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Media Alert

Pure Products- Naturally teams with National Organization of Remediation and Mold Inspectors in Philadelphia

Philadelphia, Pa.-Jan. 1, 2007 - Pure Products-Naturally has teamed with the National Organization of Remediators and Mold Inspectors to provide services in the Philadelphia area. The partnership will provide residential and commercial property owners with specific standards for mold removal by the fastest growing company in the mold and remediation industry.

Bud McHenry, founder of Pure Products- Naturally, has completed the Certified Mold Inspector (CMI), Certified Service Technician (CST), Certified Biocide Applicator (CBA) certifications and is also a First Responder Awareness Program (FRAP) trainer, offering important health information to emergency rescue workers, as a community service.

The CMI does the investigation of Indoor Air Quality/Mold Problems and develops an IAQ Profile for the purpose of recommending, based on NORMI criteria, either Sanitization or Remediation solutions.

The CBA applies NORMI approved, green technology, safe and proven anti-microbials, protectants, encapsulates, biocides, and other chemicals for the prevention and control of surface microbes including mold, bacteria, and algae. Being able to offer long-term warranties for such contaminants is a function of this certification.

“To partner with this organization is a wonderful opportunity to work one on one with mortgage lenders, remodelers, realtors, home buyers and sellers, property managers or others in the Real Estate industry,” said McHenry. “The

services that Pure Products- Naturally provides is a benefit with regard to personal safety issues and property values.”

About NORMI

NORMI is a cooperative group of Certified IAQ/Mold Inspectors and Certified Mold Remediators who have successfully completed training and certification in specific areas of expertise.

The National Organization of Remediators and Mold Inspectors trains and certifies professionals in the mold abatement industry. NORMI also certifies professionals in the fields of IAQ, Drinking Water, and other biological contaminants.

The programs assure the consumer that the professional they have chosen evidences experience and adheres to a strict code of ethics.

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