



Contact: Brenda Basch  
(718) 240-9595

## **Eastern Tabletop and Vyv Set to Bring CLEANOHR™ Antimicrobial Lighting Products and Solutions to Hospitality and Buffet Industries**

*Award-winning UV-free lighting product line offers a new layer of continuous antimicrobial protection from the commercial kitchen to the front of the house*

Brooklyn, New York – April 15, 2021 – Even with diligent cleaning, bacteria, mold and mildew continue to build up on our food prep stations, counters and tables. This is an ever-present challenge to restaurants, universities, hotels, convention centers, and country clubs. With the health-conscious customer today we have choices and changes to make toward creating cleaner, protected food preparation and dining environments. Eastern Tabletop Inc., a leading provider of buffet equipment, in partnership with Vyv, the pioneer in continuous use UV-free antimicrobial light technology, introduced CLEANOHR™, a new line of products designed for hands-free microbial cleaning of commercial kitchens, buffet stations, and conference rooms. This new line up of products is part of Eastern’s mission to keep the hospitality industry alive and thriving and help everyone adapt and transition to a new, cleaner world.

“With CLEANOHR™, 2021 recipient of the [Kitchen Innovations Award](#), we are able to create complete interior environments that are fundamentally inhospitable for viruses, bacteria and other microbes to survive, replicate or grow on surfaces<sup>2</sup>,” states Sol Basch, President of Eastern Tabletop Inc. “By partnering with Vyv, Eastern is making a major advancement in our mission to instill greater confidence for guests.”

Each year foodborne illnesses sicken 48 million Americans (approximately 17% of people in the United States) and lead to 128,000 hospitalizations and 3,000 deaths.<sup>1</sup> Eastern’s CLEANOHR™ continuous-use antimicrobial lighting products kill<sup>2</sup> foodborne organisms such as salmonella and listeria as well as many other organisms, including viruses and is foundational to creating a multilayered defense system. Ideally designed for retrofit, remodel and replacement, the unique aspect of CLEANOHR™ is that it multitasks as both traditional lighting while providing antimicrobial protection 24/7 with Vyv’s proprietary Antimicrobial+Light™ LED technology, which meets standards for continuous and unrestricted use around people.

The UV-free antimicrobial portable strip lighting is very flexible to many housing options and can be used with a pendant light, magnetic self-stick or can be slid into Eastern’s specially designed self-standing countertop units. Strips come in 2’ lengths and can daisy chain up to 12’.

In addition, to the strip lighting, Vyv’s overhead antimicrobial lighting fixtures provide continuous protection from the time food supplies are received to when the food is served. Each environment is

unique when it comes to this new layer of continuous cleaning. Eastern has teamed up with Vyv's team of antimicrobial experts to ensure that all surfaces are fully lit to provide the maximum antimicrobial light dosages.

“With the exponential rise in demand for proven and trusted environment wellness solutions, Vyv's continuous use antimicrobial technology combined with Eastern's quality products and trusted reputation, allow us to provide solutions that address both the current and future challenges facing the hospitality industries,” said Kristin May, Chief Commercial Operations Officer, Vyv. “The new line up of CLEANOHR™ products with Vyv antimicrobial LED technology inside perfectly positions Eastern to bring sustainable solutions to both help in the transition to get this sector back up and running and continue to combat these microbial issues well beyond the current pandemic challenges.”

### **ABOUT EASTERN AND CLEANOHR™**

*Eastern Foodservice Inc. is a leading manufacturer and distributor, for over a half a century, of buffet and food service equipment including mobile buffets, Grab 'N Go displays, chafers, coffee urns, induction units, outdoor patio heaters, and The Hub Buffet System. CLEANOHR™ Lite, a registered trademark of ETT® LLC, develops innovative and high-quality products for the food service and hospitality industry. CLEANOHR™ is proud to be a Kitchen Innovations™ awardee of the year. For more information, visit [www.cleanohr.com](http://www.cleanohr.com).*

### **ABOUT VYV**

*Vyv is a health tech company and creator of a new kind of continuous cleaning protection using visible light. Vyv, formerly Vital Vio, offers proprietary non-UV antimicrobial LED technology that creates environments inhospitable to the growth of viruses, bacteria, fungi, yeast, mold, and mildew. Unlike UV-C light, Vyv meets international standards for continual and unlimited use around people in homes, public places and across industries. As antimicrobial overhead lighting, Vyv can be found in food manufacturing and services; healthcare facilities; travel and hospitality; retail, commercial and public buildings; and many other places. Vyv technology is also embedded within commercial and consumer products and applications. For more information, visit [www.vyv.tech](http://www.vyv.tech).*

1 Scallan E, Hoekstra RM, Angulo FJ, Tauxe RV, Widdowson M-A, Roy SL, et al. Foodborne illness acquired in the United States—major pathogens. *Emerg Infect Dis* [serial on the Internet]. 2011 Jan. 2011 Jan [cited October 29, 2015]. <http://dx.doi.org/10.3201/eid1701.P11101>



2 Testing on a non-enveloped virus (MS2 bacteriophage) showed a 99.985% reduction in controlled laboratory testing in 6 hours on hard surfaces. MRSA and E. coli showed 90%+ reduction in controlled laboratory testing in 24 hours on hard surfaces. Results may vary depending on the amount of light that is reaching the surfaces in the space where the product is installed and the length of time of exposure.