

Home Sweet Comfortable Home

The Facts About Home Air Purification

The Environmental Protection Agency (EPA) says levels of air pollution *inside* your home can be two to five times higher – and occasionally as much as 100 times higher! – than outdoor levels. But with so many types of home air purifiers on the market today, how does a consumer “clear the air” to understand which type of product is best for them? Contrary to popular belief, not all air purifiers are ozone-emitting units. The truth is – *not all air purifiers are created equal.*

With a range of effective, affordable and easily portable True HEPA, HEPAClean (HEPA-type performance) and QuietClean (Electrostatic iFD™ Filter Technology) home air purifiers, Honeywell helps consumers bring outdoor freshness indoors!

Some quick facts:

Research conducted with physicians from the American Academy of Allergy, Asthma and Immunology (AAAAI) showed the following:

- 87 percent of physicians perceive True HEPA filtration (99.97% efficiency) and HEPA-type filtration (95-99% efficiency) as the most effective air purification system.
- Of the doctors who recommend a specific brand, 70% recommend Honeywell products.
- The Association of Home Appliance Manufacturers (AHAM) has developed an industry standard called Clean Air Delivery Rate (CADR) to standardize room air cleaner performance. Unlike some manufacturers' products not rated for room air cleaning, all Honeywell air purifiers adhere strictly to this standard and have some of the highest CADR ratings in the industry.
- Honeywell offers high performing, AHAM-certified products in new styles and low maintenance.
- Some products are even Energy Star-rated – so you can run them for about the same cost as a 40 watt light bulb.
- Permanent washable or vacuum-able filters mean no landfill waste and less maintenance expense for consumers!

Types of Air Purifiers:

Honeywell Product Name	Type	Description	Best For
TrueHEPA	True HEPA	<ul style="list-style-type: none"> • The gold standard in air purification continues to be products that feature True HEPA filtration. True HEPA filtration is a mechanical system that utilizes a fan to draw the air in from the room and force it through a glass fiber HEPA paper filter air purifiers are 99.97 percent efficient at removing microscopic particles (as small as 0.3 microns in size) • HEPA filters are available in both permanent and replacement options, so consumers can choose which type works best for them. The filter is vacuum-able for easy maintenance, recommended every three months. Plus, there's no landfill waste! • True HEPA air purifiers <u>do not use ionization to remove particles from the air so ozone is not emitted from the filtration process.</u> 	<p>Ideal for anyone suffering from any type of airborne allergies, asthma or other breathing disorders; great option for babies, children and seniors</p>
HEPAClean	HEPA-Type	<ul style="list-style-type: none"> • For general, all-around air purification and particle reduction, permanent HEPA-type filtration offers good cleaning with 99 percent efficiency at removing airborne particles that pass through the filter. This technology uses a fan to circulate the filtered air. • The filter is vacuum-able for easy maintenance (suggested every three months) • Offers an affordable option for air purification • HEPA-type filtration <u>does not use ionization to remove particles from the air so ozone is not emitted during the filtration process.</u> • Some models do provide 	<p>Ideal for those who want to freshen and clean the air in a room or for those suffering from typical airborne allergies; great option for consumers on a budget</p> <p><i>Consumers who have asthma or other breathing conditions should operate these products with the optional ionization turned off (as easy as pushing a button)</i></p>

		optional on/off ionization so the consumer can choose if they want to boost cleaning power and/or add additional freshness to the air.	
Quiet Clean	Electrostatic ifD™ Filter Technology	<ul style="list-style-type: none"> • ifD (Intense Field Dielectric) is a breakthrough, permanent filtration method that is highly effective in helping to remove airborne particles at a 99 percent efficiency level. • ifD is similar to HEPA filtration and uses a fan to circulate the air in a room and force it through the ifD filter. The filter works when a high voltage source actively charges the filter and forces particles to be captured in alternating layers of extruded co-polymer flutes, which look like a honeycomb. • Low pressure drop allows maximum airflow, enabling the purifier to clean with whisper-quiet operation. Because this filtration system is so efficient, it is the only electronic filter technology that offers HEPA performance. • The ifD filter can be rinsed in water for easy cleaning (suggested every three months) • Honeywell Electrostatic ifD products emit only a fractional level of ozone, substantially lower than the U.S. Food & Drug Administration's acceptable ozone emission levels 	<p>Ideal for airborne allergy sufferers and those who want to improve air quality in their home</p> <p><i>Not recommended for consumers who have asthma or other breathing conditions due to the trace amounts of ozone that are emitted</i></p>