



Contact: Anna O'Donovan
+ 353 1 675 5678
press@allergystandards.com

Allergy Standards Ltd (ASL) Helps Shape the Future of Healthy Buildings at NeoCon and Design Days 2023

ASL shared their expertise on indoor air quality and healthy buildings with clients and the wider building industry at NeoCon and Design Days 2023

Chicago, IL - June 16, 2023 - NeoCon, the premier event for the global commercial design industry, once again provided an unparalleled platform for industry professionals to connect, innovate, and shape the future of the built environment.

Allergy Standards Ltd (ASL), a leading certification company, participated in the event to share its expertise on healthy indoor environments with the design industry. For ASL it was an opportunity to engage with existing clients, such as Benjamin Moore, and establish connections with potential new clients, while highlighting the significance of materials that promote healthy indoor air quality.

"The demand for healthier indoor environments has increased, and design professionals now recognize the importance of materials that have a positive impact on indoor air quality," said Dr. John McKeon, CEO of ASL and Principal of the Indoor Air Innovation and Research Institute (iAir Institute). "Our certified science-backed products cut through generic marketing jargon and provide clear, trustworthy verification for consumers. We are thrilled to bring our expertise to NeoCon to help shape the future of healthier indoor environments."

As part of the Design Days event, Tarkett, a worldwide leader in sustainable flooring solutions, hosted design professionals in its Chicago Fulton Market showroom to showcase its innovative approach to design and unveil its latest flooring collection. Certified **asthma & allergy friendly**® flooring, including Tarkett's iQ® Granit™ collection and the new Powerbond® RS flooring- the world's first CERTIFIED **asthma & allergy friendly**® soft surface flooring- has undergone rigorous testing to achieve the certification.

During the Design Days event, ASL's CEO, Dr. John McKeon, presented on the topic of "The Impact of Materials on Social Equity and the Health of Communities" where he shared the stage with Ren DeCherney of Cradle to Cradle Products Innovation Institute and Benjamin Holsinger, Global Director of Resilience, Product Development, Gensler. The presentation shed light on the disproportionate effect of respiratory illnesses on vulnerable and disadvantaged populations and emphasized the importance of a holistic approach to product selection and building materials to ensure social equity.

As consumer demand for products that support health and well-being continues to grow, it is crucial that product health claims are backed by science. ASL's **asthma & allergy friendly**® Certification Program provides credibility and assurance to consumers, and CERTIFIED products align with USGBC LEED credit requirements for low emitting materials.

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/>