

The Hearth Herald

State-of-the-art Disinfection Helps Safeguard Against COVID-19

Earlier this year, The Hearth entered into a partnership with Viking Pure Solutions, a company specializing in hospital-grade disinfection, to roll out state-of-the-art cleaning systems in every Hearth community nationwide.

Viking Pure's cleaning and disinfecting solutions are made with all-natural ingredients, and have proven effectiveness against bacteria, mold, and viruses similar to COVID-19.

Viking Pure generators produce two kinds of natural cleaning agents: a surface cleaner and a sanitizer. The surface cleaner is a highly powerful alkaline water solution. The sanitizer is hypochlorous acid, the same thing our bodies produce in response to infections.

The agents, known as PureClean and PureSan, are produced on-site, in every Hearth community, using Viking Pure's generator equipment.

Although Viking Pure generators are roughly the size of an average office water cooler, they have the capability to produce over 100 gallons of disinfectant a day.



Courtney, a Hearth team member, spraying an apartment with Viking Pure disinfectant

Since the solutions are effective on hard and soft surfaces, team members use them to spray apartments and common areas, including carpets and furniture, and commonly-handled surfaces, like keyboards, hand rails, and door knobs multiple times a day.

Since Viking Pure solutions are green-certified, they are completely safe to use around people and pets. In fact, Hearth team members often spray themselves when they enter and leave the building as an added layer of precaution. Team members are also encouraged to keep their own bottle of Viking Pure disinfectant in their purse or car to help kill bacteria and viruses when they're not in the community.

Overall, residents have taken to the cleaning and disinfecting agents very well, and appreciate having safe, powerful solutions available in their home. Viking Pure's state-of-the-art cleaning systems help Hearth communities stay clean, sanitized, and safe.

If you'd like a complimentary bottle of Viking Pure solution to try in your own home, visit www.thehearth.net and contact a Hearth community near you.

What Hearth's Customers Are Saying

"Knowing that our community has access to Viking Pure makes us feel safer and more secure. This high-tech system helps ease our natural fear of the virus."

- Peg S., Hearth resident since 2016

"I think it's great that The Hearth has researched to find a sanitizer that will keep our loved ones more protected. To me, that shows how much they care about their residents and staff."

- Lisa K., Resident family member



Sheila and Sharon: twin sisters, Hearth residents, and proponents of Viking Pure Solutions

"Viking Pure has made our community healthy and germ free. It makes us feel safe from this horrible pandemic. The staff did a great job explaining the Viking Pure sanitizer. We now have a bottle for our apartment and spray ourselves as we come in from the outside."

- Sheila and Sharon, Hearth residents since 2017

"Knowing that our community has access to Viking Pure makes us feel safer and more secure. This high-tech system helps ease our natural fear of the virus."

- Peg S., Hearth resident since 2016

"The technology behind Viking Pure intrigued me. After studying it, I am considering this system for my own home."

- Rob M., Resident family member

"I have learned a lot about the system, and it's great!"

- Christina B., Resident family member

"Since the housekeepers have started using Viking Pure in my apartment, it feels cleaner."

- Freda M., Hearth resident since 2017

"It makes us feel safer."

- Jean D., Hearth resident since 2016

"Everyone has seen the destruction of COVID-19, so I think this is a very proactive approach to protecting our loved ones. Not only is this cutting-edge technology, it seems to be a much safer alternative to the harsh chemicals often used to disinfect common areas. This could very well be the wave of the future of disinfection."

- Bob K., Resident family member



Jean D. (left) Hearth resident, feels safer with Viking Pure solutions in her community.

For more testimonials, videos, and examples, visit www.thehearth.net/viking-pure.