



FOR IMMEDIATE RELEASE

Cortland, GenEon Partner to Roll Out Toxic-Free Cleaning in More Than 125 Communities

GenEon's ionized water solution cleans, sanitizes and disinfects with zero harmful chemicals

ATLANTA, June 4, 2019: Multifamily investment and management firm Cortland has partnered with ground-breaking cleaning and sanitizing products company GenEon to transition the vast majority of Cortland's communities to use only toxic-free cleaning products in common areas and when making apartment homes ready for move in.

GenEon's cleaning solutions consist of nothing more than tap water and minerals electrolyzed within a small on-site generator. GenEon's solutions, which range from degreasers to sanitizers and all-purpose cleaners, are sustainable, non-toxic and safe for people, pets and plants.

"The health and environmental benefits of transitioning to non-toxic cleaning solutions for our residents – and Cortland service teams – are too powerful to ignore," Cortland Executive Vice President of Operations and Facilities Jonathan Tucker said. "The growing social consciousness around health and wellness includes carefully considering the products we choose to use in our homes. We know our residents care about these issues – transitioning to GenEon is another way we're seeking to improve the living experience we provide."

"Cortland is our first multifamily partner, and we're thrilled to help them shift the majority of their communities to safer, sustainable cleaning products," GenEon Vice President of Sales Larry Smith said. "Traditional cleaning products use toxic chemicals linked to adverse health effects, including asthma, allergies and cancer. We're passionate about our impact on health, and we're excited Cortland service associates, residents – and even residents' pets – will now be able to enjoy the benefits of GenEon."

Once the switch to GenEon is complete, Cortland communities included in the initial rollout will eliminate the use of traditional glass cleaners, bathroom cleaners, multi-purpose cleaners, oven cleaners, solvents and more. Any third-party vendors, such as carpet-cleaning companies, must use the community's GenEon products.

GenEon's products are also sustainable for Cortland's bottom line. Cortland believes communities with GenEon will significantly reduce their facilities costs.



About Cortland

Cortland is a product-to-people, multifamily real estate investment, development, and management company headquartered in Atlanta. Cortland in-sources most of its multifamily development, design, construction, renovation, management, and ownership functions with the goal of providing its residents excellent, hospitality-driven living experiences. Cortland is invested in, directly or indirectly, and manages more than 160 apartment communities with over 50,000 homes in the US with regional offices in Charlotte, Dallas, Denver, Houston, and Orlando. Internationally, Cortland maintains a global materials sourcing office in Shanghai and a development platform in the UK. Cortland is a National Multifamily Housing Council (NMHC) Top 50 Owner and Manager and is ranked 6th among Atlanta's "Top Workplaces" in the large employer category (2019). For more information, please visit www.cortland.com.

About GenEon

GenEon is a visionary corporation that believes engineered water technologies provide a broad range of cleaning and sanitizing uses which improve the health, safety and productivity of our customers. These uses include cleaning, degreasing and sanitizing of many non-porous surfaces, including both food and non-food contact areas. At GenEon, we believe that the future is here for effective, safe, sustainable and chemical-free solutions and are continuously working to develop innovative products to support these systems. GenEon is committed to the design and development of a comprehensive line of products and solutions that allow Engineered Water to provide a cleaner, safer alternative to traditional, toxic, chemical-based cleaning and sanitizing products.

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