



Media Information

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SHEDDING LIGHT ON THE FIGHT AGAINST DENGUE

With far north Queensland's community experiencing its worst ever dengue epidemic, mosquito control and disease prevention is forefront. In what can only be described as timely, is the Australia wide launch this week of an innovative, highly effective insect trap imported and distributed by Cairns based business, The Omega Group.

The Omega Group's Managing Director, Dennis Crossley has extensive overseas manufacturing and business contacts and has developed a portfolio of business innovations that the company imports and distributes throughout Australia.

It was on a business mission to China a year ago that Mr Crossley discovered the Neo Photo-Catalyst Insect Trap and while, the region was yet to experience its current dengue outbreak, was well aware of the dangers of mosquito born diseases and discomfort caused by mosquitoes, sandflies and midges.

The Neo-Photo Catalyst Insect Trap will hit the shelves of Australia's leading hardware and retail stores this week after an exhaustive 12 month re-design and testing phase in which the 'trap' was successfully re-engineered to meet all criteria to comply with Australian standards.

The Neo-Photo Catalyst Insect Trap represents new technology in Australia. Insects – even in the dark – can easily locate where a person is by sensing the carbon dioxide and heat they emit. Insects also react with extreme sensitivity when near ultraviolet rays and carbon dioxide. By emulating these conditions, the trap can decoy and capture insects in daylight or dark, and outdoors or indoors.

According to Mr Crossley, the free-standing trap is highly effective in keeping mosquitoes, sand flies, midges, moths and other insects at bay in a domestic and commercial environment. He cites many benefits that include low running costs (equivalent of two cents per day), no ugly zapping noises, no attracting Gecko's under a traditional "zapper", low noise emissions, scientific testing and environmental safety. Add to these, simultaneous purification of air and neutralization of odours. It also has an antibiotic effect by killing bacteria and suppressing its growth by the strong oxidization and decomposition capacity of the unit.

The upper part of the unit features a Titanium Dioxide plate which reflects the ultraviolet light emitted by the trap. The combination of the light with the Titanium Dioxide plate promotes the process of photo catalysis. This in turn, produces heat and Carbon Dioxide emulating a human being and luring insects into the trap. Also when small amounts of

sunlight or ultraviolet rays and organic matter are combined on the surface of the Titanium Dioxide plate, it purifies the air of unpleasant odours by sterilizing sundry bacteria through decomposition – thus cleansing the area.



From Left: Small Unit, perfect for bedrooms Large Unit for all-round protection

There are two portable traps available that cover and protect areas of 120 square metres and 60 square metres respectively. The units retail at \$99.95 and \$69.95

Mr Crossley says that in an ideal domestic scenario the larger units would be situated outside at either end of the building or property (in a darkened, patio area) with the smaller units used inside the house – for instance, underneath a child's bed, desk or dining table.

He is also passionate about the environmental friendliness of the unit pointing out there is no spraying of harmful chemicals or greenhouse gas propellants in to the atmosphere.

"I am wary of traditional high voltage zappers which simply cause the mosquito to explode on impact, atomizing and spraying blood and intestines in to the atmosphere to be breathed back in by adults, children and pets," he said.

While the tropical north comes to grips with its fight against dengue, scientists and health experts are predicting the current outbreak is only just beginning with the worst case scenario suggesting it will last two years while spreading through communities across the length and breadth of Australia. Other mosquito borne diseases, experts are concerned about are Ross River Fever, Murray Valley Encephalitis and Barmah Established in 1980, The Omega Group (NQ) has a diverse portfolio of businesses including Property, Product Import, Distribution & Marketing, Retail as well as Financial and Education Services.

With its base in Cairns, Far North Queensland, it has extensive contacts throughout S.E. Asia, China and Oceania.

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