

New Ad Campaign Introduces New Fellowes AeraMax Air Purifiers

Itasca, IL (March 2014) To introduce their new line of air purifiers, Fellowes has launched a digital ad campaign focused on educating consumers about indoor air quality. The education campaign illustrates the fact that dust, pollen and other allergens can float in the air inside your home for hours¹ and that influenza and cold viruses can live in the air for several hours², giving insight to consumers about the value of maintaining cleaner indoor air during allergy, cold and flu seasons. Overall, the fact that indoor air can have five times as many pollutants as outdoor air³ also brings greater awareness to the importance of maintaining a cleaner indoor environment in general through air purification.

The New AeraMax™ Air Purifier line features True HEPA filters, which safely remove 99.97% of airborne particles that can affect health, including viruses, germs, mold, ragweed and pollen. The AeraMax line has been certified Asthma and Allergy Friendly™ by the Asthma and Allergy Foundation of America, offering a reduction of indoor airborne pollutants to long-term asthma and allergy sufferers. The AeraMax line covers a wide range of indoor air protection, safely removing particles as small as .03 microns in rooms ranging from 90 to 300 square feet.

About Fellowes, Inc.

Fellowes, Inc. offers an extensive range of products to equip the home and workspace, including paper shredders, air purifiers, 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 20 countries. Fellowes products are now readily available in over 100 countries across the globe. For more information, visit www.fellowes.com.

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1 Source: AAF.org

2. Source: LiveScience

3. Source: EPA