

FOR IMMEDIATE RELEASE  
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NORTH SHORE RESTAURANT BECOMES FIRST IN MASSACHUSETTS TO INSTALL SARS  
ELIMINATING “CIMR ACTIVE AIR INFUSION TECHNOLOGY.”

[The Beacon Restaurant and Bar](#) in Marblehead Massachusetts has become the first restaurant in the state to install [CIMR Technology](#). CIMR is an “active air infusion pathogen scavenging technology” that virtually eliminates any chance for COVID 19 disease transmission indoors where the technology is installed. CIMR has been proven safe and highly effective in extensive testing by the USAF, University Laboratories and in top independent bio laboratory testing. CIMR has most recently been proven to eliminate 99.81% of SARS-CoV-2 virus (the cause of COVID 19) in an average 5 mins. Originally invented by Alton Holt ~20 years ago. By installing this technology at [Warwick Place 123 Pleasant St. in Marblehead](#), The Beacon Restaurant, as well as, their sister property [Warwick Cinemas](#), have become one of the safest dining and entertainment venues in the state. Owner Johnny Ray expressed it this way, “We want to make sure our staff and guests know we have their safety and wellbeing in mind above all else. This also makes us more competitive by offering the assurance that we’ve made this extraordinary investment into the quality of our air so that everyone can enjoy their dining and entertainment experience with confidence.” As explained on the CIMR web site, this is an active process that dispenses constant safe and effective levels of hydrogen peroxide into the air that penetrate the molecules containing virus, pathogens and neutralizes them before they can attach themselves to any surfaces or be ingested by people through the air. CIMR is over 100 times faster at protecting people indoors than passive technologies such as filters (including HEPA) and/or UV lights.

CIMR® Technology is a military-grade, Pathogen Scavenging air and surface disinfectant system. CIMR® with Air Infusion Technology is designed to create charged CIMR particles of safe, self-regulating ultra-low level hydrogen peroxide that actively targets and deactivates both aerosolized and surface pathogens in enclosed spaces. CIMR produces ZERO ozone nor any other harmful by-products. At 1/50 the concentration of the OSHA limit for long term exposure of hydrogen peroxide, CIMR® is a significant leap forward in the fight against airborne and surface pathogens now and for the future. CIMR technology provides safe, real-time, ozone-free protection for humans, pets, and plants 24/7/365. CIMR® meets and exceeds the standards by the EPA, OSHA, and CDC as safe to use for human occupancy and carries the California CARB rating for emitting zero ozone even on our largest units.

More information can also be found on the restaurant’s web site @ [COVID Safety \(thebeaconmarblehead.com\)](#)