



brilli
Bright Clean
Antimicrobial Light

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— Creative Director, Lucidity

**Lucidity Lights
Partners with
Vyv to Introduce
Antimicrobial
Wellness Lighting**

Brilli Bright Clean, from Lucidity Lights Inc., incorporates Vyv's antimicrobial light technology for continuous protection against bacteria, mold and mildew in bathrooms and kitchens.

Vyv was integral in rapidly engineering, developing and assisting in the go-to-market planning for the introduction and success of these products.

When a residential wellness lighting company teams up with a health-care technology company, the partnership positions both to respond to the increased consumer interest in cleaner, more comfortable homes.

That is the story of Brilli Bright Clean, a non-UV, LED retrofit light that prevents bacteria, mold, mildew, yeast and fungi growth on surfaces. Imagine no more mold on your shower tile and grout.

Brilli Bright Clean was developed in a joint effort by Lucidity Lights, Inc. and Vyv. The technology is now incorporated into lights that are installed in showers and under kitchen cabinets in addition to other locations throughout the home. They are available online from retailers such as Home Depot, Target, Walmart, Amazon, and Wayfair.

The partnership began five years ago, long before COVID-19 heightened public concern for clean surfaces, health, and wellness.





Bright Clean under-cabinet antimicrobial wellness lighting comes in multiple sizes, ranging from 9" to 24".

Recessed lighting for showers prevent the build-up of mold in bathrooms with the flip of a switch.



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Diana Picariello
Creative Director
Lucidity

Partnership Transforms Possibilities Into a New Product

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It's not simply its patented antimicrobial technology that Vyv brought to the partnership. Vyv has been a fully-engaged partner, providing a full array of unique resources, expertise and 360° support. Vyv was integral in rapidly engineering, developing and assisting in the go-to-market planning for the introduction and success of these products.

Lucidity brought expertise in the wellness lighting industry, and Vyv came to the table with a complete 'Vyv Invent' solution for the company — from ensuring that the antimicrobial efficacy was maximized to assistance in every aspect of engineering, right down to determining the exact marketing claims that could be made for the product.

The two companies are currently working together to develop a completely new line of products for home and office. “During the time of the 2020 pandemic, we've seen a huge push towards health, wellness and all things antimicrobial. So, we've made it a goal of ours and a mission to develop new compelling and helpful products in this category,” says Jennifer Smith, Vice President of Product Development at Lucidity Lights. The possibilities are vast.

Customer satisfaction ratings are high: 84% of reviews for Bright Clean recessed lighting are 4-5 stars.

The type of collaborative co-development support that Vyv brings successfully transforms those possibilities into viable products. Vyv has been an active partner in meetings with the large retailers and with the manufacturer, Jennifer says. Both companies' teams and their manufacturing and retail partners are seamlessly integrated – resulting in an efficient approach to designing and manufacturing high-quality products.

“We have the factory engineer pulled in. We have Vyv engineers pulled in. And then we have ourselves from a product standpoint joining together on all development calls. Plus, having Vyv on the phone with us with a group like Home Depot, being able to speak to them directly, really helped to streamline our whole process from the very start. It's a great way to collaborate in the most beneficial ways.” Jennifer said.

Sparkling Results

The end result is the praise the Lucidity team is seeing from the market for its anti-microbial products among consumers and the press.

One Home Depot customer who has a small shower with no ventilation or window now no longer has their troublesome and yucky mold problem. “All kinds of mold loved to grow in the tile grout,” the customer wrote in a review. “No amount of spraying or cleaning with conventional products seemed to work. I spotted an ad about a new product that disinfects. And it DOES!”





With a new awareness about keeping homes clean, Bright Clean lighting with Vyv technology offers consumers a new kind of clean that is also green.

As of this writing the Bright Clean recessed lighting had 84% 4-5 star ratings. An Amazon customer wrote of a master bathroom filled with tiny tiles that had to be cleaned incessantly before the Bright Clean light was installed.

“We could not keep mold from growing in there just days after cleaning it for hours,” she said. “Now we leave this light on during the day while we’re not using it and nothing is growing. What’s the price of my sanity? Way more than this light cost me. Totally worth the price.”

Jennifer tells the story of another Amazon customer who loved the product. She is a mother with four kids. “They are all hockey players and their clothes stink so badly that the Mom doesn’t let them bring their equipment and uniforms in the house,” Jennifer says. “So, she said, ‘Put your clothes in the shower where the light is.’ Lo and behold, 24 hours later the stink was gone. She’s one of our biggest fans!”

Clean & Green

“People have been spending much more time at home during the pandemic,” says Lucidity Creative Director Diana Picariello “and that will likely continue long after the pandemic is over.”

“It’s estimated that up to a quarter of people will work from home, permanently. They will not be going back to the office,” Diana continued. “And then there’s another portion of these people, roughly 15 to 20%, that will work from home a couple of days a week.”

With a new awareness about keeping homes clean, Bright Clean offers consumers a new kind of clean and green product, says Diana.

“You don’t need to go out and find those wipes or get the cleaning supplies,” she says. “It’s a much greener way to do it. And it’s also especially cost-effective having your bathrooms and kitchens continually cleaned with antimicrobial light.”

The partnership with Vyv has allowed Lucidity to expand into the antimicrobial wellness product space, Diana continued. “It has really helped to round out our portfolio in a very nice and smart way.”

* Testing on a non-enveloped virus (MS2 bacteriophage) showed a 99.985% reduction in controlled laboratory testing in 6 hours on hard surfaces. MRSA and E. coli showed 90%+ reduction in controlled laboratory testing in 24 hours on hard surfaces.

Results may vary depending on the amount of light that is reaching the surfaces in the space where the product is installed and the length of time of exposure.

Visit www.vyv.tech to learn more.

