

ideal.

HEALTH

Sales Guide

Important information
for market success

At home or
at work.

You need ideal
air indoors



Indoor air: what's is all about?

1 The air indoors is full of pollutants: Small particles such as pollen, dust or gases and odours.

2 On average, we spend about 90 per cent of the day indoors and breathe in these pollutants.

3 Substances that we breathe in cause harm to the body, lead to a lack of well-being and chronic illnesses.

4 Airing a room yourself, depending on the location (town, street, etc.) often simply leads to new pollutants or particles entering the room.

5 Air purifiers eliminate pollutants and create clean and healthy air.

6 With air humidification, you can maintain the humidity of the air at an optimal level of between 40-60% and avoid the unpleasant effects of dry air.

Quotes

Pollutants in indoor air pose a particular risk if a person's defences are lowered, such as during a period of recovery following an illness. Good quality air is particularly important in rooms where babies, children, pregnant women, old and ill people and people suffering from respiratory problems live.

Source: raumluft.org

According to a report from the European Environmental Agency, Brussels particulates cause around 430,000 premature deaths every year in the EU.

Source: derstandard.at

Air purifiers filter the air and, in doing so, lower the amount of pollutants in the air and give allergy sufferers the opportunity to breathe freely again. But the devices also filter out allergens such as mite faeces or animal-related dust. There are many reasons why we have made the air purifier the focus of this book.

Source: Climate + Indoor air 4/2014

Air purifiers and combined devices rid the air indoors of almost 100% of pollutants.

Cleaned and
ideal air indoors
(at least 99.97%)

Overburdened indoor
air is sucked in

Overburdened indoor
air is sucked in



Which pollutants are eliminated?



Dust particles

- + Household dust (fibers, etc.)
- + Particulates
- + Aerosols



Micro-organisms

- + Pathogens
- + Viruses & bacteria
- + Mold spores



Allergens

- + Pollen
- + Household dust (mite allergens)
- + Animal hair allergens



Chemistry

- + Formaldehyde
- + VOC, gases, chemical vapours
- + Volatile substances (cleaning products, etc.)
- + Odors (Furniture, carpets, building materials, etc.)



Odors

- + Kitchen odors
- + Cigarette smoke
- + Chimney odor

Polluted indoor air

Clean indoor air



Air purifiers: A blessing for allergy sufferers.

Susanne

Suffers every spring from hay fever: She wakes in the night due to her allergic symptoms, is tired throughout the day and suffers with poor concentration and irritation.

“Thanks to the air purifier, I can once again sleep through the night during the pollen season”



Which groups of customers need air purifiers or air humidifiers?

- + Companies with office rooms
- + Companies / facilities / private flats in large cities with high levels of particulates-based pollution
- + Hotels
- + Doctors' offices
- + Massage/Physio practices
- + Fitness studios
- + Wellness areas (saunas, etc.)
- + Restaurants and eateries
- + Smoking rooms
- + Lounges
- + Kindergartens/nurseries
- + Hospitals
- + Nursing homes
- + Schools
- + Allergy sufferers or asthma sufferers
- + Health-conscious people
- + Families
- + Fitness-focussed people
- + People with respiratory illnesses

Air purifiers: Combating particulates in the office.



Martin

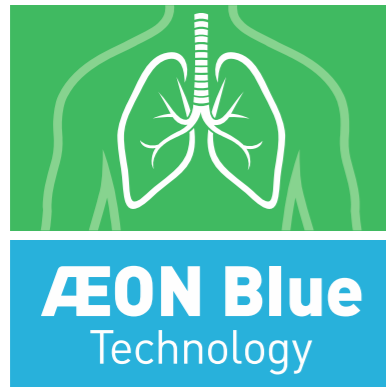
Always had problems with respiratory illnesses: coughs, sneezing, sinusitis.

“Since I’ve had an AP15 in my single office, the problems have reduced considerably.”





Highly-effective filtering system
in IDEAL AP models.
And what's behind it?



AEON Blue technology: The cutting edge of technology. Clean air in 6 steps.

Highly-effective cleaning system

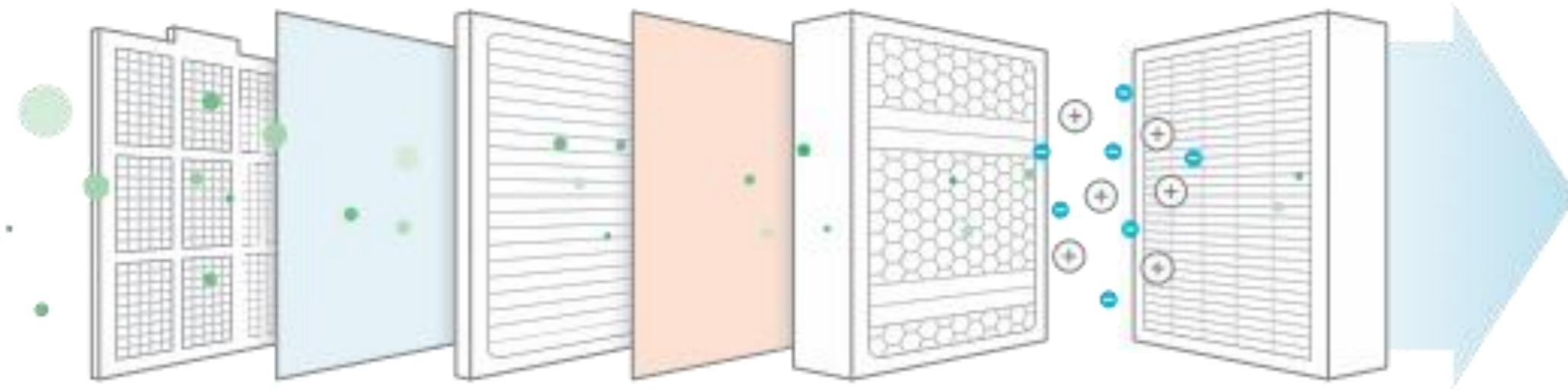
AEON Blue cleans indoor air more effectively than almost any other air purifier. It combines 3 main functions in one compact device:

1. HEPA cleaning (H13)
2. Activated carbon cleaning
3. Plasma air cleaning

Our pros compared with competitors' products

- + A better-performing, high quality filter system
- + Very low energy usage
- + Super-silent operation
- + Excellent air circulation
- + Innovative features smartphone app

Several steps towards clean air.



1 Prefilter

Filters larger particles such as dust, lint and hair from the air – extends the life cycle of your HEPA filter.

2 CleanCel®

The plastic material inside the devices is equipped with an antimicrobial additive based on silver ion technique.

3 HEPA fine dust filter

Highly effective filter with 99.97% filtration efficiency for particles of a size of 0.3µm.

4 High-performance activated carbon filter or carbon anti-odour filter

Removes various odours and harmful gases such as e.g. tobacco smoke, ammonia, acetaldehyde, formaldehydes, toluol, VOCs, and others.

5 PlasmaWave™

Optionally selectable function for the neutralisation of pollutants, bacteria, viruses and mould spores at molecular level.

6 MedShield (AP40 /AP100)

The antimicrobial coating of the filter kills 99.9% of the pathogen viruses, bacteria or mould spores.

Ozone-free, effective against viruses

PlasmaWave® produces positive and negative ions in an optimal ratio that form hydroxyls together with hydrogen from the humid air.

These hydroxyls neutralize and destroy viruses such as influenza, bacteria, chemical compounds, toxins and odors on a molecular level.

PlasmaWave® cleans indoor air in the same manner as nature cleans the air. PlasmaWave® was certified as being free of ozone.



Air purifiers: Remove odours. Also from textiles.



Adam

Who hasn't had the following problem:
You head to the pub after work and you
leave with your suit smelling of
cigarette smoke.

“Hang it over the air purifier over night
and the smell will be almost completely
diminished. That saves you from having
to wash it.”



The ideal air purifier

Powerful technology, function and design. They are some of the most efficient machines on the market and offer an optimal price-performance ratio.



Product benefits.



Low power consumption

Energy-efficient operation with very low power usage (approx. 4W on the lowest level).



Super-silent operation

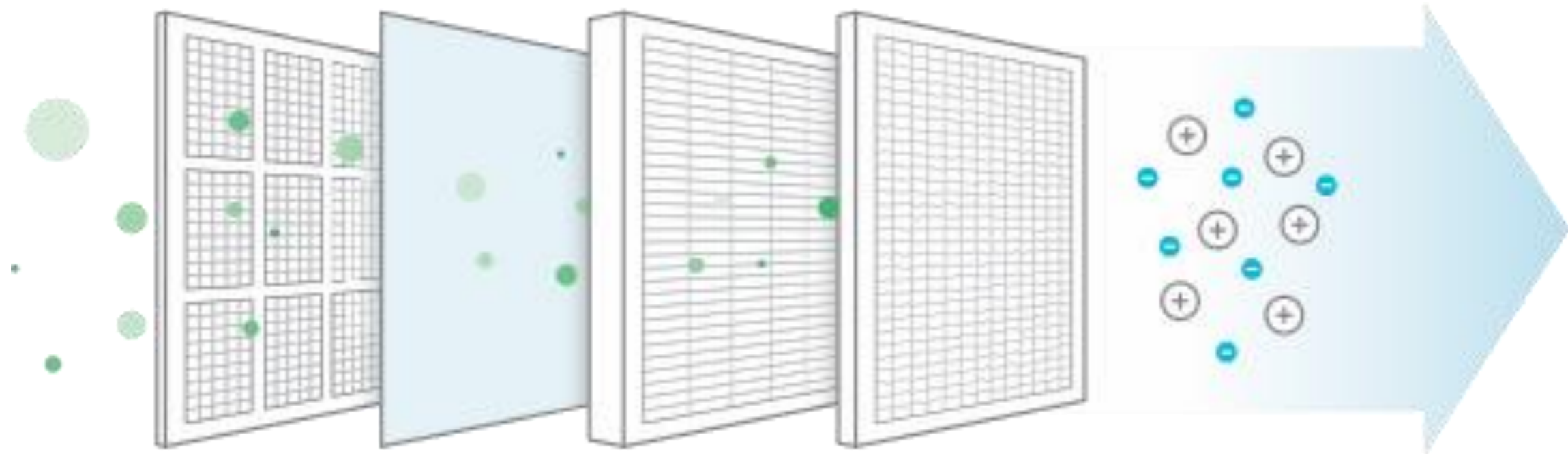
Exceptionally low levels of noise during operation make the ideal. air purifier stand out (26 db(A) at the lowest level).



Optimized for your rooms

Available in five sizes: for average room sizes, optimized at 150 f², 300 f², 400 f², 450 f² and 1,000 f².

The filter box: AP15 / 30 / 45



Prefilter

CleanCel®

HEPA fine dust filter

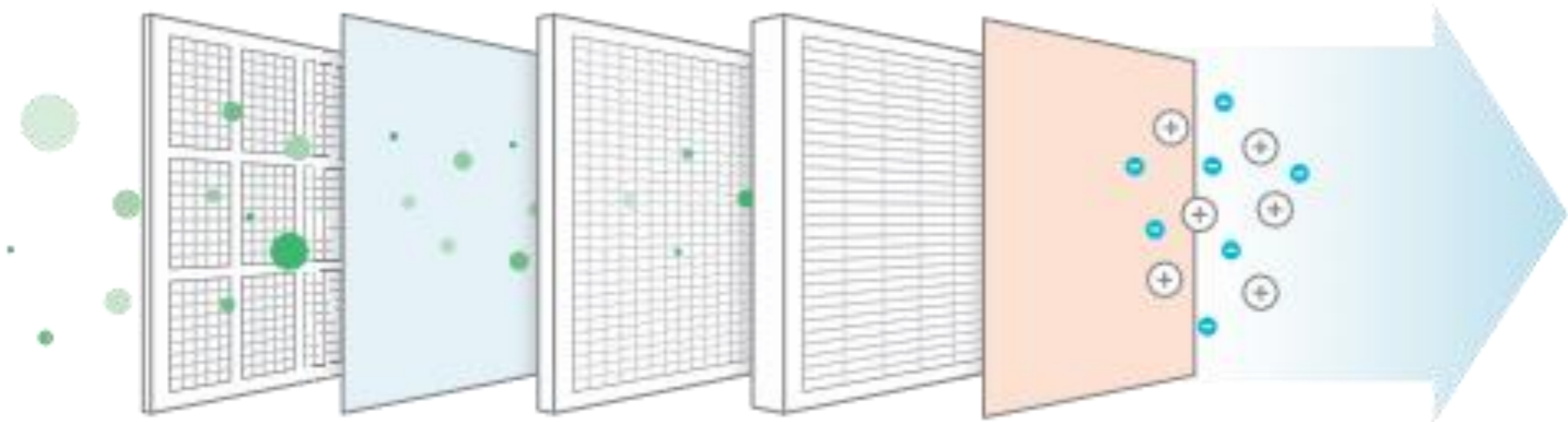
Carbon odor filter

PlasmaWave®

OptiFlow technology
(optimal indoor air circulation)



The filter system: AP40



Prefilter

CleanCel®

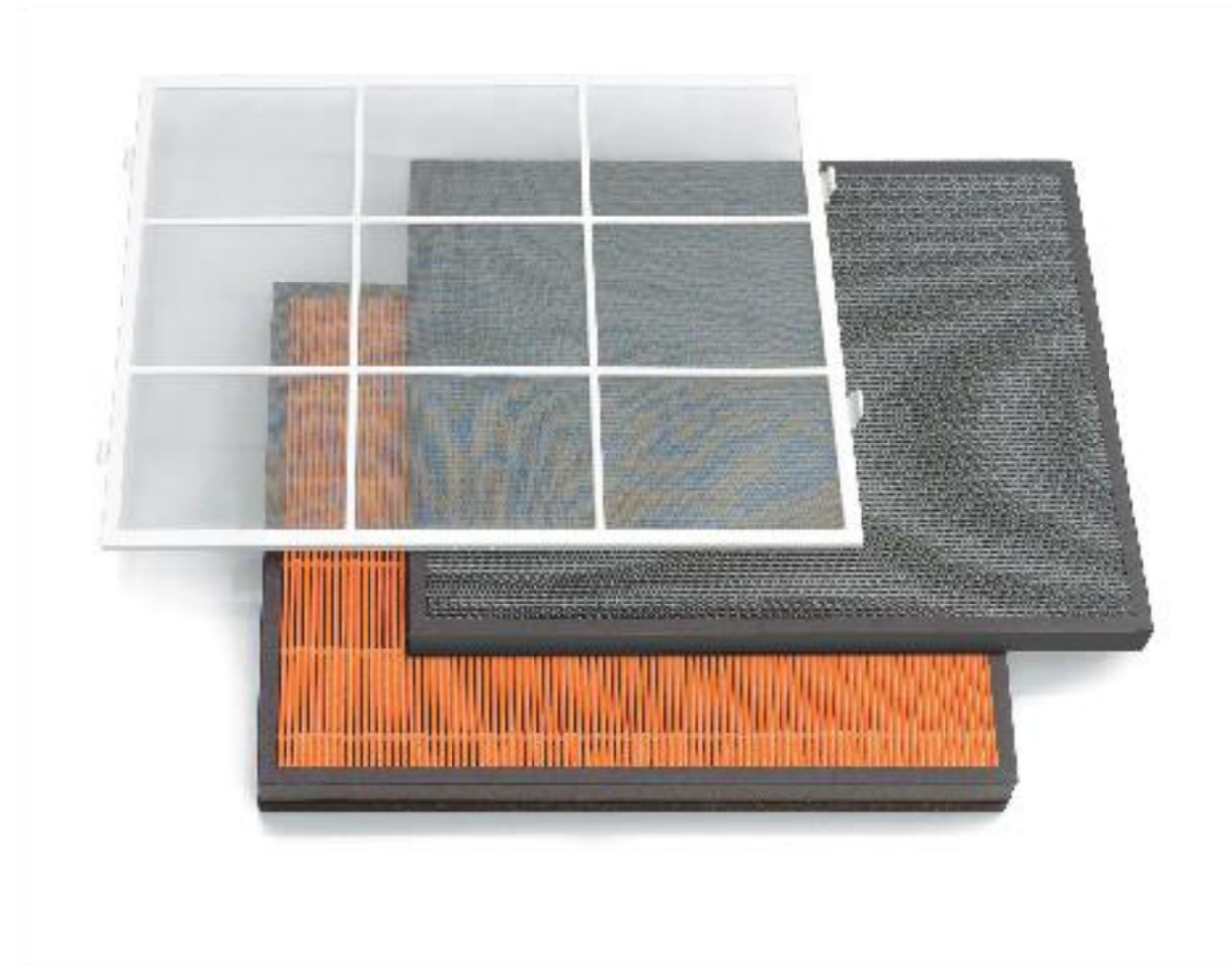
Carbon odor filter

HEPA fine dust filter

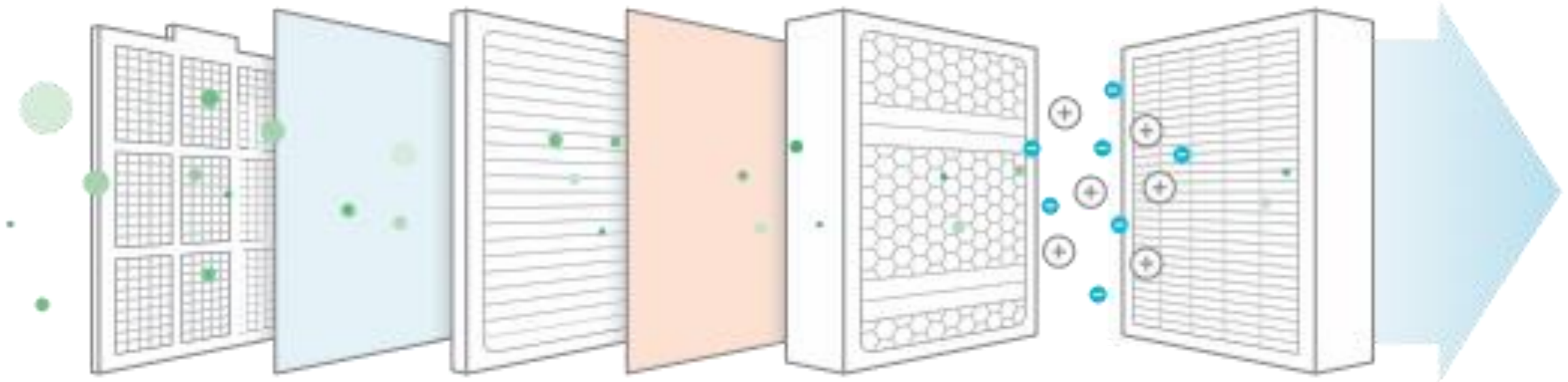
MedShield

PlasmaWave®

OptiFlow technology
(optimal indoor air circulation)



The filter system: AP100



Prefilter

CleanCel®

PM 2.5 Filter

MedShield

High performance activated
carbon filter

PlasmaWave®

HEPA fine dust filter

OptiFlow technology
(optimal indoor air circulation)



Air purifiers: For a healthy lifestyle



Steffen

Health is exceptionally important to him. He goes to the gym, buys only organic food and visits an alternative health practitioner...

“Do I need an air purifier? In a city apartment located in west Stuttgart? Of course! And I think it’s cool when my friends ask me about it.”



Features. Function. Benefits. AP Models



Light sensors

Switch the devices to whisper-quiet night mode.

Air sensor(s)

Measures particles or gases and determines the air quality.

Variable device performance

Speed of airing can be regulated automatically or manually at 4 levels.

High-quality displays

Indicate the air quality in the room as well as the operation status.

Automatic mode

Automatic and intelligent control of device functions.

PlasmaWave®

Selectable functions for neutralising pollutants, bacteria, etc.

Smartphone App

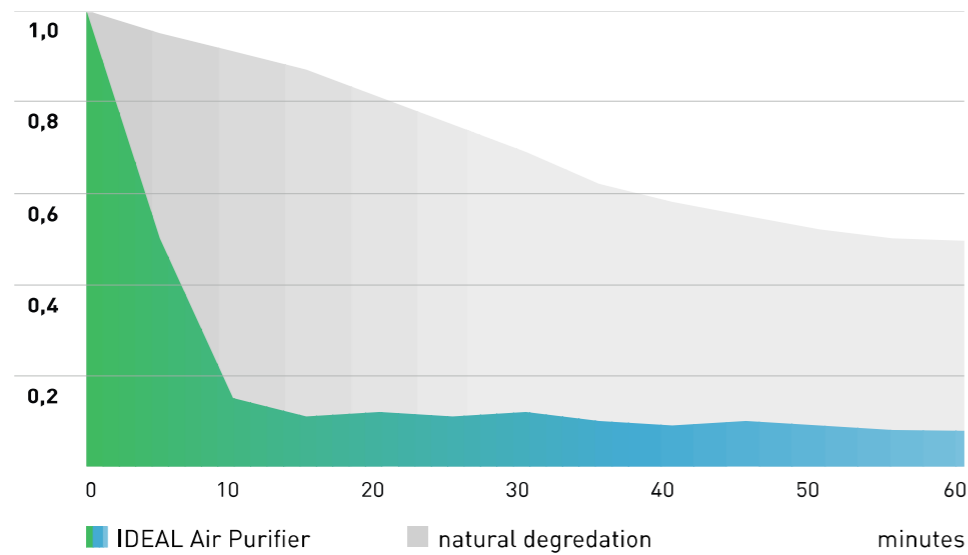
ideal. AP100 with free app.



Performance information

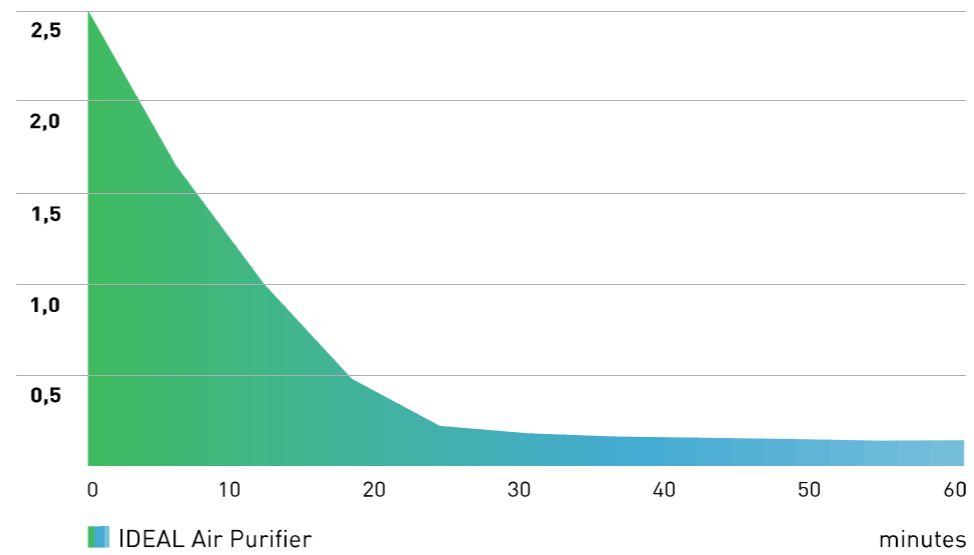
Elimination of Bacteria and Mould

in CFU per litre air



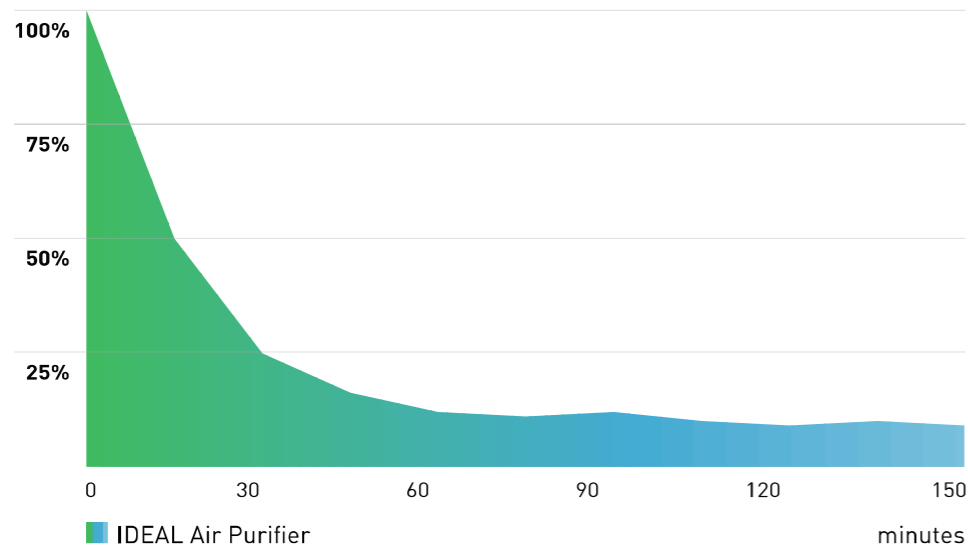
Elimination of Pollen

in Mio Particle per litre air



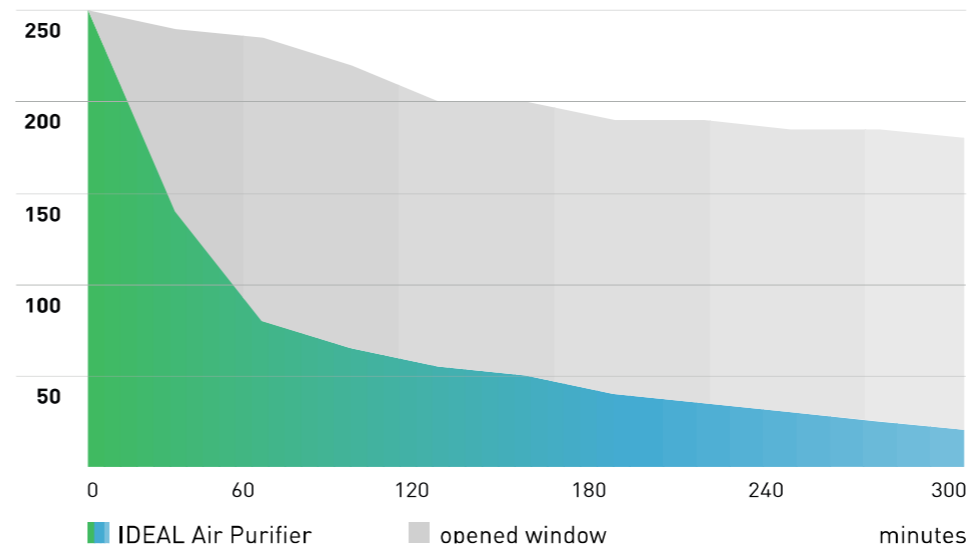
Elimination of Formaldehyde

in ppm



Elimination of Smoke and Odour

Concentration in mg per m³



Air purifiers: Combat odors.



Heather

A lot of cooking takes place in the hotel restaurant. This often leads to bad or unpleasant odors.

“I was surprised. It works incredibly well. Just turn the air purifier on and the food odors disappear.”



Air purifiers: Prevent poor air quality in the office



Bernhard

In an office with 5 people there is never an agreement on the topic of whether the windows should be open or closed. This leads to poor air quality and “stress amongst colleagues”.

“I didn’t want to have to deal with it anymore. Since we have had the AP45 working every day, the drama has finally come to an end.”



Product benefits.



AP15 / 30 / 45

- + Outstanding purifying performance
- + Outstanding against odors

= Excellent air purification



AP40 / 100

- + Outstanding purifying performance
- + Outstanding against odors
- + Antimicrobial equipment (MedShield)

= Best possible air purification, even in medical facilities



Our ideal model: Nature

For clean indoor air look no further than
MBM for an ideal. air purifier.

Developed in nature's image.

MBM
CORPORATION

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