



NEW AERAMAX LAUNCHED JUST IN TIME FOR ALLERGY AWARENESS WEEK

Allergy sufferers worried about the onset of hayfever season could benefit from a range of three new air purifiers from Fellowes.

The [AeraMax™](#) range can actively reduce the number of pollen particles that could be affecting the health and wellbeing of hayfever sufferers across the UK.

45% of people who took part in a survey for [Fellowes](#) said someone in their household suffers from airborne allergies, including hayfever.* Fellowes **AeraMax™** Air Purifiers use a four-stage purification system that filters pollen particles, helping to reduce the severity of the reaction.

Each of the three machines in the **AeraMax™** range features a True HEPA filter. This is an EU certified level of 'High Efficiency Particulate Absorption', which removes 99.97% of airborne particles as small as 0.3microns.

The **AeraMax™ Carbon Filter** also captures larger airborne particles. Additionally, the machines' **AeraSafe™ Antimicrobial Treatment** provides built-in protection from the potential growth of any odour causing bacteria, mildew and fungi on the True HEPA filter.

Allergies and respiratory illnesses are a growing concern in the UK. Trends indicate that by 2015, half of all Europeans may be suffering from an allergy.² The **AeraMax™** Range has been scientifically proven to reduce exposure to allergen and is endorsed by Allergy UK, the British Allergy Foundation.

Air Purifiers come in three sizes. For parents of children who live every day with the misery of asthma or hay fever allergies the **AeraMax™ DX5** Air Purifier is recommended for rooms up to 8m² - perfect for a child's bedroom.

For a larger family room or living space up to 18m², the **AeraMax™ DX55** Air Purifier is ideal. The larger **AeraMax™ DX95** is recommended for shared living space up to 28m².

As well as its high performance features, the **AeraMax™** boasts a sensor which monitors air quality and automatically adjusts the fan speed to keep air purified. Blue, amber and red lights indicate the purity of the air. Its **Aera+™ Mode** is designed for peak allergy conditions and can increase airflow by up to 35% or 50% depending on the size of model.

The intelligent auto mode ensures that the unit only operates at a fan speed that reflects the quality of the air in the room, monitoring in real time and adjusting the fan speed accordingly. Sensors indicate when the Carbon and HEPA filters need to be replaced.

Mike Booth from Fellowes said: “We all want to put our families’ health and well-being first and to make sure that the air in our homes is as clean as it can be, and what better time to highlight this than during Allergy Awareness Week. The **AeraMax™** range helps to effectively reduce the number of allergens in the air such as pollen, dust mites, pet dander and many others – making it an ideal solution for allergy sufferers.

“This level of performance combined with features which are suitable for any indoor environment, makes this range the perfect clean air solution. These machines are easy to use and efficient to run, making them a great way to improve the air quality in your home.”

The Fellowes range of AeraMax™ air purifiers are available from Amazon from £149.99.

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Footnotes and additional information:

¹ According to the Environment Protection Agency

² According to www.efanet.org

*Research was conducted for Fellowes by Dynamic Markets in the UK in January 2013. This independent market research examines the quality of an individual’s personal comfort requirements. This is in the face of a growing awareness of health and well-being. This report was commissioned by Fellowes and details quantitative research with 1,000 people who spend at least 25% of their working week sitting down using a computer, laptop or tablet.

About Fellowes:

Fellowes, Inc. offers an extensive range of products to equip the workspace, including paper shredders, binders, laminators, desktop accessories and record storage solutions.

Founded in 1917 by Harry Fellowes and headquartered in Itasca, Illinois, Fellowes, Inc. employs more than 1,200 people throughout the world and has operations in 15 countries. Visit fellowes.com for more information.

About Allergy UK

Allergy UK is the operational name of the British Allergy Foundation; the leading national medical charity providing advice, information and support to people with allergies and food intolerance. Allergy UK acts as the 'voice' of allergy sufferers, representing the views and needs of those affected by this multi organ disease. Allergy UK is a certified member of The Information Standard, which is an independent certification scheme for health and social care information supported by the Department of Health. For further information and to see a list of all certified members to the scheme, please visit: www.theinformationstandard.org