



**ActiveGuard®**

*Mattress Liners for Use Against Bed Bugs & Dust Mites*

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **Allergy Technologies' 2013 Achievements Position Company for 2014 Success**

**AMBLER, Pennsylvania (Monday, January 13, 2014) – Allergy Technologies recaps its 2013 regulatory, marketing, research, distribution network and sales force milestone achievements as a springboard for nationwide success in 2014.**

Allergy Technologies LLC, home of *ActiveGuard®* Mattress Liners, is proud to report on the significant milestone achievements this year by its proprietary *ActiveGuard®* technology, the cornerstone of its flagship mattress liner product as well as fabric for use in end-product mattress and box spring manufacture. Based on the advances made in research, regulatory labeling, marketing and sales fronts, Allergy Technologies envisions robust inclusion of *ActiveGuard®* in active and preventative bed bug treatment strategies throughout residential, commercial, University/College and multi-occupancy dwellings nationwide.

“After years of concerted research and development, *ActiveGuard®* Mattress Liners have achieved national recognition as an important tool in the fight against bed bugs. It has been great seeing our vision coming to fruition,” notes Managing Director and CEO Gus Carey. “Universities, the hospitality industry, pest management professionals, property managers and their residents have all benefitted from the excellent protection provided by placing *ActiveGuard®* on mattresses and box springs and from using these active liners as part of a comprehensive bed bug remediation strategy. We are also proud that we have been able to provide significant financial support and expertise to a number of shelters nationwide as part of our *Philanprofit* mission.”

### **Highlights of 2013's achievements:**

EPA-registered labeling changes highlighted *ActiveGuard®* Mattress Liners' and Fabric's ability to control and prevent bed bug infestations before they establish when used as part of an IPM control program. Further, these products no longer bear any cautionary signal words or require any hazard to humans and domestic animals statements, consistent with a Category IV product by all routes of exposure.

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## Allergy Technologies Positioned for 2024 – Cont.

*ActiveGuard*<sup>®</sup> and *ActiveGuard Inside*<sup>®</sup> are now both registered marks in the US and selected regions throughout the world.

Dr. Susan Jones et al. (The Ohio State University) published in *Insects* (June 2013): *Behavioral Responses of the Bed Bug to Permethrin-Impregnated ActiveGuard<sup>®</sup> Fabric* demonstrating that *ActiveGuard*<sup>®</sup> adversely affected bed bugs from diverse populations and degrees of resistance; the fabric was deemed to be non-repellent to bed bugs; and, with a limited thirty minute exposure to *ActiveGuard*<sup>®</sup>, bed bugs from every strain studied demonstrated impairment in their ability to feed to repletion. This research is the result of Allergy Technologies continued grant support of Dr. Jones and her team of urban entomologists to develop best management practices in bed bug control and prevention.

Refinement of the Company's marketing position with a focus on clear sector-specific messaging was spearheaded through the engagement of Mr. Michael McDermott, most recently, Global Business Leader (Professional Products) for DuPont, as a strategic corporate development consultant. In addition, Mr. McDermott was instrumental in the establishment of our newly established nationwide distribution network and assisted Management in the recruitment of regionally-based seasoned sales force providing awareness, education and distributor pull-through sales assistance. Allergy Technologies' six person strong sales team is headed by Mr. David Buzzelli, who has over thirty years of experience leading sales teams in the launch, expansion and market share control of pesticide-related products.

Non-disruptive, knowledge-rich, and user-friendly were key precepts that drove the launch of the Company's new website; [www.allergytechnologies.com](http://www.allergytechnologies.com). Pest Management professionals, researchers, and end users can find a wealth of information on *ActiveGuard*<sup>®</sup> including published field data on the liner's ability to assist in the control and prevention of infestations in hotels and other transient facilities. Continuing on a monthly basis is the release of 'The Bed Bug Authority,' a clearinghouse-type newsletter that provides an objective review of important developments related to bed bugs to approximately 10,000 recipients each month.

Throughout this past December's Global Bed Bug Summit, a unifying theme amongst leaders in the field of bed bug research and treatment was the need for pro-active preventative strategies to heighten early detection and intervention before an infestation establishes. Given *ActiveGuard*<sup>®</sup>'s unique preventative and control abilities, the Company launched a robust educational platform ([www.allergytechnologies.com/revenue-booster](http://www.allergytechnologies.com/revenue-booster)) for PMPs to develop tailored customer-specific preventative strategies that are field-proven efficacious, cost-effective and sustainable.

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## **Allergy Technologies Positioned for 2014 Success – Cont.**

“Operationally, Allergy Technologies has situated *ActiveGuard*<sup>®</sup> as the perfect synergistic tool for each and every bed bug treatment program, including conventional chemical, thermal and combinational approaches,” according to Joseph Latino, Chief Operating Officer. “The Company continues to research the full capabilities and applications of this technology through collaboration with researchers with focused effort to assist in the remediation of this pest in those environments where prohibitive treatment costs have led to rampant infestations.”

### **About *ActiveGuard*<sup>®</sup> Mattress Liners**

*ActiveGuard*<sup>®</sup> Mattress Liners are a revolutionary mattress and box spring product that kill bed bugs and dust mites generally within 72 hours. Used as a complement to any present treatment program and as the centerpiece of a preventative program, *ActiveGuard*<sup>®</sup> is the only pro-active tool labeled to provide control and prevention for up to two years. Fashioned and installed simply and as quickly as a fitted sheet, *ActiveGuard*<sup>®</sup> has no cautionary signal words or use restrictions on its label. Only four sizes (Single/Twin, Double/Full, Queen and King) fit almost every available mattress or box spring, and accommodate up to XL in length and 17" in depth. *ActiveGuard*<sup>®</sup> will continue to work 24/7 even if ripped or torn; a decided advantage especially when installed on a box spring. *ActiveGuard*<sup>®</sup>...Sleep with Confidence!

### **About Allergy Technologies**

Allergy Technologies is a subsidiary of A. Carey Co. LLC, which focuses on using philanthropy as a core business strategy for its businesses. Through its Philanprofit strategy, a portion of all *ActiveGuard*<sup>®</sup> proceeds benefit homeless and women’s shelters and asthma clinics throughout the U.S.

For additional information, call (866) 978-6288 or visit [www.allergytechnologies.com](http://www.allergytechnologies.com) or learn more on our blog <http://allergytechnologies.com/resources/blog>. Also, “like” the *ActiveGuard*<sup>®</sup> [Facebook Page](#) and follow Allergy Technologies on [Twitter](#). In addition, sign-up to receive the [Allergy Technologies’ monthly eNewsletter](#).

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