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PRESS RELEASE FOR IMMEDIATE RELEASE

**Allergy Standards Limited (ASL) teams up with The University of Notre Dame's ESTEEM Program to foster innovation.**

DUBLIN, Ireland. (December 14, 2018) – Allergy Standards Limited (ASL) announced today that they are collaborating with [Sara Ciavarella](#) from the [University of Notre Dame's Engineering, Science, & Technology Entrepreneurship Master's \(ESTEEM\) Program](#) to identify and explore potential key internal innovation opportunities.

The ESTEEM Program is built on utilizing the technical skills of the students and supplementing them with a core business curriculum to develop a commercialization plan for a technology through a capstone thesis project. This thesis work performed by ESTEEM students is the cornerstone of the Program and it is through the capstone thesis project that Sara is collaborating with Allergy Standards.

Over her 11-month program, Sara will help ASL better understand their stakeholders through interviews and market evaluation. She will also work with the rest of the ASL team to enhance their online and communication experiences with their stakeholders by researching different technological approaches, developing a launch strategy, and creating a business forecast of the effects of these innovative initiatives.

*"I am delighted to have Sara work with me and the ASL team, in researching and developing our new services. Having an independent open minded approach and listening to our client needs, will enable us to augment the delivery of our world class science, certification and education, that are core to the ASL mission. Having the full back up Notre Dame University to assist Sara's work will be transformational. I look forward to launching these new offerings in 2019 and the added value they will bring to our clients." Said Dave Morrissey, ASL Chief Information Officer.*



## About Allergy Standards

Allergy Standards Limited (ASL) is an independent, global certification company, that creates scientific standards for testing a wide range of products and services to determine their impact on improving indoor air quality. ASL has designed a series of unique testing protocols and suitability specifications for products to achieve in order to be CERTIFIED **asthma & allergy friendly**<sup>®</sup>.

ASL's mission is to help people create the healthiest possible indoor environment through science, certification and education. <http://www.allergystandards.com/>