



Fellowes.



NEW

AeraMax™ Air Purifiers

Maximum protection for the air you breathe.

Fellowes

What is an air purifier?

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

Why does the air need purifying?

Studies indicate that indoor air can be up to five 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.

*Environment Protection Agency



What do air purifiers remove from the air?

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 and viruses. These all contribute to many of the allergies and respiratory illnesses we suffer from today.

Here are some of the common culprits you will find in a typical indoor environment:



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.boots.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.



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



POLLEN

Pollen from grasses, trees or weeds can trigger hayfever. Pollen can also directly trigger asthma*.

*allergy.org.au



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.



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.



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 around the home that are so small in size that many people are not aware that they exist. Volatile organic compounds (VOCs) and household chemicals found in cleaning products and even clothes are just a few substances that can cause misery for sufferers.

What are the benefits of purified air?

Allergies and respiratory illnesses are a real concern in Australia. It is understood that Australian's have some of the highest allergy rates in the world. With up to 40% of Australian children showing evidence of allergic sensation. Allergies and poor indoor air quality can severely affect your family's health and well-being. Using a Fellowes Air Purifier can actively reduce the number of harmful airborne particles.

Why choose Fellowes?

The Fellowes **AeraMax™ 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 designed for any indoor environment, makes it the perfect clean air solution.

Fellowes AeraMax™ 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)



- **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.



AeraMax™ DX95 Air Purifier

Recommended for rooms up to 28m²
(Equivalent to a shared living space or office space for 3-5 people)

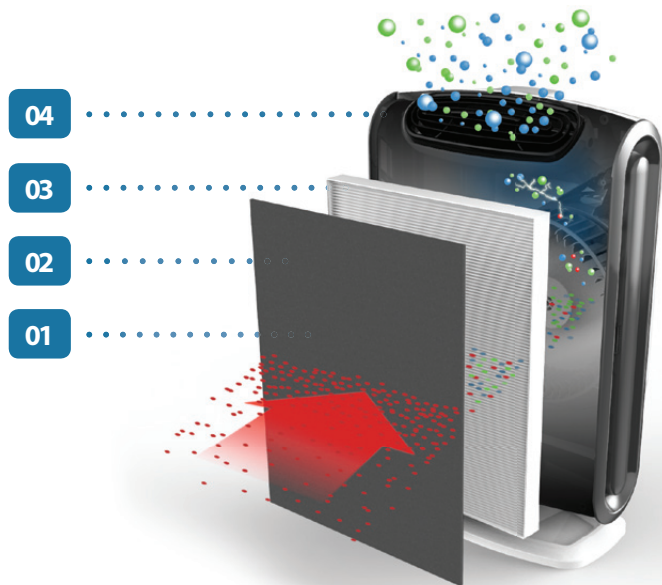
- **Filter Change Indicators** let you know when it's time to replace your filters.
- **Carbon Filter** removes odours and captures large airborne particulates.
- **True HEPA Filter** captures 99.97% of particles and impurities as small as 0.3 microns, including mold spores, pollen, dust mites, most airborne microbes, allergens and cigarette smoke.

*DX95 - 50% increased air flow. DX5 - 35% increased air flow.





It's the Fellowes 4-stage filter system that makes the difference...



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.

Easy filter change

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



True HEPA Filter



Carbon Filter



Image representative of filter change in DX95 model

AeraMax™ Air Purifier Model	Item Code AU	Compatible Filter Carbon	Compatible Filter True HEPA
AeraMax™ DX5	9395301	9324001	9287001
AeraMax™ DX95	9395501	9324201	9287201

To learn more visit: www.fellowes.com/au

In order to ensure your Air Purifier remains effective and continues to operate optimally, the Carbon Filter should be replaced approximately every 3 months and the True HEPA filter approximately every 12 months.

Fellowes AeraMax™ Air Purifiers

Who benefits from using a Fellowes Air Purifier?



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.



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.

01 Allergy sufferers

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 families

02 Cold and flu sufferers

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

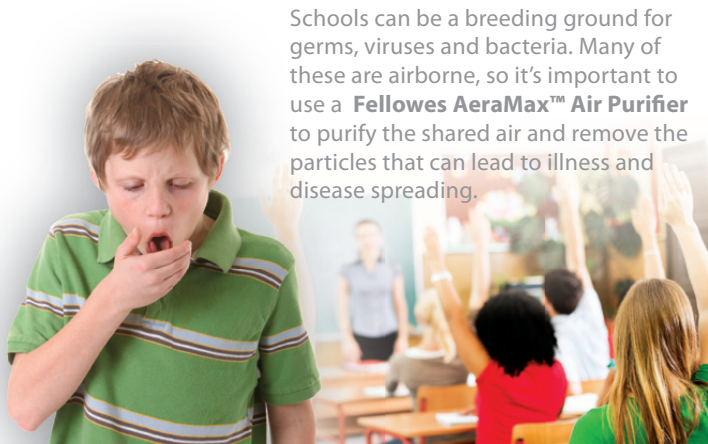
Recent research shows that 69% of employees describe their office environment as unhealthy.* Viruses, bacteria, unpleasant smells, allergens and other harmful airborne particles all contribute to illness and absenteeism. A **Fellowes AeraMax™ Air Purifier** can help to remove these particles from shared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

*Dynamic Markets research on behalf of Fellowes, 2013



05 Office Workers

Vertical market opportunities



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



07 Shared Dr's waiting areas

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**.



08 Vet's practices

FAQs

Does the air purifier come with filters?

Yes, the machines come with 1 True HEPA Filter, and 1 Activated Carbon Filter.

How often should the filters be replaced?

The carbon filter will need replacing after 3 months and the True HEPA after 12 months. These are approximate timings under normal usage conditions but you don't need to worry about tracking this, as the unit tells you when the filters need changing.

Do air purifiers cost a lot to run?

The Fellowes **AeraMax™ 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. Based on an energy cost of \$0.31¢ per kWh, the annual running cost on the lowest fan speed would be less than \$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 level of improved indoor air quality. The decibel levels range from approximately just 30 decibels on the lowest fan setting to 55 on the highest fan setting.

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 intension is to place the air purifier 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 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.

