



GREEN BUSINESS QUARTERLY

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HEALTHY SPACES

P. 56 Methods to improve your wellbeing and the environment

First Canadian company to be recognized by Safer Detergents Stewardship Initiative

Virox Technologies, Inc.

BY DANIEL CASCIATO

CANADIAN ENTREPRENEUR RANDY PILON intuitively knew that green disinfectants would be important and an emerging issue when it came to infection control.

“The need for safer and more effective technologies just had to emerge,” he recalls thinking.

So in 1998, Pilon set out to launch Virox Technologies Inc., which equips companies with state-of-the-art antimicrobial technology in the war against germs. Today, Virox specializes in disinfectants and sterilants that are based on hydrogen peroxide as an active ingredient. The Canadian research and development firm develops and currently manufactures the globally patented Accelerated Hydrogen Peroxide (AHP) technology for cleaning, disinfection, and sterilization.

“Our uniqueness comes from the fact that we have five issued global patents, all based on hydrogen peroxide, disinfectant use,” says Pilon, the company president and CEO. “It’s very unusual to have patents in the disinfectant arena these days because 95 percent of what’s used out there is very old technology. We brought a newness by using hydrogen peroxide as an active ingredient. Hydrogen peroxide is environmentally preferable.”

The Oakville, Ontario-based firm sells AHP to branded and private-label products, as well as partners with market leaders in an array of industries.

“We do one thing and do it very well—[figure] out ways to make hydrogen peroxide synergistic with other ingredients so that it becomes a rapid, effective broad-spectrum disinfectant that can be

SAFE & BIODEGRADABLE INGREDIENTS

The Biodegradability of Accelerated Hydrogen Peroxide (AHP) and Stabilized Hydrogen Peroxide (SHP)



1 The active-ingredient hydrogen peroxide is fully biodegradable within a one min period in a waste water facility.

2 The non-active components of AHP and SHP products have been proven to be completely biodegradable. Using the Soap and Detergent Association’s semi-continuous activated sludge confirming test, published in the *Journal of the American Oil Chemists Society*.

Ingredients used: No Alkylphenol Ethoxylates (APEs) or Nonylphenol Ethoxylates (NPEs)



Recently, the use of APEs and specifically NPEs in many consumer products has been eliminated, but many manufacturers of industrial and commercial detergents and disinfectants are still using these surfactants almost exclusively. APEs and NPEs have the potential to be acutely and chronically toxic, and estrogenic to aquatic animals. They are also finding their way into the environment.

used on anything from hands to medical devices and environmental surfaces,” Pilon says. “Being focused is one of the things that we do best. We’re a very sophisticated group of planners and skilled executors. We work with some of the biggest companies in the world as alliance partners and as such they expect us to be on our game. And we are...we have good people here and that’s what makes us special.”

Last fall, Virox was awarded the Chemical Manufacturers and Product Formulators Champion Status, the highest level of recognition offered under the Safer Detergents Stewardship Initiative (SDSI). They identified its AHP technology as a sustainable technology and Virox as an industry leader. The SDSI,

EPA’s Design for the Environment Program, recognizes environmental leaders who voluntarily commit to the use of safer surfactants. Virox is the only Canadian company to receive recognition by the SDSI. Additionally, AHP displays the EcoLogo as Canada’s first registered disinfectant cleaner.

“We accomplished something as a group that is very meaningful,” Pilon says. “We’re highly regarded and respected by the infection control and public health community, and we are a true resource. We’re proud of our reputation.”

Nicole Kenny, Virox’s director of professional and technical services, adds that while the company has a product to sell, its aim is to also educate the users.

AT A GLANCE

LOCATION:
OAKVILLE, ON

AREA OF SPECIALTY:
CLEANING, DISINFECTION, AND STERILIZATION PRODUCTS

YEAR FOUNDED:
1998

EMPLOYEES:
39

EMPLOYEE GROWTH
IN PAST YEAR:
10%

“We brought a newness by using hydrogen peroxide as an active ingredient. Hydrogen peroxide is environmentally preferable.”

Randy Pilon, President & CEO

“We’re out there trying to educate the industry about how to use infection-control products safely and effectively,” Kenny says. “Even if someone decides on another product, we just want to provide them with the education that makes them confident to make that decision.”

But it’s not just its products that are environmentally friendly. The company has made more of a concerted effort to incorporate sustainable measures internally as well.

For instance, the company recently moved into its new headquarters and is taking the necessary steps to apply for LEED building certification.

“We have an internal group that is looking at everything in terms of how the building was constructed and the type of lighting and heating units that are being used to see where we can make improvements,” Kenny says. “We’re starting with some simple improvements such as lighting, where we can easily make changes and see a return on our investment in about three years.”

After discovering that there was too much extra waste being disposed of during quality control testing, Virox implemented some changes and decreased its waste output by nearly half.

“We’re also looking at new ways of packaging our product,” says Kenny. “The new bottles we are investigating will save about 13 percent of the



plastic we would use in a year. That’s a significant cost savings.”

Virox also takes small measures such as recycling cardboard and paper, turning off lights when leaving a room, and reducing water consumption by not using water bottles but rather a filtered water system instead.

It wasn’t difficult to get the company’s employees to buy into this.

“Everyone’s interested in providing a real sustainable environment,” says Kenny. “We all want to recycle and minimize waste. Everyone was on board with it.”

Pilon agrees. “It really has been pretty easy because the basis of our reason for being is the fact that we’re a green, sustainable technology company,” he says. “It goes naturally. We try to make everything as environmentally preferable as possible.” GBQ

When it comes
to **GREEN**
things aren't
always black
and white.



At Virox, we believe claims of product environmental preferability should be validated by credible arm's length certification.



Virox was recently awarded the Champion Status of the EPA's Design for the Environment's Safer Detergents Stewardship Initiative (SDSI) Award.



Accelerated Hydrogen Peroxide (AHP) was the first Ecologo registered Disinfectant Cleaner.



Accelerated Hydrogen Peroxide (AHP) has been validated by Greenguard an industry-independent, third-party testing program for low-emitting products and materials.



Accelerated Hydrogen Peroxide (AHP) has been certified by Green Seal — provider of science-based environmental certification standards that are fair, unbiased, and credible.

Giving you the facts... And the confidence.



Engineering Revolutionary Disinfectants for the War Against Microbes.

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