Air Purifiers
What is an Air Purifier?

An air purifier (or air cleaner) is a machine designed to remove pollutants or particulates from indoor air.

Why does the air need purifying?

Studies indicate that indoor air can be up to 5 times more polluted than outdoor air*. Combined with the fact that many people spend up to 90% of their time indoors, it starts to become clear why the quality of indoor air is so important.

*Environmental Protection Agency
What do Air Purifiers remove?

There are many factors that contribute to poor indoor air quality. Some of the most common pollutants include:

- Mould spores
- Fungi
- Dust mites
- Chemicals (VOCs)
- Pollen
- Germs
- Viruses

These all contribute to many of the allergies and respiratory illnesses we suffer from today.
What do Air Purifiers remove?

VIRUSES
Flu is spread when you are exposed to droplets in the air that contain the flu virus*. The risk of viruses spreading during the winter increases significantly as houses have become better insulated and people spend more time indoors.
*Source: http://www.webmd.com/cold-and-flu/flu-guide/what-is-flu

DUST & DUST MITES
Just 437 grains of dust contain nearly 42,000 living dust mites. Each mite is expelling 20 fecal pellets every day into the air you breathe.*
*Environmental Protection Agency

MOULD & MOULD SPORES
Mould is an underestimated cause of misery for many allergy sufferers. Tiny mould spores are created in a damp, unventilated environment and become airborne. As a result, these harmful particles are inhaled and cause a variety of respiratory problems and can even lead to panic attacks.
*Source: http://www.healthy-house.co.uk

PET DANDER
Pet allergies can range from mild symptoms to quite debilitating conditions that can even be triggered by going into a house where a cat used to live. Symptoms can range from wheezing and asthma to allergic rhinitis or a skin rash caused by contact with the pet. Specialist doctors estimate that up to a third of people with allergies are sensitive to pets, birds and other animals*.

POLLUTION
Researchers have found that young people growing up in homes within 500 metres of a major road suffer significant damage to their lungs from exhaust fumes*. It is therefore important to reduce the risk of pollution as much as possible especially within the family home.
*Source: Study by the University of Southern California.

ODOURS
Odours can be created by a variety of items throughout the home. Many of these are unpleasant and can linger for a period of time.

POLEN
The most common allergens are pollen from trees and grasses, house dust mites and moulds.* An allergy to these substances can cause anything from a runny nose, itchy eyes and palate to a skin rash.*
*Allergy UK

GERMS
Germs are transferred in a number of ways and many are airborne. They can be transferred from one human to another by coughing, sneezing and even laughing.

OTHER ALLERGENS
There are many other allergens that are present.
Benefits of purified air

Allergies and respiratory illnesses are a real growing concern in today's environment. Allergies and poor indoor air quality can severely affect you and your family's health and well-being. Using a Fellowes Air Purifier can actively reduce the number of harmful airborne particles and help prevent allergies and illnesses.
Why Purify Air In The Office?

- **Air Vents:** Central air systems can become breeding grounds for mold, mildew, and other sources of germs, which can then distribute these contaminants throughout an office.¹
- **Floating Dust:** One ounce of dust contains nearly 42,000 living dust mites. Each mite is expelling 20 fecal pellets every day into the air you breathe.¹
- **Office Divider Walls:** Divider walls can become magnets for allergens such as dust and pollen.¹
- **Office Chemicals (Ink etc.):** Odors from felt markers, inks, glues, correction fluid, toner from copiers and other office chemicals can emit vapors at room temperature that over time can cause symptoms similar to inhaling formaldehyde.¹
- **Furniture:** Formaldehyde is found in furniture, particleboard, plywood, and many other products. As it deteriorates, formaldehyde gives off vapors that can cause sensitization and irritation of the eyes and respiratory system, even at low levels.¹
- **Upholstery:** Dust particles on upholstered furniture can contain textile fibers, decomposing insect parts, pet dander and the flakes of human skin - all of which are released into the air anytime anyone sits down.²
- **Carpet:** Carpet can hold 8 times its weight in dirt, pesticides and other toxins (such as automotive fluids from parking lots and lawn pesticides) brought in on shoes and even bare feet. When dry, these toxins become undetectable airborne particles.¹
- **Wood Floors:** Engineered wood flooring often uses adhesives containing formaldehyde which eventually becomes airborne chemical vapors.¹

¹Environmental Protection Agency
²American Lung Association
Statistical Insights

• The EPA ranks indoor air pollution among the top 5 environmental risks to public health.¹
• Up to 20% of Australians are affected by the influenza virus each year.²
• Sick employees cost the economy $28 Billion in lost productivity each year.³
• Sick Building Syndrome (SBS) is estimated to cost the Australian economy $12 Billion each year.⁴
• The CSIRO estimates that the cost of poor indoor air quality in Australia may be as high as $12 Billion per year.⁵
• More than 20% of Australians spend >48 hours at work each week, and 60% do not take regular holidays.⁶
• In some cases indoor air can be 100x more polluted that outdoor air – both in the home and office.⁷

¹ EPA Website  
³ CRCCare Fact Sheet 9 – Indoor Air Quality” http://www.crccare.com
⁵ Australian Work and Life Index, prepared by the University of South Australia’s Centre for Work Life
⁶ www.dosomething.org
The Air purifier category is still in its infancy in Australia. There is a distinct lack of data available but we can see it is starting to be marketed to the Australian consumer across various channels of distribution. Importantly, we can also leverage data from other markets that give us an insight into the local potential of the category.

US STATISTICS ¹:

- Category is worth an estimated $233,000,000
- Air Purifier Category is up 6.3% 12 ME June ‘12 vs. 12 ME June ‘11 in dollars
- Air Purifier Category is up 34.8% 12 ME June ‘12 vs. 12 ME June ‘11 in units

It is a significant category with a strong growth trajectory.

¹ NPD Group, 12 ME June 2012 * Excludes Walmart
As you can see from the chart below there are THOUSANDS of global and local monthly searches in this category, indicating it is a high involvement purchase.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Competition</th>
<th>Global Monthly Searches</th>
<th>Local Monthly Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>air purifier</td>
<td>High</td>
<td>623,000</td>
<td>27,100</td>
</tr>
<tr>
<td>air purifiers</td>
<td>High</td>
<td>450,000</td>
<td>18,100</td>
</tr>
<tr>
<td>air purifier australia</td>
<td>High</td>
<td>1,300</td>
<td>1,300</td>
</tr>
<tr>
<td>buy air purifier</td>
<td>High</td>
<td>4,400</td>
<td>320</td>
</tr>
<tr>
<td>air prufier</td>
<td>-</td>
<td>28</td>
<td>-</td>
</tr>
<tr>
<td>costco air purifier</td>
<td>Medium</td>
<td>1,900</td>
<td>22</td>
</tr>
<tr>
<td>big w air purifier</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>harvey norman air purifier</td>
<td>Medium</td>
<td>320</td>
<td>260</td>
</tr>
</tbody>
</table>
The Fellowes AreaMax™ Air Purifiers use a combination of the most effective filtration and cleaning methods as part of a 4-Stage filtration process to remove 99.97% of airborne pollutants and particles down to 0.3 microns in size.

This level of performance combined with a feature set and interface design for any indoor environment, makes it the perfect clean air solution.
AreaMax™ Air Purifiers

Maximum protection for the air you breathe.

AeraMax™ DX5 Air Purifier
Recommended for rooms up to 8m²
(Equivalent to a child’s bedroom)

AeraMax™ DX95 Air Purifier
Recommended for rooms up to 28m²
(Equivalent to a shared living space or office space for 3-5 people)
Innovative features

- **Four-Stage Purification System** captures 99.97% of airborne particles as small as 0.3 microns.

- **AeraSafe™ Antimicrobial Treatment** built-in protection from the growth of odour causing bacteria, mildew and fungi on True HEPA filter.

- **AeraSmart™ Sensor** monitors the air quality & automatically adjusts the fan speed to keep your air purified. Blue, amber and red lights indicate the purity of your air.

- **Aera+™ Mode** is designed for peak allergy conditions & increases air flow by up to 50%* compared to lowest speed setting.

- **Filter Change Indicators** let you know when it’s time to replace your filters.

*DX95 – 50% increased air flow. DX5 – 35% increased air flow
It's the Fellowes 4-stage filter system that makes the difference...
4-Stage Filter System

01 Carbon Filter
Carbon Filter removes odours and captures large airborne particulates.

02 True HEPA Filter
True HEPA Filter captures 99.97% of particles and impurities as small as 0.3 microns, including mould spores, germs, viruses, pollen, chemical vapours (VOCs), dust mites, most airborne microbes and allergens.

03 AeraSafe™ Antimicrobial Treatment
AeraSafe™ Antimicrobial Treatment Built-in protection from the growth of odour causing bacteria, mildew, and fungi on the True HEPA filter.

04 PlasmaTrue™ Technology
PlasmaTrue™ Technology safely removes airborne pollutants at the molecular level, instantly neutralising viruses and germs in the air.
4-Stage Filter System

**Easy filter change**

Side drawer with built in grip handle allows for easy access to change the filters on the DX55 and DX95 models. The DX5 requires the back panel to be removed for simple filter replacement.

**Filters**

- **True HEPA Filter**
  - 12 months
  - New

- **Carbon Filter**
  - 3 months
  - New

Image representative of filter change in DX55 and DX95 models.
AeraMax™ DX5 Air Purifier

**PlasmaTRUE™ Technology** creates an ionized field to help safely remove airborne pollutants.

**Filter Change Indicators** let you know when it is time to replace your Carbon and True HEPA filters.

**User friendly touch screen** effectively communicates machine performance.

**True HEPA** filter captures 99.97% of airborne particles as small as 0.3 microns, including pollen, ragweed and other allergens, dust mites, mold spores, pet dander and cigarette smoke.

**Ultra quiet** operation

**Built-in Handle** for easy portability.

**AeraSafe™ Antimicrobial Treatment** – built-in protection from the growth of odor causing bacteria, mildew and fungi on True HEPA filter.

**Aera+™ Mode** is designed for cold/flu and allergy conditions. Increases air flow by 35%* to remove viruses, germs and allergens from your air.

**AeraSmart™ Sensor** monitors the air quality & automatically adjusts the fan speed to keep your air purified. Blue, amber and red lights indicate the purity of your air.

**Fan Speed Indicator** lets you manually adjust fan speed setting – low, medium, or high.

Effectively purifies air in rooms up to 10 squares metres.
AeraMax™ DX95 Air Purifier

PlasmaTRUE™ Technology creates an ionized field to help safely remove airborne pollutants

Filter Change Indicators let you know when it is time to replace your Carbon and True HEPA filters

User friendly touch screen effectively communicates machine performance

True HEPA filter captures 99.97% of airborne particles as small as 0.3 microns, including pollen, ragweed and other allergens, dust mites, mold spores, pet dander and cigarette smoke

Ultra quiet operation

Built-in Handle for easy portability

AeraSafe™ Antimicrobial Treatment – built-in protection from the growth of odor causing bacteria, mildew and fungi on True HEPA filter

Aera+™ Mode is designed for cold/flu and allergy conditions. Increases air flow by 35%* to remove viruses, germs and allergens from your air.

AeraSmart™ Sensor monitors the air quality & automatically adjusts the fan speed to keep your air purified. Blue, amber and red lights indicate the purity of your air. reduction.

Fan Speed Indicator lets you manually adjust fan speed setting – low, medium, or high

Adjustable louvers help direct air flow

Easy Grip Side Drawer for quick filter change

Effectively purifies air in rooms up to 30 squares metres
AeraMax™ Carbon & HEPA Filters

- Effectively removes 99.97% of viruses, mold, bacteria, pollen and odors
- Recommended to be changed every year under normal usage.

- Carbon filter effectively collects chemical vapors and odors.
- Recommended to be changed every 3 months under normal usage.

<table>
<thead>
<tr>
<th>Part Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9324001</td>
<td>FELLOWES® AERAMAX™ DX5 CARBON FILTER</td>
</tr>
<tr>
<td>9287001</td>
<td>FELLOWES® AERAMAX™ DX5 HEPA FILTER</td>
</tr>
<tr>
<td>9324101</td>
<td>FELLOWES® AERAMAX™ DX55 CARBON FILTER</td>
</tr>
<tr>
<td>9287101</td>
<td>FELLOWES® AERAMAX™ DX55 HEPA FILTER</td>
</tr>
<tr>
<td>9324201</td>
<td>FELLOWES® AERAMAX™ DX95 CARBON FILTER</td>
</tr>
<tr>
<td>9287201</td>
<td>FELLOWES® AERAMAX™ DX95 HEPA FILTER</td>
</tr>
</tbody>
</table>
Living with allergy and asthma symptoms can really affect how people go about their daily lives. That’s where a Fellowes AeraMax™ Air Purifier can help. Allergens are airborne, so it’s important to purify the air in your home and remove the particles that cause so much misery and suffering for allergy sufferers.

01 Allergy sufferers
Who benefits?

There is nothing worse than a family member suffering from an illness such as flu. In fact, it can spread and affect the whole family leading to sick days off school or work. A Fellowes AeraMax™ Air Purifier can help fight against flu and other viruses by removing airborne germs and viruses from their homes.

02 Cold and flu sufferers
Who benefits?

Pet owners love their pets but they do produce dander and dust which can cause harmful allergies and unpleasant odours. So there is a real emotive factor to purchase a Fellowes AeraMax™ Air Purifier to help create a healthy home by removing these harmful particles from the air.

03 Pet owners and familys
Who benefits?

People who live in a city or urban area have to face pollutants, dust and grime on a daily basis. A Fellowes AeraMax™ Air Purifier can help to make sure that they come home to a clean, healthy environment regardless of the pollutants they may face outside.

04 City dwellers
Who benefits?

Recent research shows that 69% of employees describe their office environment as unhealthy.* Viruses, bacteria, unpleasant smells, allergens and other harmful airborne particles all contribute to illness and absenteeism. A Fellowes AeraMax™ Air Purifier can help to remove these particles from shared air and breathe new life into a workforce.

*Dynamic Markets research on behalf of Fellowes, 2013

05 Office Workers
Who benefits – Vertical markets

Schools can be a breeding ground for germs, viruses and bacteria. Many of these are airborne, so it’s important to use a Fellowes AeraMax™ Air Purifier to purify the shared air and remove the particles that can lead to illness and disease spreading.

06 Education sector
70% of the general public are concerned with the quality of the air they breathe in their doctor’s waiting room*. By purifying the shared air and removing the harmful particles that spread illness and disease with a Fellowes AeraMax™ Air Purifier, there can be real health benefits to be found.

*Arkenford research on behalf of Fellowes, 2013
A Vet’s job is to protect people’s pets but dogs, cats and even parrots do produce dander and dust which can trigger allergies. They can help to create a healthy environment in their Practice by removing these harmful particles from the air with a Fellowes AeraMax™ Air Purifier.
Available Assets

- Web banners
- Print Ads
- Microsite
- Product Videos
Other Promotional Support

- Within Professor Ergo all assets will have Zone 4 edited to include ‘Environmental’. This will encompass Air Purifiers.
- Assets include; microsite, web banners, EDMs, print ads, pull up banners, catalogue ads (where applicable) and much, much more!
FAQs

Does the air purifier come with filters?
Yes, the machines come with 1 x True HEPA Filter, and 1 x Activated Carbon Filter.

How often should the filters be replaced?
Under normal usage conditions, the carbon filter will need replacing every 3 months, and the True HEPA after 12 month. Remember – the machines will notify you when the filters need changing.

Do air purifiers cost a lot to run?
The Fellowes AreaMax™ air purifiers are extremely energy efficient, using just 6 watts on the lowest fan speed. The intelligent auto mode ensures the unit only operates at a fan speed that reflects the quality of the air in the room, monitoring it in real time and adjusting the fan speed accordingly. For the most cost effective and beneficial results, they should be switched on and left on 24/7. It is estimated that the annual running cost on the lowest fan speed would be $20.

Are air purifiers noisy?
The decibel level will vary depending on the fan speed, but when left on continuously the unit will more than likely spend a lot of time on the lower settings and maintain a a level of improved indoor air quality.

How many air purifiers do I need?
The recommended room size for the air purifiers are calculated and verified by AHAM (Association of Home Appliance Manufacturers), based on the fan speed and size. When used within a recommended room size, the air purifier will circulate the air within that room approximately 5 times per hour. If the air purifier is placed within a larger area, the air purifier will still be effective in filtering the air, but for optimal results, stay as close as possible to the recommended room size.

Where should the air purifier be placed?
If you are aware of a source of air pollutants then please place the air purifier nearby. If the air quality is particularly poor during the night, it might be wise to place the air purifier in or near a bedroom. However, as long as the room is close to the recommended room size, the positioning should not impact the performance of the unit as the air will be circulated as it is filtered.