

This Event Expert Pivoted His Business to Create a Line of Hand-Sanitizing Devices in Under Four Weeks

It's just another example of the coronavirus pandemic's ripple effects

By Madeleine Luckel

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A Puret  System product is subtly camouflaged here. Photo: Courtesy of CS Global

“Initially, it began from looking for solutions for ourselves,” CS Global’s founder Jonathan Reed says of his new [Puret  System](#). But while Reed’s company has delved into lighting and other such product launches before, creating a full line of touch-free hand-sanitizing and antiseptic-wipe pedestals—in addition to partitions—for our post-coronavirus world was a decidedly different avenue of business. After all, his company is used to staging events for the likes of Tom Ford and Est e Lauder.

“At the beginning of our quarantine, projects started getting pushed and pushed,” Reed says to AD PRO, adding that eventually his own staff and clients alike “realized [such events] likely wouldn’t be relevant for this calendar year.” As unfortunate as such a total drop-off of in-person gatherings clearly was, it also came with a small glimmer of a silver lining: Reed and his team were able to devote much of their resources to spearheading this new, and very timely, project.

“There was absolutely nothing in the marketplace,” Reed says of high-end hand sanitizer systems. And as client requests for this type of product kept rolling in, Reed and his team developed the line, which is aimed at corporate, retail, and hospitality businesses, in just under four weeks.

“We really worked collaboratively,” Reed notes, explaining that the team took feedback and assistance from everyone from interns to department heads. For some that meant working on compliance issues, while others focused on sourcing refills. But regardless of the specific task, it was an all-hands-on-deck approach, and one that allowed individuals to broaden their preexisting skill sets. A lot of research was also required to figure out which factories and facilities would be best able to produce these handmade domestic products. The fact that they were made of metal posed something of a challenge, as it required a fabrication method that Reed isn’t used to. It took “a lot of hours every day,” he says, to make these designs come to life on a warp-speed timeline.

So what’s next for Reed and CS Global? “We know social distancing will continue to be a challenge,” Reed says. “Any solutions that will help make people still feel connected in real life will be important.” Virtual events, including those in lieu of large conferences, are already one area on the rise. And of course, there’s more to be done on the Puret  System hand-sanitizing front. Soon, Reed hopes, it will be possible to make the line available outside the U.S., specifically in the U.K. and Asia.