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Environmental Campaign: Founders admit 'Breathing Device' does not exist!



A month ago, in a viral video campaign, the Georgian-based startup [Treepex](#) claimed to have developed the "first ever device that transforms polluted air into fresh oxygen." Millions saw their explainer [video](#), and thousands publicly wondered whether the device was real or not on social media.

However, the Treepex device does not exist. In fact, it is Treepex' mission to make sure that the device never should exist.

The viral video aimed to raise awareness about the negative impact of pollution on our health, and on the air-cleansing powers of trees.

[Treepex](#) is actually an innovative platform where people can plant trees through, either to support a more sustainable future, or as a gift for a loved one or the birth of their best friend's child. And with a high tech NFC-tags tracking system , and carefully selected certified rangers planting and taking care of the trees, the platform offers much more than just planting trees.

"After devastating forest fires, the first one during the war between Georgia and Russia in 2008, I knew I wanted to create a system where anyone could contribute to a sustainable replanting solution," says the CEO of Treepex, Bacho Khachidze, which finally realized his dream in 2012 together with Cofounder Lasha Kvantaliani.

The startup is currently talking with rangers in several different forest areas worldwide, which face deforestation, among them several areas in the Amazon, to expand their tree-planting program.

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For more information please visit <https://treepex.com/>