



Equipment Requirements

3 Ceiling Mounted HALO Air Purification Systems

Products Expectations:

As a customer focused restaurant owner, Matt is invested in the safety and well-being of his patrons. With the onset of COVID, managing the health impact on his staff and customers became difficult. As the state of Connecticut started to allow businesses to reopen, he realized the urgency of extending his safety protocols, not solely for the inevitable 'next pandemic' but to combat all contaminants and pollutants that pose a threat to the health of the people under his roof.

To this end, Matt began a search for a partner who could help him mitigate any air purification issues, and as he relates: *"We found that partner in Erlab and their HALO product."*

CASE STUDY

Moe's Southwest Grill Glastonbury, CT



Project Background

Matt Rusconi, a successful, experienced restaurateur, purchased his first Moe's Southwest Grill in 2008. Moe's in Glastonbury, CT is his 3rd location with additional locations in Norwich, Waterford, and Groton Ct. He began researching a solution that would keep his employees and customers safe from viruses and other pollutants. He wanted to ensure his restaurant was outfitted with an effective air purification product in the event of a resurgence of COVID 19 or another similar pandemic. His search made him a target, and he soon became inundated with air filtration offers. The issue then became deciphering which products would legitimately do what they claimed.

All offers seemed legitimate, and not having excess time to spend on further research, Matt turned to a trusted source. He called a gentleman whom he remembered had installed laboratory hoods for many years, including his dad's environmental laboratory hood. This gentleman recommended Erlab.

Matt shared that his decision to contact Erlab was based on 1. Reputation; 2. Industry/Equipment Knowledge; 3. Service Capabilities and 4. Personal Vendor Recommendation.

Other manufacturers proposed a solution for his company, but he soon realized and understood the importance of HEPA (high efficiency particulate absorbing) filtration as well as air flow movement and where pollutants like a virus propagate. This steered

him in the direction of the industry's filtration expert.

The Challenge

Matt would be the first to agree that price is always a consideration. He is also a firm believer in you get what you pay for. He shared his experience with HALO, as affordable, easy to install, low maintenance and operating costs—all important factors that everyone should consider before purchasing any unit. He was additionally convinced by the knowledge that Erlab's 53 years as the industry leader in air filtration qualified them as experts.

"I saw their facility, the team is knowledgeable and accessible, and I have no issue telling our customers and staff that the Halo P in fact does what Erlab says it does. Removes particles and they prove it with air test and particle counter, before and after install."



The Solution

Matt's sincere hope, and the reason behind installing HALOs in his restaurant, is to make customers eating in Moe's comfortable in the knowledge that the air is being purified 24/7. Like all business owners, he wants to see patronage come back to pre-covid levels as well as attract additional customers. His main reason for installation, along with eliminating viruses and pathogens, is to let his staff and community know that Moe's is actively providing clean air to keep them safe to the best of their ability.



Accomplishing the goal of finding a reliable partner who backs up their product with proven science and testing, Matt shared that:

"Erlab has met my expectations in regard to ease of install, ease of use, support and doing what it's supposed to do, which is cleaning the air...We like the results and have shared the HALO product with the rest of Moe's community."