

# PHOTOCAT

20 January 2016

## Photocat partner Lauzon awarded Dealers Choice at the Surfaces show in Las Vegas

Lauzon has at the world major flooring show “The Surfaces” in Las Vegas 20<sup>th</sup>-22<sup>nd</sup> January 2016 exhibited for the first time in the world a series of new design all with its indoor air quality improvement technology. The series of products is branded with Lauzon top brand Pure Genius®. Already prior to the exhibition major distributors of hard wood floors have ordered the product range.

Lauzon has also been awarded with Dealers Choice Awards and add this award to the collection of impressive awards achieved. It is amazing how fast this product has achieved prestigious awards.

The technology was a joint development between Lauzon Hardwood flooring from Quebec and Photocat.

Yves Myrand VP Sales and Marketing of Lauzon Hardwood flooring says “I expect significant growth in the Pure Genius brand especially in the major cities in US. Everybody want this feature in upscale condominiums”



Photo From Left: Priscilla Bergeron (Communications manager), Yves Myrand (VP Sales & Marketing) and Henrik Jensen (CTO, Photocat)

Michael Humle CEO Photocat says “Pure Genius has achieved a 136% growth rate from 2014 to 2015 and is expected to continue a strong growth of 60% going into 2016. The brand is becoming established and well known in the market.”

Henrik Jensen CTO Photocat says “As a Scientist it is a true joy to come and see the years of out of limelight hard work that always comes into developing sustainable well documented products”

Ulrik Storm Consultant Confederation of Danish Industry says "Working with a lot of Danish companies I must say that I am particular proud when Danish Technology reach the world markets like the Pure Genius has today.

Photocat manufactures patented coating materials for both outdoor and indoor applications with the effect to degrade NOx and VOC's when exposed to light. Both NOx and VOC's are severely damaging to human health. Photocat's patented technology is a very efficient and an economically viable alternative to many of the traditional technologies targeting NOx (e.g. bus catalysts, flue gas cleaning etc.). Photocat's shares are listed on Nasdaq Stockholm, First North with the ticker symbol PCAT. The company's Certified Advisor is Redeye AB.

**For More Information, Please Contact:**

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