



NEW AERAMAX RANGE LAUNCHED IN LINE WITH ALLERGY AWARENESS WEEK TO HELP 18 MILLION UK ALLERGY SUFFERERS MANAGE THEIR CONDITION

Allergy sufferers worried about the onset of hay fever season could benefit from a range of new air purifiers to ease their symptoms, as new research reveals two thirds of sufferers say that their current treatment is not effective¹.

Fellowes' [AeraMax](#)™ range can actively reduce the number of pollen particles that could be affecting the health and wellbeing of 18 million hay fever sufferers across the UK who could be suffering when indoors.

A report by Fellowes shows almost half (45%) of people in Britain says someone in their household now suffer from airborne allergies including hay fever².

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 allergy³. Endorsed by Allergy UK, the British Allergy Foundation, Fellowes [AeraMax](#)™ four-stage purification system filters pollen particles, helping to reduce the severity of the reaction.

Each of the three machines in the 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 0.3 microns.

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.

"Air purifiers can help 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.

Fellowes' Air Purifiers come in three sizes. For parents of children who live every day with the misery of hay fever or asthma 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.

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.

The Fellowes range of AeraMax™ air purifiers are available from Amazon, currently starting from £100.

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Footnotes and additional information:

¹<http://www.allergyuk.org/news/latest-news/post/143-misuse-of-hay-fever-medication-causes-misery-for-millions>

² Independent research by Dynamic Markets, 2013 – which commissioned a sample of 4,004.

³ According to www.efanet.org

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