

## Case Story

# Moe's Southwest Grill

How one conscientious, successful restaurateur choose to protect the health of his staff and patrons.



**M**atthew Rusconi, a successful, experienced restaurateur, purchased his first Moe's Southwest Grill in 2008. Moe's in Glastonbury, CT is his 3rd location with additional locations in Norwich, Waterford, and Groton Ct. He feels fortunate to be able to work within the community where he grew up. The company enjoys supporting local youth programs, catering, taco kit fundraisers, and any other ideas where they can join as a community partner to make a positive impact.

As a customer focused restaurant owner, he is invested in the safety and well-being of his patrons. With the onset of COVID, managing the health impact on his staff and customers became difficult. As the state of Connecticut started to allow businesses to reopen he realized the urgency of extending his safety protocols, not solely for the inevitable 'next pandemic' but to combat all contaminants and pollutants that pose a threat to the health of the people under his roof.

To this end Matt began a search for a partner who could help him mitigate any air purification issues, and as he relates: *"We found that partner in Erlab and their Halo product."*



Moe's Southwest Grill, Glastonbury,CT

## Initial challenges encountered

Matt began researching a solution that would keep his employees and customers safe from viruses and other pollutants. He wanted to ensure his restaurant was outfitted with an effective air purification product in the event of a resurgence of COVID 19 or another similar pandemic. His search made him a target and he soon became inundated with air filtration offers. The issue then became deciphering which products would legitimately do what they claimed.

All offers seemed legitimate, and not having excess time to spend on further research, Matt turned to a trusted source. He called a gentleman whom he remembered had installed laboratory hoods for many years, including his dad's environmental laboratory hood. This gentleman recommended Erlab.

## Educated decision

Matt shared that his decision to contact Erlab was based on 1. Reputation; 2. Industry/Equipment Knowledge; 3. Service Capabilities and 4. Personal Vendor Recommendation.

Other manufacturers proposed a solution for his company but he soon realized and understood the importance of HEPA (high efficiency particulate absorbing) filtration as well as air flow movement and where pollutants like a virus propagate. This steered him in the direction of the industry's filtration expert.

*"Erlab educated me on the size of the filter and that placement of the purifier matters immensely to make sure the entire area you are trying to protect gets covered. And they actually do a particle test before and after. No other company offered to do this."*

### What is customer peace of mind worth?

Matt would be the first to agree that price is always a consideration. He is also a firm believer in you get what you pay for. He shared his experience with Halo, as affordable, easy to install, low maintenance and operating costs- all important factors that everyone should consider before purchasing any unit. He was additionally convinced by the knowledge that Erlab's 53 years as the industry leader in air filtration qualified them as experts.

*"I saw their facility, the team is knowledgeable and accessible, and I have no issue telling our customers and staff that the Halo P in fact does what Erlab says it does. Removes particles and they prove it with air test and particle counter, before and after install."*



### Benefits of getting back to business, safely

Matt's sincere hope, and the reason behind installing Halos in his restaurant, is to make customers eating in Moe's comfortable in the knowledge that the air is being purified 24/7. Like all business owners he wants to see patronage come back to pre-covid levels as well as attract additional customers. His main reason for installation, along with eliminating viruses and pathogens, is to let his staff and community know that Moe's is actively providing clean air to keep them safe to the best of their ability.



Accomplishing the goal of finding a reliable partner who backs up their product with proven science and testing, Matt shared that:

*"Erlab has met my expectations in regard to ease of install, ease of use, support and doing what it's supposed to do, which is cleaning the air... We like the results and have shared the Halo product with the rest of Moe's community."*

For more information:

<https://halo.erlab.com/halo-p-smart/>

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