



PRESS RELEASE

Viking Pure and the Hearth

Viking Pure is proud to announce its collaboration with The Hearth, a senior living community based in Syracuse, New York.

The Hearth provides independent living, assisted living, and memory care for more than 1,800 seniors in four states. Their legacy is known far and wide and they have given thousands of families the peace of mind that comes from quality care and exceptional service.

In this time of great uncertainty, The Hearth has shown an unparalleled commitment to its residents and employees by utilizing our state-of-the-art cleaning and sanitization systems throughout its locations. Viking Pure takes tremendous pride in this partnership, not only in our ability to help during an hour of need, but also through our affiliation with a group as committed, inspiring and conscientious as the Hearth.

We believe the Hearth's leaders are pioneering a technology that will soon become industry standard. They will be seen as having been prescient about the need for greater standards of purity for our friends, families, communities and workers.

The Hearth family now joins Viking Pure on a mission to introduce new and improved infectious disease control methodologies and practices. Viking solutions are Green Seal certified. Moreover, the salt-free solution mitigates the risk of corrosion.

The Hearth was among the first in its industry to recognize these benefits and the urgency of incorporating them into daily operations.

Their team members and residents have said it best:

“Viking Pure has given both our employees and residents a renewed peace of mind to feel safe in these trying times.”

Daniel Ollech, Hearth Employee

“It is working. Nobody is sick!”

Carolyn H., Resident

“It makes us feel safer.”

Jean D., Resident

We are honored and humbled by this partnership and look forward to many years of working together to create safer and purer environments for the people we love.