

Elevating grocery shopping experience with safe indoor air



Qra

Location:
Klang Valley, Malaysia

Client:
Qra Sdn. Bhd.

Application:



Shop

Qra is a modern neighbourhood grocer with a concept that encourages greener and safer alternatives to bring high quality, more sustainable and fresh grocery products to the community it serves. With their current outlets in Damansara Heights and Bukit Tunku, Qra invests in Panasonic air solutions equipped with nanoE™ X technology to give discerning shoppers a peace of mind and a better shopping experience.

Challenge: Adapting to New Norms with Better Indoor Air Quality

As grocery shopping remains a necessity during the pandemic, many may contemplate whether it's safe to be walking down those aisles. At Qra, the team believes that shoppers should be able to browse through the aisles, sourcing the freshest produce as well as explore the different brands available in the store at their own pace.

Solutions & Technology Applied

With customer experience being their utmost priority, Qra implemented nanoE™ X technology, Panasonic's patented air purification technology to create a safe environment and put shoppers at ease when shopping in Qra.

This implementation sees 60 units of Panasonic air-e ceiling mounted nanoE™ X generators installed across their outlets. Panasonic air-e ceiling mounted nanoE™ X generators create safer indoor breathing air - where shoppers can have a peace of mind when browsing through the aisles.

Panasonic nanoe™ X technology offers the benefits of hydroxyl radicals (also known as OH radicals) contained in water and has the capacity to inhibit bacteria, viruses, and other pollutants as well as deodorise odours. The nano-sized particles of nanoe™ X allow for deep penetration into soft furnishings like fabric, sofas, and carpets. nanoe™ technology is proven to effectively inhibit more than 99%* of novel coronavirus.



Neat installation of ceiling-mounted air-e nanoe™ X generator.



air-e nanoe™ X generator in frozen section.

At Qra The Five located in Damansara Heights, 20 units of Panasonic cassette air conditioners with nanoe™ X technology are installed to cool the entire indoor space with 360° wide air flow – providing a cool and comfortable environment for patrons and employees. With nanoe™ X technology, the cassette air conditioners also purify the air for better indoor air quality, elevating customer experience in Qra.



Cassette air conditioner installed in Qra The Five.

As a retailer, our team members and customers are our utmost priority, and we would like to do our best to provide a safe environment for them. We understand that Covid-19 will be with us for the foreseeable future, and as a business, we must continue to evolve and adapt to this new norm. Apart from our daily sanitizing protocols, we are glad that Panasonic nanoe™ X can provide another added layer of protection to our customers and team members,

says Tseng, Founder of Qra.

With plans for further expansion to bring more local and sustainable grocery products to consumers in Malaysia, Tseng expressed that they would continue to work with Panasonic to implement nanoe™ X technology in future outlets to deliver a safe and pleasant shopping experience for their customers.

Products Installed



air-e nanoe™ X generator (60 units)



Cassette air conditioner (20 units)

* Based on Panasonic verification test in collaboration with the Japan Textile Products Quality and Technology Center (QTEC), the virus titers of novel coronavirus (SARS-CoV-2) and its four variants (Alpha, Beta, Gamma, and Delta) were compared in a 45-liter test space with and without exposure to nanoe™. As a result, the test confirmed an inhibitory effect of more than 99% on all five types of viruses after two hours of exposure. Note that the verification results are based on the test in a closed test environment and not in a space actually in use.