



## CASE STUDY

Plasma Air helps Lucky Dog Casino reduce odors and improve indoor air quality — resulting in zero odor complaints.

- Reduced Odors
- Partnered with Existing HVAC Provider
- Substantially Improved Air Quality

## Lucky Dog Casino

### BACKGROUND

Providing a safe and healthy environment is of critical importance for casino owners and operators as the market grows increasingly competitive with each passing year. Today's patrons have grown to expect a high level of air quality for a worry-free and comfortable gaming experience, leaving many smoker-friendly casino owners and operators with a major challenge. To remain competitive, these establishments must discover the perfect balance between safety and enjoyment to generate an environment that allows customers and employees to remain healthy.

### THE CHALLENGE

Lucky Dog Casino is located north of Shelton, Washington on the Skokomish Reservation and is wholly owned by the Skokomish Tribe of Washington State. Reservations are not subject to the strict smoking regulations enforced by the state government on non-tribal casinos. Given their exemption, the casino's operators must take into



consideration the health and comfort of all patrons, smokers and non-smokers alike, and provide their customers with a first-rate gaming experience that can remain competitive with smoke-free establishments.

Unfortunately, given the high volume of smokers within Lucky Dog Casino, the owners regularly received complaints regarding tobacco smoke and associated odors from both patrons and employees. Recognizing that customer satisfaction and employee comfort were of the utmost importance for their

business model, Lucky Dog sought out new and innovative solutions for managing and reducing the amount of tobacco smoke, odor and potentially harmful particulate matter throughout the building.

*“Since installing the Plasma Air system, we have received zero odor complaints from customers”*

- Peter Rob  
Director of Operations

## THE SOLUTION

After vetting multiple companies that offer air purification solutions, Lucky Dog Casino decided to deploy Plasma Air's air purification system to neutralize cigarette smoke particulate and associated odorous Volatile Organic Compounds (VOCs). In anticipation of their working together, Plasma Air performed a site inspection and evaluation free-of-charge, and offered to partner with Lucky Dog's existing HVAC service provider to install a custom solution consistent with the facility's long-term needs.

Plasma Air's innovative solution utilizes the natural process of bipolar ionization to reduce both harmful toxins and unpleasant odors without masking these odors with perfumes or using toxic ozone systems. As air passes over the ionization tubes, millions of ions are created, which travel through the duct system and out onto the gaming floor to attack odorous VOCs and harmful pollutants on a molecular level. Working with the existing HVAC system, the Plasma Air ionizers were quickly and easily installed. Four model 51F and three model 201E ionization systems were installed, one in each of the casino's seven Roof Top Units (RTUs).

## THE RESULTS

Upon installation of Plasma Air's ionization technology, complaints regarding cigarette smoke and odors literally ceased, and employees reported a higher level of comfort during their shifts. Now gaming in a healthy environment, smoking and non-smoking patrons extended their stay at Lucky Dog. As Peter Robb, Director of Operations at Lucky Dog Casino, explained, “Since installing the Plasma Air system, we have received zero odor complaints from customers. Our employees also noticed an immediate improvement in air quality, stating that their clothes no longer smelled of smoke after the workday. My advice to other casinos looking for an air quality solution? Talk to Plasma Air first, and you'll see quickly that others don't even come close.”