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# SeguraMAX develops plant based technology to contain virus transmission

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**Introduces technology-based clothing & innovative products with virus reduction by >99% in less than 1 minute**



While COVID-19 vaccination continues to remain under development and containing the spread of the coronavirus has become the most critical aspect in today's world, Ludhiana, Punjab-based start-up SeguraMAX Global (SeguraMAX) has announced the launch of 'Keep-U-Safe', a pathbreaking, first-of-its-kind technology in the world, which will aid in achieving significant reduction of viruses on surfaces of their products.

The Green Plant-Based technology has been tested by various international and accredited NABL labs with proven results to reduce >99% viruses from various surfaces of fabrics, garments & plastics in less than 1 minute. The technology has also proven to remain effective after multiple washes (55).

SeguraMAX has ascertained that its 'Keep-U-Safe' technology can become the first shield of hybrid protective wear to fight infectious diseases and prevent surface transmission of viruses from the infected to the uninfected, even while pharma companies continue their effort to develop and suitably deploy a vaccine in the coming months.

SeguraMAX has developed a diverse range of Keep-U-Safe products treated with bio-organic additives that reduces the presence of viruses by up to 99% on surfaces.

Gaurav Khullar, Director Product Development, SeguraMAX said, "*With the Keep-U-Safe technology, we can now perform our day-to-day activities with higher confidence. E-commerce companies can ensure increased safety of their delivery staff as well as their customers by use of Keep-U-Safe clothing line like jackets, gloves, masks and courier boxes & bags which can self-reduce virus from the surface*."

SeguraMAX is presently in talks with Material Engineers and Product Managers of various organisations globally, who have shown keen interest entering into licensing arrangements to deploy this revolutionary technology.

SeguraMAX aims to sell its products not just in India but the world as a whole, making the company truly #localforglobal.