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## Allergy Standards CSO Dr. John Ryan to Speak on 'Cleaning For Purpose Not Just Appearance' at ISSA Pulire 2023, Addressing the Importance of Indoor Air Quality and ESG Needs.

Allergy Standards Ltd (ASL), the international standards and certification body, announced today that Dr. John Ryan, the company's Chief Strategy Officer, will speak at ISSA Pulire 2023 with a talk entitled 'Cleaning For Purpose Not Just Appearance.'

The talk will address how the professional cleaning and sanitising industry can make a significant positive impact on indoor air quality and align their services with the ESG needs of their customers.

As the global population spends up to 90% of their time indoors, the importance of indoor air quality has never been more crucial. The cleaning and sanitising industry plays a pivotal role in maintaining a healthy indoor environment, and Dr. Ryan's talk will explore how this industry can adopt an approach that focuses on cleaning for purpose, not just appearance. The talk will highlight how the cleaning and sanitising industry can positively impact the indoor environment by reducing allergens, pollutants and pathogens that can cause respiratory and other health issues. Dr. Ryan will provide insights on how the industry can better align its services with the ESG needs of their customers, helping companies become more sustainable and socially responsible.

Allergy Standards has partnered with GBAC, a division of ISSA, to offer the 'Healthier Buildings Awareness' Course through the indoor Air Innovation and Research (iAIR) Academy (iAIR Academy). The iAIR Academy provides comprehensive training solutions to help enterprises achieve a healthy and safe indoor environment. The 'Healthier Buildings Awareness' course provides participants with the knowledge and tools to better understand the relationship between indoor air quality and human health, and to adopt best practices in building management and cleaning to create healthier indoor environments.

Additionally, following on from the recent announcement of ASL's collaboration with the Indoor Air Quality Society, ASL will further expand their presence in the EU market by

announcing the European launch of the “Verified as Healthier Air” mark. The “Verified as Healthier Air” label validates the air quality of indoor environments or products, passing rigorous review for cleaner and fresh air. With this label, occupants and consumers can have confidence in cleaner air, promoting healthier living and working environments.

"Indoor air quality is a growing concern for people around the world, and the cleaning and sanitising industry can make a significant positive impact by adopting a cleaning for purpose approach. Through the iAIR Academy and our partnership with GBAC, we aim to raise awareness of the importance of indoor air quality and to equip professionals with the knowledge and tools to make a positive difference," said Dr. John Ryan, CSO of ASL and GBAC Ambassador.

ISSA Pulire Milan is the most important Italian trade fair entirely dedicated to professional cleaning and is an unmissable opportunity for those in the sector to discover the latest trends and innovations, network, and upskill. The event includes seminars, workshops, and presentations on key themes such as sustainability, green cleaning, digitalization, and workplace safety.

Dr. John Ryan's talk, 'Cleaning For Purpose Not Just Appearance,' will take place at ISSA Pulire 2023, which is scheduled for May 9-11th, 2023, in Milan, Italy.

#### About ASL

Our mantra is design thinking and innovation for the air aware consumer. As an independent, international certification company, we create peer-reviewed, scientific standards for a wide range of products and services to determine their impact on indoor air quality. ASL's intellectual property portfolio includes unique protocols for products to be CERTIFIED **asthma & allergy friendly®**. Our mission is to make the United Nations human right to breathe clean air a reality, through science (Standards), education (Academy) and innovation (Institute). <http://www.allergystandards.com/>

#### About the iAIR Academy

The indoor Air Innovation and Research (iAIR) Academy provides comprehensive training solutions to help enterprises achieve a healthy and safe indoor environment. The academy specializes in providing training programs that cover various aspects of indoor air quality, from identifying common pollutants to implementing effective ventilation and air filtration strategies, emphasizing practical solutions that are backed by scientific research and industry best practices. <https://www.iair.academy>