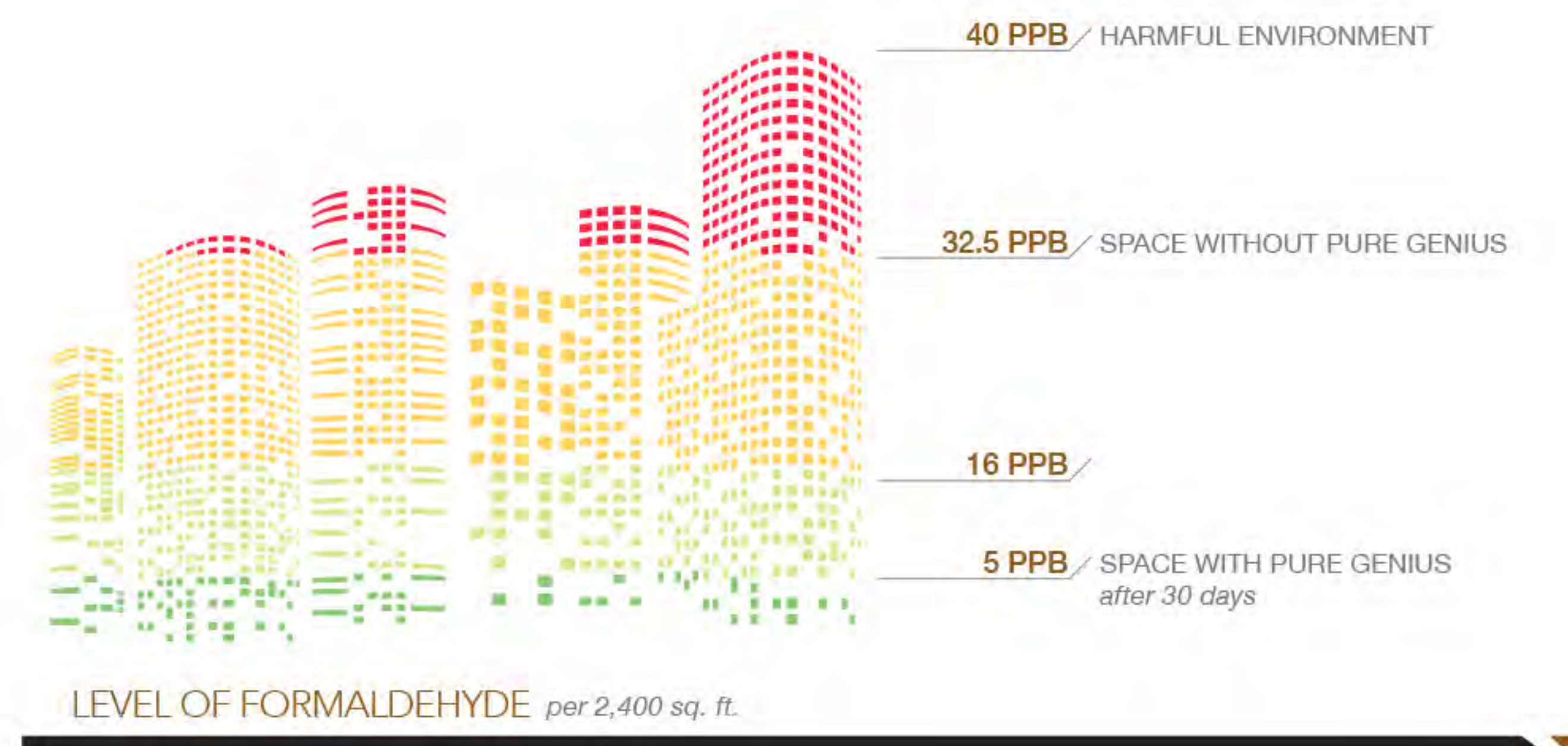
for  
**moda**  
WOOD FLOORING SYSTEMS

ENHANCE YOUR INDOOR SPACE WITH AN

# Air Purifying Smart Floor

## Air Up To 85% Purer

Every day we take over 20,000 breaths. Often the indoor air we breathe is vastly more polluted than the air outside, five to ten times according to some estimates. This is due to the fact that we live in increasingly air-tight environments that contain many sources of indoor pollution. Building materials, furnishings or common products can continuously emit toxic contaminants, the most common of which being formaldehyde.



## How does Pure Genius work?

### ▲ ACTIVATED BY LIGHT

Pure Genius® works all on its own. Natural or artificial light activates the titanium dioxide in Pure Genius, setting the air-purifying agent in motion.

### ▲ TRIGGERED BY THE MOVEMENT OF AIR

The air circulation generated by your movement through a room or a fan is all that's needed for the toxic contaminants present in the air to enter into contact with the active Pure Genius nanoparticles.

### ▲ FLOOR ACTS AS A FILTER

The active nanoparticles in Pure Genius decompose toxic contaminants in the air (formaldehyde and other pollutants) and convert them into harmless water and carbon dioxide molecules.

## It's in the floor.

All Moda wood floors are manufactured without solvents, volatile organic compounds or formaldehyde and meet the strictest standards for toxic emissions. Moda floors go even further in striving for purity through our exclusive advanced technology, Pure Genius. Pure Genius is a light-activated, air-purifying agent made of titanium dioxide, which is integrated into Moda's *Titanium* floor finish.

Pure Genius works constantly, without any loss of performance over time for as long as the finish lasts. Pure Genius improves the indoor air quality of your space without compromising the quality and appearance of your hardwood flooring.



HIGH LEVELS OF VOCs ARE FILTERED AND CHANGE TO CO<sub>2</sub> + H<sub>2</sub>O

## What is Pure Genius?

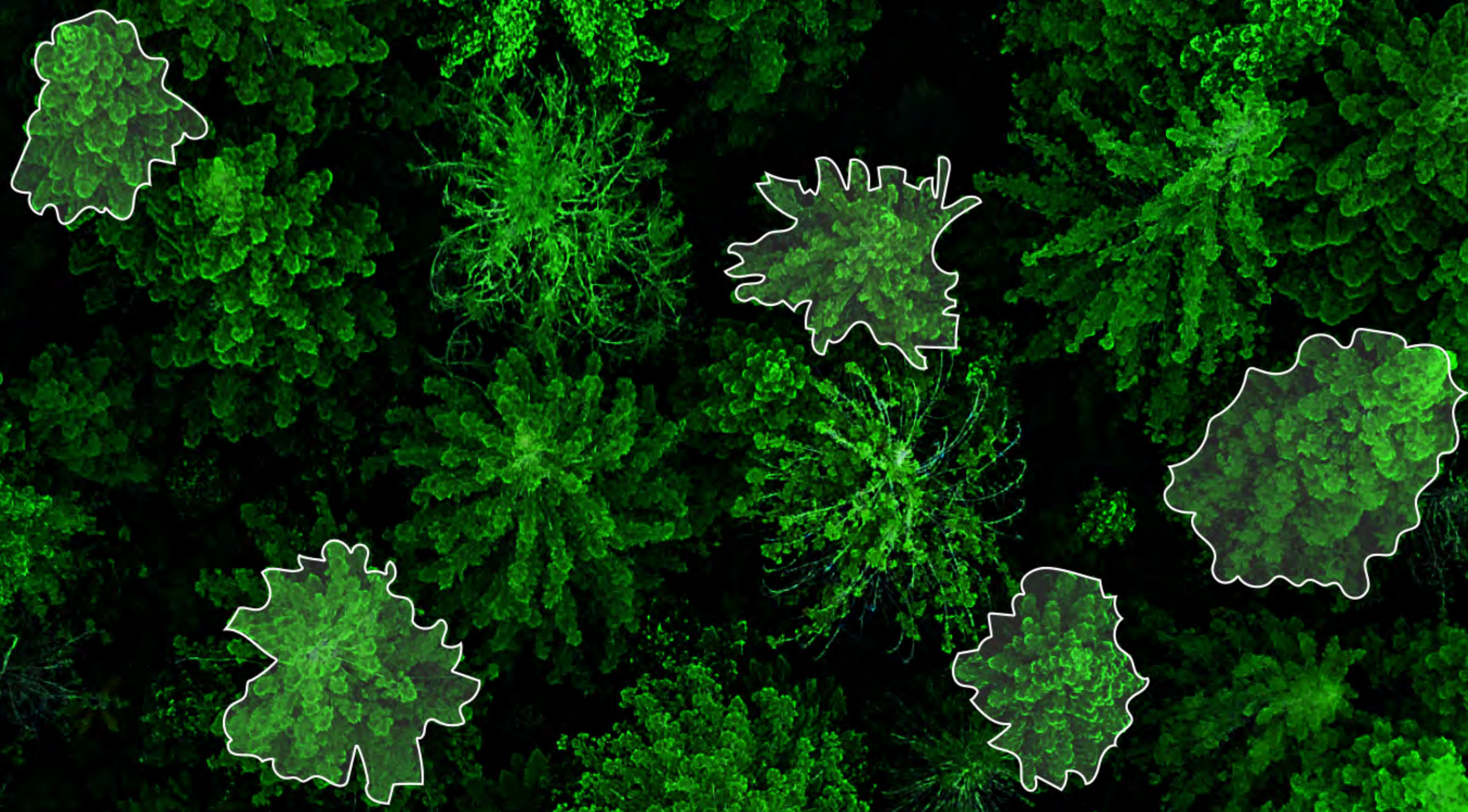
Pure Genius is a purifying agent made of titanium dioxide (TiO<sub>2</sub>) integrated into Moda's *Titanium* floor finish. Activated by natural or artificial light, it breaks down toxic contaminants on contact (formaldehydes and other pollutants present where installed) and transforms them into harmless molecules. Its constant and consistent action is so effective that over time, it makes indoor air up to 85% cleaner.

Pure Genius is completely inert and safe. The main agent used in Pure Genius, TiO<sub>2</sub>, has been used as a white pigment from ancient times, and is used in everyday products.

Ask about adding Pure Genius to your Moda wood floor.

Ask your CRG representative for more information and details on elevating your clean air levels with Pure Genius technology.

[crg.us.com](http://crg.us.com)



## PURE GENIUS

### How many trees?

All plants, including trees, have the ability to absorb and break down harmful airborne toxins such as NO<sub>x</sub> (Nitrous oxides coming from car exhausts) and formaldehyde (emitted by many common items) among others. Third-party, scientific laboratory tests have proven that under normal lighting conditions, 10,000 square feet of flooring with Pure Genius has the equivalent purifying effect of 22 deciduous trees! This translates to about 1 full-grown mature tree for every 454 square feet of flooring. So for a space that is 2,270 square feet, it translates into 5 trees.



\*Pure Genius contains ACTIO2 technology  
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