

## PRESS MONITOR

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### Feature – Air Purifiers

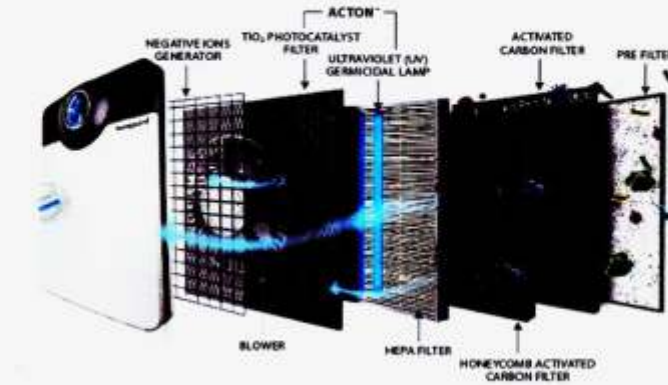


Photo courtesy: Eureka Forbes

## Technology As Differentiator

With rising demand for indoor air purifying solutions, manufacturers are offering air purifiers with a host of high-tech features, finds **Seema Gupta**

**A**ir pollution is a modern day malady. Indoor air pollutants come from wall paint, furniture varnish, cooking gas, dust mites, pollen, smoke and other airborne irritants and suspended particles from the outdoor air. Poor indoor air quality can aggravate breathing problems, asthma, cough, and allergic reactions.

Even as environmentalists call for solutions to combat the problem, manufacturers of electronic goods have jumped into the fray to launch a host of high-tech air purifiers, claiming to enhance indoor air quality. Air purifiers clean indoor air by removing impurities, including PM 2.5 particles. Many companies claim that their purifiers also help in reducing allergic reactions

and asthma attacks, though the medical fraternity says that there is not enough scientific study to support this.

Much like water purifiers, air purifiers have a series of filters, each finer than the previous one. A fan pulls in the air, pushing it through the filters and then into the room where the filtered (clean) air circulates with the normal (unfiltered) air, thereby decreasing the density of pollutants in the room and clearing the air. Air that passes through the four filters removes finer pollutants of upto 0.02 microns in size. As per the room size and capacity of the air purifier, it takes 10 minutes to one hour to clean the air, though 100% cleaning is not possible, especially in a city as polluted as Delhi,

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### Raising the bar

Investing in cost effective technology that will make air purifiers more affordable and within reach of more consumers, is a challenge for many manufacturers. Technology will also be the benchmark as it will raise the bar for innovation, set higher performance standards, and increase competition. The filters, for instance, are one of the most important components. HEPA filters currently are considered the best, so much so that HEPA-based air purifiers are in highest demand due to their efficiency and zero by-products emission.

OSIM uAlpine air purifier incorporates multi-action Tru-air purification process with the Ion cluster technology and a deodoriser to remove stale odour. The product was awarded 'The Seal of Approval' by 'The British Allergy Foundation' for the effectiveness in the control of allergens. Its high performance HEPA filter, is specially treated with the world's leading Swiss-made Anti-Microbial Sanitized Silver, an eco-friendly and non-toxic substance.



Panasonic air purifiers offer Nano technology which works in sync with the composite filter to reduce 99.94% PM 2.5 particles within 60 minutes. They also have front suction which is a more efficient way of functioning.

Philips, a new entrant into the air purifier space, offers patented Vitashield IPS technology with multi-level filtration that can remove upto 0.02 microns pollutants, thereby keeping the air 99.97% allergen free.

HSIL's 'moonbow' brand of air purifiers are powered by Puri 5 technology, a five stage filtration process in every model irrespective of the price band. "The importance of 5-stage filtration is the ability to sieve away unsafe levels of airborne particle pollution upto 2.5 micrometer. There are several sources of PM 2.5 size particles; dust, cooking, automobile emissions, forest fires, agricultural burning, etc. which pollute the air we breathe," says **Sandip Somany**, Joint Managing Director, HSIL Ltd.

### Designed for India

Crusaders Technologies India Pvt Ltd, which has been making air purification devices since 2004, launched its air purifier XJ-3100, recently. It can be deployed in large room sizes of upto 425 sq.ft in residences or institutions. Informs **Ankur Chawla**, the company's Director, Sales & Marketing. "Crusaders Technologies has developed a path breaking air purification technology for XJ-3100. It is based on the principle of PCO (Photo-Catalytic Oxidation) along with high grade HEPA and carbon filter to neutralize dust, pollen, allergen, smoke, odor, bacteria, viruses and other micro-organisms and toxic gases such as formaldehyde at a very high CADR [Clean Air Delivery Rate]."

Adds Chawla, "The XJ-3100 has been especially developed for the Indian consumer, in fact, we are manufacturing air purifiers in accordance with the Indian environmental conditions. Unlike many recent entrants who import product made

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for foreign environments where pollution levels are low, we have researched over the years on understanding the pollution we face in our country and subsequently developed an appropriate filtration process to cater to indigenous problems.” The company has attained CE, GS, UL, ETL, ROHS certificates for over twelve of its products, including ISO, and a 9001:2000 Quality Assessment Certificate.

Home appliances maker Honeywell offers a range of air purifiers that have found ready acceptance in the market for their sleek design and quality performance. The company’s newly launched Air Touch™ air purifiers have been designed for areas measuring 270 sq.ft and provide a peak performance of around 300 m<sup>3</sup>/h. A safe breathing environment requires PM<sub>2.5</sub> to be below 25 micrograms per cubic meter as per WHO standards, and below 60 micrograms per cubic meter per Indian standards. Honeywell Air Touch™ has been designed for fighting indoor air pollution in homes through a 3-way process that involves Honeywell’s patented HiSiv™ technology filter, HEPA filter, and a pre-filter.

The Honeywell Air Touch™ range includes air purifiers that offer remote or



Honeywell

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mobile operability and have been designed on intuitive and user-friendly design principles. Honeywell claims to be the first to launch such a connected air purifier in India that can be remotely controlled via iOS and/or Android mobile applications. The mobile app also displays PM<sub>2.5</sub> levels so users know the quality of air they are inhaling. Air Touch range of products start from CADR of 300 Cu m/h, going upto 1130 Cu m/h. All the air purifiers utilize only 52W at maximum fan speed and 7.5W at minimum fan speed. The product has a filter-life of approximately 3,000 hours depending on indoor air quality and a DIY filter replacement procedure.

The most impressive feature is the noiseless functioning that ensures sound sleep. The in-built sleep mode reduces fan speed automatically and cuts down noise and the Indicator lights turn-off simultaneously. Different colours and numbers light up to notify time for a change. Unique drawer type design makes removal and replacement extremely easy. Zero Blind Angle Air Flow Design ensures that no corner remains untouched.

Air Touch™ was awarded the Silver A Design Award for the Meta Strategic and Service Design Category (in 2014). The award winning design features high-accuracy sensing technology broadcasts the air quality information at a single glance, while the smooth touch panel controls are intuitive and child-friendly provide enhanced flexibility in operation.

### Intelligent & Interactive

“Honeywell has launched India’s first wi-fi enabled air purifier that provides real time air quality metrics, and enables remote operability via a mobile phone app,” informs **Vinayendra Jain**, Director, Marketing, Honeywell Environmental and Energy Solutions.