

This is the last in our series of Business Steps Up profiles. We hope you enjoyed reading them as much as we enjoyed learning about the great things our members have been doing to help get us all through this unprecedented pandemic. Thank you to those companies and organizations that participated in having their story told and thank you to our loyal readers who provided great feedback and support.



Through these unprecedented times, many Long Island businesses have risen to the occasion to demonstrate their support. As part of a new initiative called "HIA-LI: Business Steps Up," we will be showcasing the things members are doing to help their fellow businesses, to support public health, or to help the community at large.

## HIA-LI: BUSINESS STEPS UP FEATURING



**CHARLES HORN**  
 CO-FOUNDER  
 Best Ideas Group, Inc.

### *IT TAKES "BIG" IDEAS TO FIGHT THE CORONAVIRUS*

As Long Island turns the corner towards economic recovery towards a post-COVID-19 era, **Best Ideas Group, Inc. (BIG)** is busy transforming itself by providing uniquely valuable and proprietary new products, programs, concepts, and services not generally available in the traditional marketplace.

"Since our inception, we have always functioned on the basis of 'doing good by doing right,'" said Charles Horn, Co-Founder of the Best Ideas Group, Inc., based in Smithtown. "So, during these unprecedented, uncertain, and dangerous times, we have decided to carry that philosophy to the next level by doing good and right. Known by the motto 'Smart Solutions, Unexpected Results,' we felt we were in the perfect position to truly make a difference."

This is how BIG quickly became a major provider of a variety of different PPE products with a strong emphasis on a very special, almost impossible to find, heavily-concentrated high-grade germicidal disinfectant that utilizes Quaternary ammonium compounds. According to Horn, "This compound – commonly referred to as Quat – works against

viruses by stripping them of their lipid envelope, leaving them unable to penetrate cells. This results in the disruption of the bacteria cell wall and eventual death to the microbe." As a result, Horn added, it's a product in high demand. In fact, when a US military aircraft carrier recently needed immediate sanitation and disinfection, this is the product they turned to because it provides maximum effectiveness against a wide variety of microorganisms.

Compared to traditional off-the-shelf non-Quat bleach-based products, it has a pleasant floral herbal aroma with a longer shelf life. It's also a neutral pH formula, so no wiping is required, nor will any unpleasant or sticky residue be left behind. In addition, the product is so highly concentrated that it requires only one ounce of dilution to turn a gallon of water into a gallon of disinfectant.

Some other PPE products BIG is involved with are gloves, masks, and gowns. Their global marketplace includes medical offices, hospitals, laboratories, surgical and dialysis centers, commercial, industrial, institutional, schools, transportation, special events, sports arenas, governments, military, residential, and small business.

*Added Horn, "We are very excited to be in the thick of things, helping the world stay healthy and safe."*

Charles Horn, a US Army veteran, graduated with a B.S. degree in accounting and business law from New York University. He is a longtime member of the CEO Club, Int'l where he has served as a roundtable leader and a member of the Presidential Advisory Committee where about a dozen CEOs become an advisory board member for each other's company in recognition for several successful entrepreneurial achievements and concepts.