

Virus-blocking Soft Goods:

The Future of Cruise Cleanliness

The emergence and spread of COVID-19 has spurred the call for new methods and procedures that help minimize the spread of viruses, bacteria, and other potentially deadly pathogens.



So Your Hard Surfaces Are Clean... Now What?

In the wake of COVID-19, guests have even higher expectations for cleanliness – particularly when it comes to high-touch items like daybeds, pillows and other soft surfaces. While minimizing the spread of infection among guests and crew is a top priority for cruise lines, soft surfaces are often overlooked as vectors for contamination. As a result, contaminated soft surfaces undermine all other sanitization efforts by harboring pathogens in their cores.

Soft Surfaces: A Haven for Microbes

By their very design, traditional cushioning accumulates viruses, bacteria, dust, mold and other pathogens over time. With each use, these pathogens are expelled into the air, increasing the risk of infection. Despite diligent efforts by cruise line housekeeping and strict cleaning protocols, the cores of these soft goods cannot be effectively cleaned between each use, putting both guests and crew members at risk.

Spry Therapeutics has introduced a virus-blocking solution that prevents soft surface cores from collecting and expelling germs among guests and crew – **Spry Pure™**.

Spry's Virus-blocking Technology

Spry Therapeutics is changing the way cruise lines view cushioning products onboard. Its Spry Pure product line employs **Pneumapure® filter technology**, which has been independently tested and proven to block even the smallest “superbugs” — as small as .02 microns — from entering or exiting any soft surface. It is the only hermetically-sealed, breathable product line in the industry.

The integration of the Pneumapure filter is simple and requires no additional action from cruise line personnel. The filter is applied to a slip that contains no stitching holes or zippers, which is then hermetically sealed around the core of any soft surface, such as a bed pillow or seat cushion. Once the filtered slip is applied, nothing but clean air can enter

While efforts are being made in nearly every industry to improve cleanliness, cruise lines in particular are faced with the unique challenge of ensuring the health and safety of guests and crew within a contained environment, as they work to rebuild the confidence of vacationers.



or exit the interior core—making it possible for housekeeping to effectively clean pillows, cushions, mattresses and the like between guests.

Clinically-proven Solution to Protect Guests & Crew

Spry's filtered products have been proven effective in the most critical and high-risk environment – the hospital. Initial results¹ of an ongoing study conducted at North Shore University Hospital (part of Northwell Health System) have shown that at the end of a six-month period of active use involving all patient units and the ER, no bacteria was detected on the interiors of any Spry pillows tested.

In the post-pandemic landscape, the high standards of care and cleanliness that have been held across the healthcare industry are now crossing over into the hospitality and cruise industries. Now that the Pneumapure filter technology is available to the hospitality and cruise industries, cruise lines can rest assured their soft-goods are truly clean.

Reduced Costs, Improved Sustainability

Spry's virus-blocking solution also helps reduce costs and improve sustainability onboard. Traditional soft goods require regular laundering – wasting valuable time, money and resources. This process also contributes to the breakdown of the product's interior and leads to frequent replacements of soft goods, adding a sig-



nificant recurring cost to a cruise line's budget. These replacement cycles are directly linked to higher disposal rates, as well as an increased carbon footprint. The implementation of Spry Pure products eliminates the need for laundering and can dramatically increase the life of a pillow or cushion.

Pneumapure filter technology provides a waterproof and breathable barrier that allows housekeeping — as well as guests who want to guarantee cleanliness — to effectively sanitize a pillow or cushion as though it's a hard surface by simply wiping down the exterior with standard disinfectants. Linens and covers can be laundered as usual. By integrating Spry's filter technology across a variety of soft goods, cruise lines are able to affordably reduce landfill and improve sustainability.

Product Demonstrations Available in Miami Innovation Lounge

In order for the cruise industry to have better access to Spry's filter technology, the suite of filtered products will be showcased at Shores Global's Innovation Lounge in Miami FL this fall through June 2021.

The innovation experience will be designed by Tillberg Design of Sweden, a leading marine design firm with a strong focus in sustainability. The lounge will feature the best of what the design industry has to offer by way of sustainability and innovation. Scan the QR code for additional information on the Innovation Lounge.

Raise Your Standard of Cleanliness with Spry Pure

As the cruise industry reemerges from this pandemic, cleanliness will be at the forefront of all hotel and cruise line operations. In order to adopt a whole-ship approach to these new safety standards, it is critical that soft surfaces are addressed. With Spry Pure, this is finally possible. ■

To learn more about Spry's filtered soft goods, visit sprytx.com

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