

Clean Air: The exterior wall coating cleans the UAE air by absorbing pollution from cars

Clean Air is a ground-breaking solution that removes harmful pollutants from the atmosphere and cleans the Air for a period of 12 months.



Dubai, United Arab Emirates Aug 3, 2023 ([IssueWire.com](https://www.IssueWire.com)) - Almost the entire global population (99%) breathes air that exceeds World Health Organisation (WHO) air quality limits, and threatens their health.

Resysten, the award-winning manufacturer of the antimicrobial protective coating of the same name, has announced the launch of a new product capable of absorbing substantial amounts of air polluting gases when applied to the exterior surfaces of buildings. The product, named *Clean Air by Resysten*, is available in the UAE from today, to coincide with the upcoming COP28 in Dubai.

Clean Air by Resysten is able to absorb up to 222mg a day of NOx (shorthand for the nitrogen oxides that are most relevant for air pollution, and which are particularly problematic in high traffic urban areas) from just one square metre of exterior coated surface. In real terms, this means that 9sqm of an exterior wall coated with Clean Air by Resysten will cancel out the equivalent NOx output of one car for one day.

The coating can also be applied not just to exterior walls, but also banners, LCD screens, vehicles, restaurant drive-throughs or supermarket car parks, consuming the NOx present in the air.

Following two years of development, Clean Air by Resysten was thoroughly tested at the International Photocatalyst standards testing centre at Queen's University in Belfast, Northern Ireland, complying with ISO standards 22197-1 after 6 months of simulated weather impact.

Shajjad Rizvi, Resysten's Global CEO says: "We believe this is a game changer in the fight against air pollution, which kills an estimated seven million people worldwide every year. WHO data shows that 9 out of 10 people breathe air containing high levels of pollutants."

"The Clean Air coating can be applied easily and safely, and is also highly cost effective. This, in combination with continually improved and increasingly more sustainable public transport networks that reduce the need of cars for personal use, will help bring about a massive change for the better in our cities. We are looking forward to starting this new adventure by bringing Clean Air by Resysten to the UAE market before expanding worldwide."

Resysten is already known for its unique anti-microbial coating, which can be applied to any surface and kills harmful pathogens (including covid, MRSA, norovirus, influenza and E.coli) with a durability of up to a year from one single application. Resysten is extensively used to protect commonly used surfaces in public spaces including hospitals, public transport networks, food supply chains, manufacturing, retail outlets, offices and leisure and hospitality facilities.

To launch its new coating, Resysten has also created a joint venture in the UAE with partners Clean Air Middle East, who are already engaged in numerous projects in the region and are now lining up multiple requests coming in from across the world.

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