

Is Shopping Safe in the Era of COVID-19?

If you're looking for a safe shopping experience this season, start by cleaning the dirtiest item you own: your phone

PHILADELPHIA, November 2020 -- [ChargeltSpot](#), the leading provider of cell phone charging stations for retailers, hospitals, stadiums, and other public venues, has launched a new ultraviolet (UV-C) sanitizing technology, which gives customers the ability to inactivate harmful viruses and kill bacteria living on their phones.

Cell phones are more integral to the shopping journey now than ever before. Technology enhancements designed to keep consumers safe, like virtual shopping, contactless checkout, and order pickup, all demand the use of a phone. And with research showing that the average cell phone is [10X dirtier than a toilet seat](#) and can carry up to [1 million harmful bacteria and viruses](#), ChargeltSpot saw cell phone sanitization as the missing piece in the effort to help keep stores and their guests safe.

The company's development of this UV-C solution came on the heels of the Coronavirus pandemic, which cemented health & safety as a top priority for consumers in brick and mortar retailers. According to a recent study by Deloitte, [51% of Americans are anxious](#) about shopping in stores this holiday season, and ChargeltSpot aims to help guests feel comfortable while visiting stores by cleaning the dirtiest items we own: our phones.

The innovation is designed to deliver a health benefit to guests who venture into physical retail destinations. The service, as with charging, is complimentary and is available in select retailers.

The upgrade itself takes the ChargeltSpot units you have seen before, and incorporates precisely-placed UV-C LEDs that emit germicidal light in every locker. The UV-C upgrade is designed to inactivate up to 99.9% of viruses and bacteria on all 6 sides of each phone, including SARS-CoV-2 (COVID-19). The sanitization process takes only 15 minutes.

This health-focused technology helps retailers serve a broader base of guests, namely those who may not need to charge up but primarily wish to sanitize their devices. The presence of the phone sanitizing technology is a visible, tech-forward demonstration from the store to its guests that it has gone to great lengths to create a safe shopping environment. In fact, once they introduced ChargeltSpot's UV-C technology, stores saw their overall store safety ratings jump significantly.

"We're thrilled to be able to support our clients by solving their most pressing issue. Retailers are grappling with how to operate their stores with health & safety as their top priority," said CEO Doug Baldasare. "Bringing UV-C sanitization to stores inside of our charging lockers enables them to create a health benefit for customers and team members."

ChargeltSpot's Research and Development team conducted extensive research into component materials, light refraction, and reflective coatings when developing their UV-C solution. The technology uses specialized transparent material that allows light to pass from the UV-C diodes directly to the phone surfaces, while UV-C blocking materials in locker windows inhibit light leakage to the exterior of the locker.

"It also symbolizes our commitment to our clients as a strategic partner that is constantly innovating on their behalf, especially in a time of need," said Baldasare.

About ChargeltSpot

ChargeltSpot® partners with the biggest brands in the world to elevate the in-store mobile experience for customers. In an ever-evolving retail environment, we deliver technologies to keep consumers powered up and germ free. Phone batteries die and phone surfaces are filthy. We solve both problems with an elegantly designed, phone charging and UV-C sanitizing solution. The magic happens behind steel lockers to ensure that phones are secure, enabling consumers to continue shopping with peace of mind. What's best, it's completely free to the consumer.

Our mission is to serve the market at scale, no matter when and where the need arises. Clients love us because when people charge, it's been empirically proven that they shop longer and spend more. Consumers love us for keeping their devices germ-free and saving them from their dying phones.

Founded out of The Wharton School and deployed in 42 states and four countries, ChargeltSpot serves top brands including Target, Nordstrom, Bloomingdale's, Under Armour, Banana Republic, GAP, Westfield Malls, and others.

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