



CONTENTS

INTRODUCTION	03
SAFETY & PROTECTION	05
LIGHT ON YOUR SIDE	06
PRODUCTS	07
CLARA CONCEPT	08
MR TOH!	11
HERE AND THERE CONCEPT	16
CHARLIE&GRETA DOG BED	19
BIOVITAE TECHNOLOGY	26
CONTACTS	29

INTRO

The world changed all of a sudden.
Boundaries are deeper and more engraved in our lives but at the same time, horizons are wider.

Design has always been at the forefront of change and it re-designs change based by anticipating the needs of the consumer and society. Currently, however, everything is happening faster and the future seems nearer due to an ever-present pandemic.

What are the effects on our lives?

What are the keywords that will guide design?

What are the main concepts that will inhabit our homes?

There is no doubt that *safety* and *protection* will become guidelines for many designers and architects and that creativity will have to come to terms with a new panorama that was unfathomable until recently.

Light On Your Side endeavors to simplify daily sanitization practices, rendering them not only effortless and safe but also aesthetically pleasing.

WE PAY CLOSER ATTENTION TO THE SPACES
WE INHABIT AND AT TIMES, WE ARE MORE
CONCERNED WHEN IT COMES TO OBJECTS.

THIS IS THE REASON WHY DESIGN HAS TO
CONCERN ITSELF WITH MEETING THE NEEDS
OF SAFETY AND PROTECTION.

COLLABORATION WITH TECHNOLOGY IS MORE
THAN EVER A CRUCIAL PART OF THIS PROCESS.

SAFETY AND PROTECTION AS A GESTURE OF BEAUTY

Getting home, turning on a light, feeling at ease and quiet is one of the small rituals that can make a big difference in our daily lives. A tiny but invaluable experience that becomes possible with **Light on your side**, a light designed for the home that protects you from viruses and bacteria.

Today we are much more aware of the risk of microbial infections, even in our houses cleaning and sanitizing actions are more frequent and sometimes increase stress levels. Protection from infection in spaces and for the people who inhabit them has become a necessary added value that we have all learned to appreciate.

Using Biovitae's LED microbicide technology, Light On Your Side creates sanitizing products that facilitate some daily sanitizing practices by turning them into an easy, safe and sustainable gesture and, why not, more beautiful.

Light On Your Side uses Biovitae, a special UV free LED microbicide technology effective on bacteria, viruses and fungi.



In every moment of our lives there are numerous occasions when it is necessary to sanitize and protect objects, small surfaces and even pets that are more exposed to germs, from viruses, bacteria and moulds.

Light on your side has created a line of products that sanitize quickly and in perfect safety.

Light on your side uses BIOVITAE technology, a patented LED light that eliminates germs on any surface and in the air in just a few minutes. UV-free, Biovitae is safe for people and does not damage materials or emit bad smells.

Light on your side is the answer to the need to protect and sanitize everyday objects for a more serene life at home, at work, while travelling...

HOME AND FAMILY / BABY CARE / TRAVEL & LEISURE
HEALTH & COSMETICS / STORES / PETS



HOME AND FAMILY products



CLARA *LAMP*

The warm seaside is beautiful in spring.
On the horizon, the line that separates the sun
from the water is here, on the beach where two little,
barefoot sisters play at leaving their footprints
in the sand.

Welcome lightness.



We know a hat protects you from the sun but Clara likes to surprise us and her shade illuminates the table and protects against unwanted guests, the invisible ones no one invited.

Clara arrives at the table before you, and though she sits in silence, she helps you enjoy your lunches and dinners and chatting with friends.

Fortunately, Clara is here.

BIOVITAE LIGHT

**UV free
led**

**Microbicidal
Led light**

for a continuous use in presences
of humans and animals

energy efficiency
natural

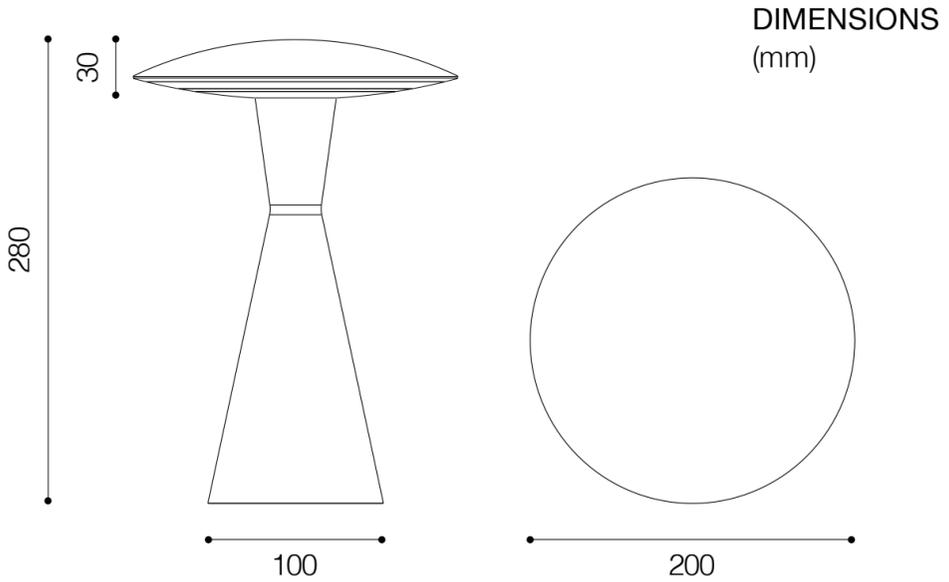
natural white
light



COLOR VARIATIONS nude mud sage light blue mustard brown



- ELIMINATES BACTERIA*
- ELIMINATES VIRUSES*
- ELIMINATES FUNGI, MOLDS, AND YEASTS
- PREVENTS ALLERGIES**
- REDUCES ODORS
- UV-FREE
- FOR A CONTINUOUS USE
- ENERGY EFFICIENT
- NATURAL LIGHT





Mr. Toh!

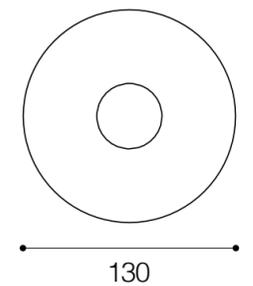
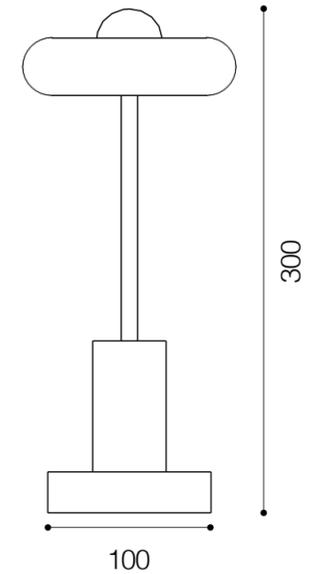


Mr. Toh!

DIMENSIONS (mm)



- ELIMINATES BACTERIA*
- ELIMINATES VIRUSES*
- ELIMINATES FUNGI, MOLDS, AND YEASTS
- PREVENTS ALLERGIES**
- REDUCES ODORS
- UV-FREE
- FOR A CONTINUOUS USE
- ENERGY EFFICIENT
- NATURAL LIGHT



BIOVITAE LIGHT

for a continuous use in presences of humans and animals

UV free led

energy efficiency natural

Microbicidal Led light

natural white light



COLOR COMBINATION 01

 green

 smoke

 sky

 cherry

 yellow

COLOR COMBINATION 02

 mint

 sky

 smoke

 red

 pink

HERE AND THERE *CONCEPT LAMP*

HERE AND THERE

Little moon, portable lamp as a pendant or as an object to carry in your pocket. Stationary lamp to use at your bedside, as an applique or as a paperweight.

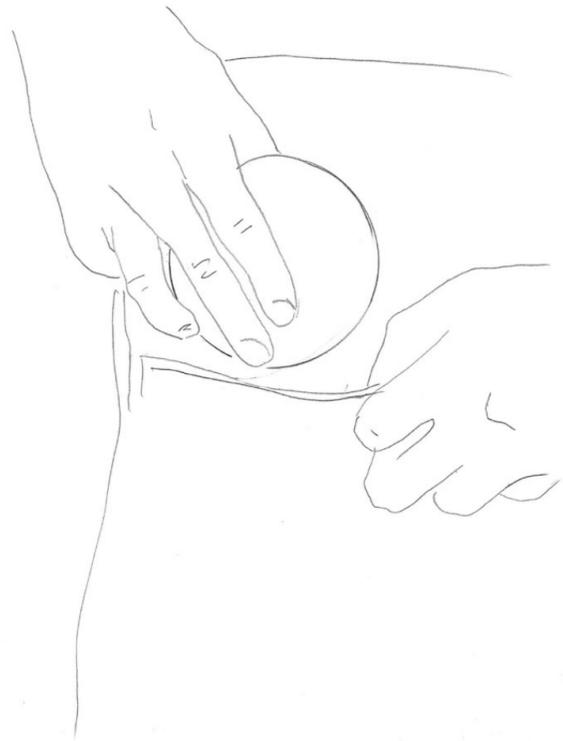
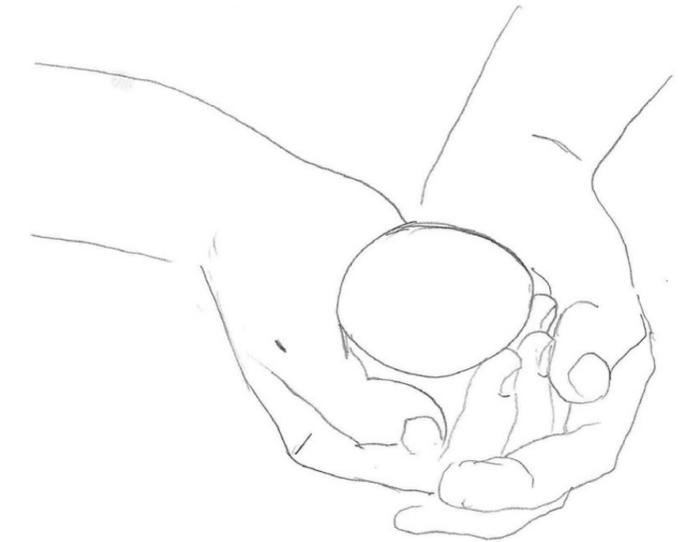
HERE AND THERE

Is the light that follows you and waits for you. It is the round spark in the night and the bright spot that brings harmony to a wall or a table.

HERE AND THERE

Is with you and by you.

Designer Massimo Bartolini*



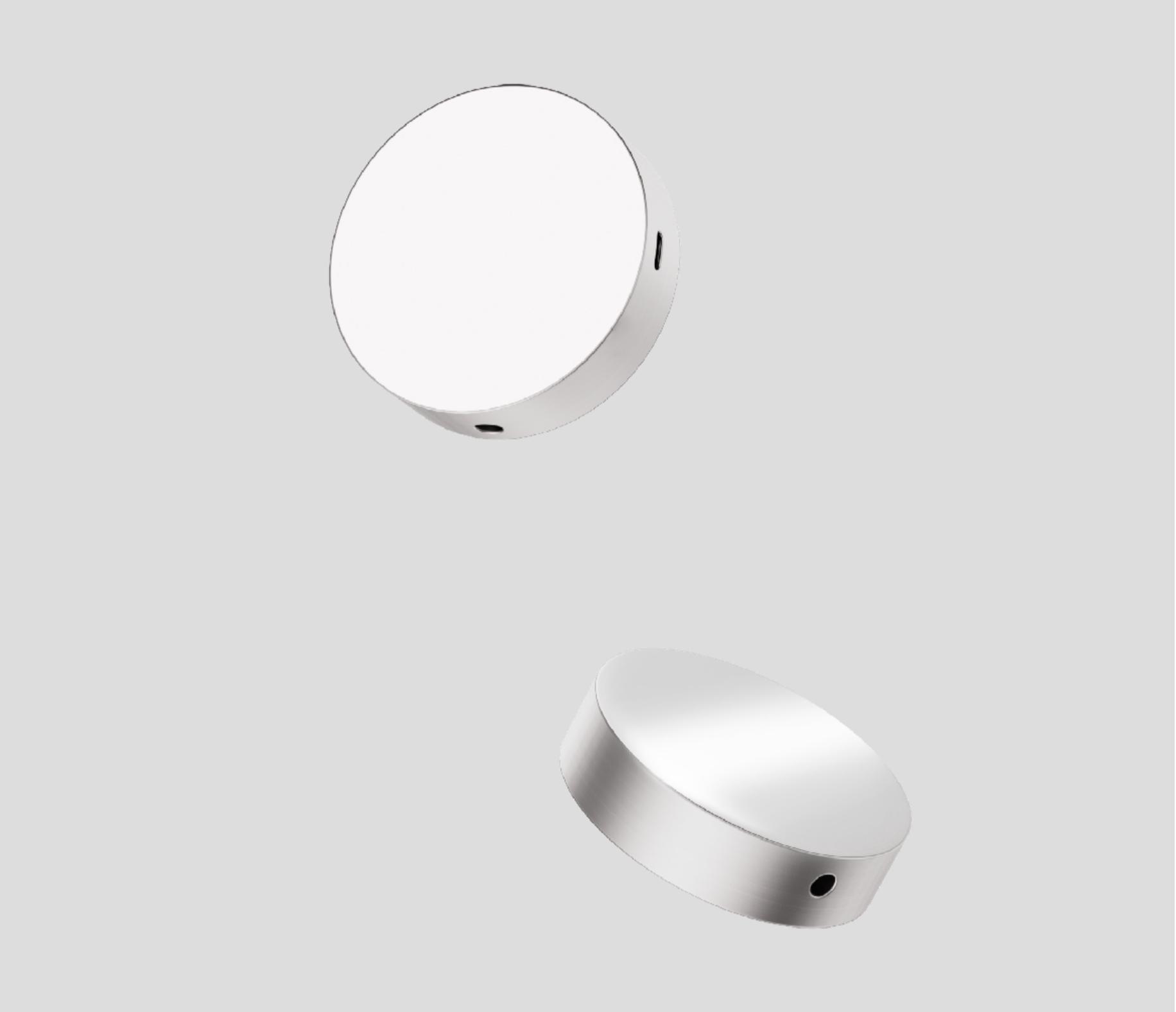
This lamp was designed by **Massimo Bartolini** for Light on your side. A little bit serious, a little bit playful, just like the soul of every artist.

Bartolini's idea was to create a lamp that you can bring with you anywhere you go, ready to protect.



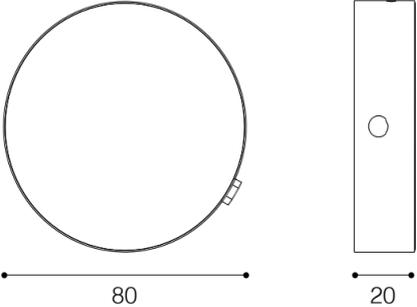
- ELIMINATES BACTERIA*
- ELIMINATES VIRUSES*
- ELIMINATES FUNGI, MOLDS, AND YEASTS
- PREVENTS ALLERGIES**
- REDUCES ODORS
- UV-FREE
- FOR A CONTINUOUS USE
- ENERGY EFFICIENT
- NATURAL LIGHT

BIOVITAE LIGHT	UV free led	Microbicidal Led light
for a continuous use in presences of humans and animals	energy efficiency natural	natural white light



A base module can be used stand-alone or combined with other modules and a series of accessories in a variety of situations: **Here and There** is a table lamp that can be adjusted when you work, a safe light on your bedside table, a light on any table. A strand of fairy lights to illuminate and protect dinners with friends or parties; a safe companion in hotel rooms and, why not, a beautiful necklace.

MODULE DIMENSIONS
(mm)





* Designer **Massimo Bartolini**

Born in Cecina, where he currently lives and works, Massimo Bartolini received his artistic training in Florence, where he studied at the Accademia di Belle Arti, and in Milan.

His work is the result of research into the relationship between man, nature and architectural space. Reinvented, and even created, environments are never structured as static spaces but rather as progressive, multisensory dimensions. Massimo Bartolini's works arise from the artist's investigation of space and perceptual and relational systems that are created in the relationship of the user with them. Space that has been occupied, modified or created ex novo by the artist is not intended solely as a physical, real and defined architectural space, indeed it seems to translate to a more intimate and emotional dimension of the human mind.

Using a given and predefined place, or even home furnishings such as bookcases, beds, benches and tables, Bartolini modifies the main characteristics and coordinates thereby reversing the meaning and conventional use that creates a perceptive displacement in the viewer.

PET
products



CHARLIE&GRETA
DOG BED

Charlie&Greta is the innovative line of sanitizing smart products for the well-being, health and safety of pets and their owners: beds, kennels, bowls and litter trays for dogs and cats. The first product is the sanitizing smart bed.

Charlie&Greta features a fabric treated with TiO2 Rutile that activates with the frequencies of Biovitae and enhances its action, as well as offering a water-repellent and self-cleaning coating.

Smart function

In addition to its sanitizing action, Charlie&Greta has several built-in sensors: **weight, humidity, temperature, heartbeat detection and breath monitoring** to check the



On/off sensor
Weight sensor
Heartbeat sensor
Breath sensor
Humidity sensor



- ELIMINATES BACTERIA*
- ELIMINATES VIRUSES*
- ELIMINATES FUNGI, MOLDS, AND YEASTS
- PREVENTS ALLERGIES**
- REDUCES ODORS
- UV-FREE
- FOR A CONTINUOUS USE
- ENERGY EFFICIENT
- NATURAL LIGHT



ROUND BED

Small size (mm)

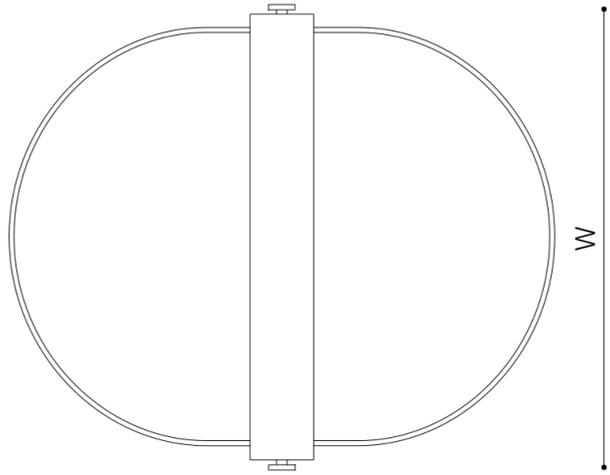
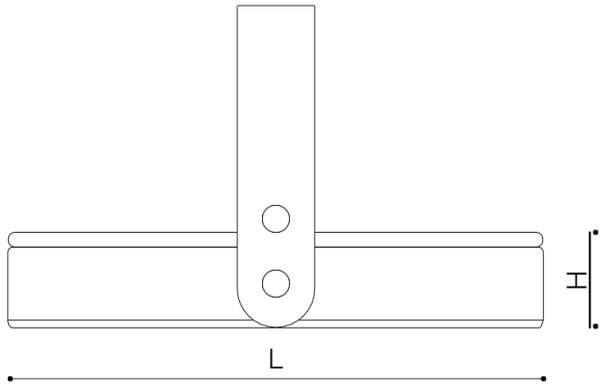
L 500 x W 700 x H 150

Medium size (mm)

L 700 x W 600 x H 150

Large size (mm)

L 1000 x W 870 x H 150



BIOVITAE LIGHT

for a continuous use in presences of humans and animals

UV free led

energy efficiency natural

Microbicidal Led light

natural white light



SQUARE BED

Small size (mm)

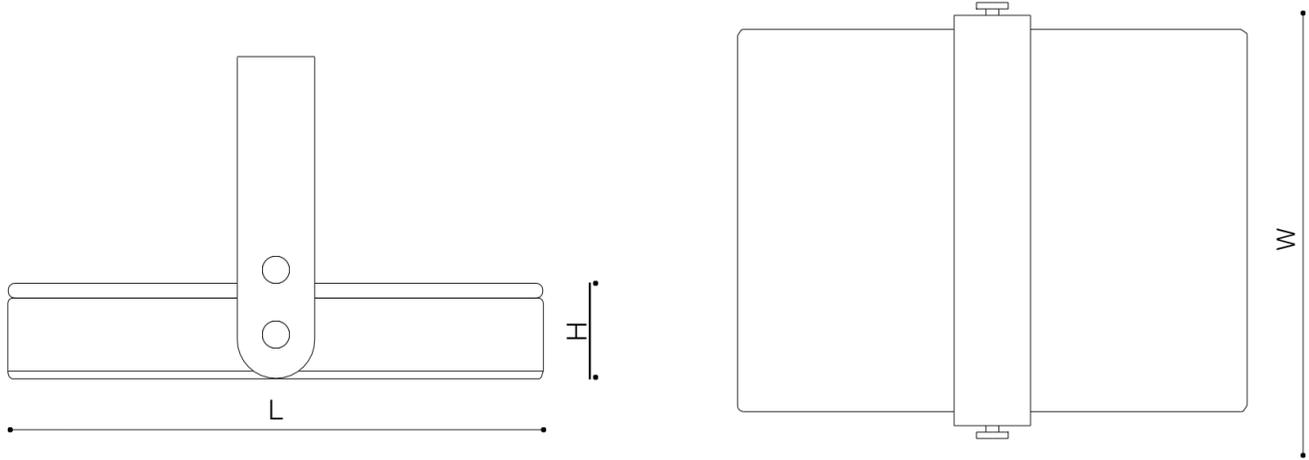
L 500 x W 700 x H 150

Medium size (mm)

L 700 x W 600 x H 150

Large size (mm)

L 1000 x W 870 x H 150



BIOVITAE LIGHT

for a continuous use in presences of humans and animals

UV free led

energy efficiency natural

Microbicidal Led light

natural white light

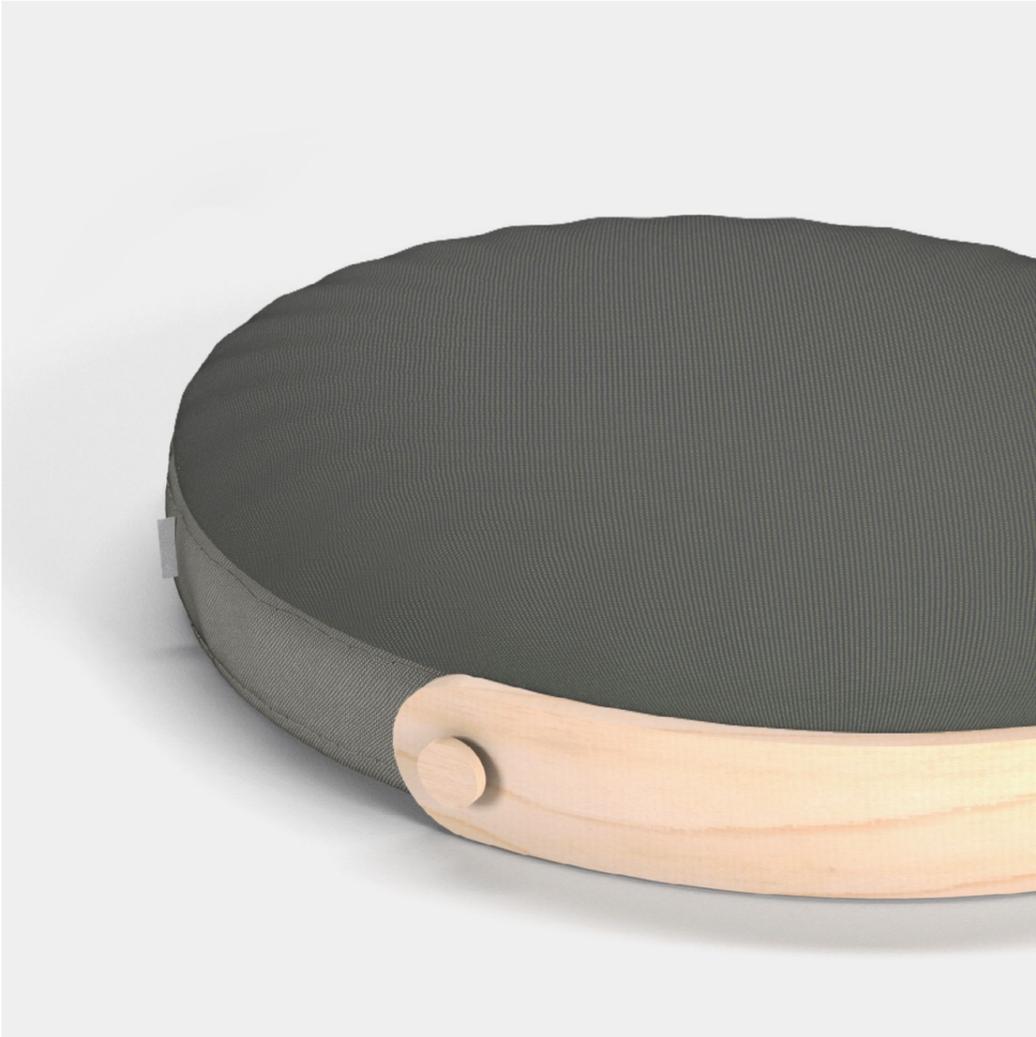
COLOR VARIATIONS



GRAY
fabric dark wood



OFF WHITE
fabric light wood



OLIVE
fabric light wood



BIOVITAE

Sanitize with the light

Light on your side uses Biovitae*, a microbicidal technology that sanitizes using frequencies on the visible spectrum (UV-free) without the risk of exposure to humans and animals.

It does not damage plastic and does not alter the structure or colour of textiles.

Frequencies on the visible spectrum are those commonly used for lighting without the need of protective screens or precautions. No precautions are required in the presence of children.

Biovitae is the only internationally patented UV-free LED light technology with scientifically proven efficacy against viruses (including coronavirus) and bacteria.

WITH BIOVITAE
IT IS POSSIBLE TO...

eliminate bacteria, viruses,
fungi, molds and yeasts

continuously sanitizations

prevent allergies

reduce odors

have a UV-FREE led light

guarantee an energy
efficient and natural light

Peace of mind for everyone at home, at work and in all indoor environments, thanks protection and sanitation in harmony with nature

BIOVITAE sanitization mimics the action of the sun, therefore it safeguards the nature by minimising the human impact.

No use of chemical additives, no additional energy.

Biovitae acts simultaneously on all bacterial species and therefore does not alter the microbial balance (no environmental dysbiosis).



home



school



hospitals



restaurants



food processing



gym



workplaces



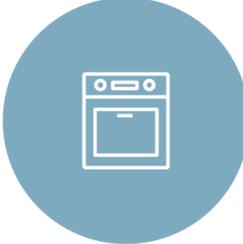
transportation



intensive farming



furnitures



whitegoods



containers



CONTACT

E-mail chiara.cavallo@p-ptech.it

Tel. +39 338 356 6988