



# KEEPING LOCAL BUSINESSES OPEN SAFELY.

By Lauren Shoots

GermaFog wants to help local businesses fight COVID-19.

The Haldimand-based, family-run company helps keep other businesses disinfected and safe from germs – including the COVID-19 virus, by providing electrostatic spray disinfectant services.

“Our motto is ‘our business is keeping your business safely open,’” says Shelley Munnings, owner of GermaFog. “We really want facilities in the Haldimand-Norfolk area to know we are there for them. We provide a safe and effective full-facility disinfection for them, so they can offer peace of mind to their staff and customers. People need the extra encouragement to know that their space is being safely and thoroughly disinfected.”

Electrostatic spray technology places a positive charge on the disinfectant as it leaves the sprayer. This allows it to naturally wrap 360 degrees around surfaces, making it especially effective on hard-to-reach areas, which don't get disinfected easily. A disinfectant solution is sprayed in an ultra-fine mist, which safely kills 99.9 per cent of pathogens, including mold and other allergens.

“There's only so much that can be sprayed and wiped with the traditional spritzing disinfectant, and with human error, we miss a lot of places,” explains Munnings. “Being able to fully disinfect a facility with electrostatic sprayers, the coverage is incomparable to what someone can do with the spray and cloth technique.”





Munnings was inspired to start GermaFog in June of 2020 as the COVID-19 pandemic was raging across the globe. She saw that there was an increase in demand for businesses to be effectively and safely disinfected.

"We saw the opportunity and with that entrepreneurial spirit, I thought we could sit on the sidelines or we could get involved in a positive way," she says.

Munnings got support from a company in London, Ontario, which provided fogging disinfectant services, to start her own enterprise. At first, GermaFog provided fogging services, but they quickly pivoted to electrostatic spraying after doing more research and finding it to be even more effective.

"We have worked hard to make sure our disinfectants are something we feel really good about using,"

Munnings says. "It's a natural option, it's food safe, non-toxic, and fragrance free."

“

*"The process for helping us get the loan and putting a cheque in our hands was very quick"*  
Shelley Munnings - owner

”

"We chose to go in a non-chemical direction because we feel that if we want to improve the health of a facility, we can't compromise by using a chemical that makes people sick. Improved air quality and using something natural is very important to us."

Once Munnings had a direction in place for her business, she turned to Grand Erie Business Centre for help.

"We were looking at ways to finance these new electrostatic sprayers, so we approached Grand Erie Business Centre (GEBC) for research and to have business supports in the area," Munnings says.

"We found their system to be very streamlined and efficient to connect with somebody."

GermaFog was able to quickly secure a loan to purchase the sprayers with the help of GEBC and its staff.

"The process for helping us get the loan and putting a cheque in our hands was very quick," Munnings adds. "I really appreciated that Rob, who I was working with, wanted to do what was best for us. He recommended a two-step process in purchasing the sprayers and provided a flexible line of credit for us, and I really appreciated that individual interaction."

Being able to purchase the electrostatic sprayers with the assistance of the loan helped improve GermaFog's business greatly, Munnings says.

"It meant that we could approach larger facilities and we were ready to start in the fall," she explains. "The sprayers that we were able to purchase made our disinfectant more cost efficient. It cut our costs, increased our margins and allowed us to provide a higher-end service."

GermaFog services small and large businesses, including schools, daycares and offices in Haldimand, Niagara and Hamilton, but will go as far as Oakville and Brantford for emergency disinfection services.



They offer one-time services, as well as regular weekly, bi-weekly or monthly appointments. Services start as low as \$99. Customers also have the option to go the DIY route and purchase their own electrostatic sprayer.

The process is quick, too. Treatment takes anywhere from 30 to 60 minutes, depending on the size of the location, followed by a short, 10-minute rest period. After that, the building can be occupied as usual.

“The 10-minute rest period allows the disinfectant to properly kill all the pathogens on that surface, and then they can go back in,” Munnings says. “The disinfectant we use doesn’t have a fragrance.”

Even when the COVID-19 pandemic is over, Munnings says her service will remain a valuable solution for

businesses looking to maintain a healthy workplace, in addition to daily disinfection and cleaning protocols.

“COVID-19 was a catalyst to move us forward in new ways of how we take care of our spaces,” Munnings says. “I believe this will be a regular practice for most businesses, especially during the winter months as a way to improve the health of the facility, which improves the health of the people that are using that space.”

“We feel our service is like a ‘reset’ button for your facility that brings the viral loading levels of your facility back to zero on a regular basis. We recommend our service disinfecting your facility a minimum of once or twice each month throughout the year depending on the flow of traffic through your space.”

For more information about **GermaFog** visit [www.germafog.ca](http://www.germafog.ca), or contact 289-799-4332.

For more information about **Grand Erie Business Centre** visit [www.granderie.com](http://www.granderie.com) or contact 905-765-5005.



 Federal Economic Development Agency for Southern Ontario  Agence fédérale de développement économique pour le Sud de l'Ontario