



Press release

Dated 17th February 2020

**IDEAL air purifiers help
in the fight against the new coronavirus**

The novel coronavirus has been hitting the headlines across the globe. According to the most recent information, this new virus – known as SARS-CoV-2 virus, and which is genetically related to the SARS virus from 2003 – is transmitted by human-to-human droplet infection. With its AP PRO air purifiers, IDEAL is actively working to significantly reduce the concentration of viruses in indoor air and help to contain the further spread of the virus.

Since the end of December 2019, the novel coronavirus SARS-CoV-2 has led to many serious cases of pneumonia in the Chinese city of Wuhan where it originated, home to several million people. This ranges from usual flu-type symptoms such as fever, coughing and respiratory problems right through to dangerous and, in many cases, fatal bouts of pneumonia. The official name for the disease according to the WHO is "COVID-19" (coronavirus disease 19). Within a very short time, the number of officially confirmed infections and deaths has risen dramatically. The rapid spread of the pathogen by airline passengers has led to sickness across the world. At the end of January 2020, the World Health Organisation (WHO) declared a public health emergency of international concern. Effective measures must now be found and implemented immediately to restrict the further spread of the virus as quickly as possible and effectively prevent significant numbers of people becoming infected.

Experts are working on the basis that the virus is transmitted by human-to-human droplet infection, mainly through respiratory secretions. As with other coronaviruses, the finest droplets of saliva or mucus are transmitted through coughing, sneezing, speaking or direct body contact with people who have the

virus. Larger droplets descend and are transmitted within a radius of one metre. Smaller droplets remain suspended in the air for longer periods and can cause infection, even from a distance. On the basis of the WHO's preliminary assessments, the new SARS-CoV-2 virus can also survive on surfaces for several hours. Of particular note is the risk of infection even during the incubation period, i.e. before specific symptoms occur. This poses an especial risk during flights, when visiting trade fairs or in international meetings.

This is where IDEAL AP PRO air purifiers can help: The specially developed HEPA filters with multi-stage filtration technology permanently remove harmful substances and viruses from the indoor air – including the coronavirus. The HEPA filters are particularly effective thanks to their various physical effects. In relation to the coronavirus, the filters' diffusion effect is of primary importance. In this process, particles smaller than one micrometre are 'disordered' in the airflow. They collide, bounce off one another and then land in the filter fibres, where they remain suspended. Thanks to their exact specifications, IDEAL HEPA filters are able to filter these viruses out of the indoor air. Once the air is cleaned by the filter, all dangerous pathogens, viruses and particles – such as the coronavirus – are embedded in the filter and are never released by the air purifier.

The general concept behind IDEAL AP PRO air purifiers is to significantly reduce the concentration of pollutants, viruses and germs in indoor air, preventing these from being transmitted to people in the first place and possibly making them ill. The 360° smart filter in IDEAL AP PRO air purifiers is particularly impressive thanks to its exceptional cleaning performance – which is both reliable and effective. IDEAL AP PRO air purifiers can therefore be used to actively prevent the spread of the coronavirus. Laboratory testing and comprehensive microbiological hygiene certification attest to the superior effectiveness of IDEAL AP PRO air purifiers. This testing has been carried out by the renowned Schwarzkopf Institute in cooperation with the Mainfranken Institute of Hygiene. IDEAL appliances are therefore also approved for use in medical facilities.

IDEAL AP PRO air purifiers are also able to filter indoor air to eliminate allergens, pollen, bacteria and viruses, fine dust, odours/VOCs as well as

chemicals – and can even filter out respirable ultra-fine particles (known as nano particles) that can lead to illness. The five filter layers in our IDEAL 360° smart filters trap both small and large particles, as well as gases and molecules. They can even filter out up to 99.99% of so-called MPPS particles (most penetrating particle size). These are the most difficult particles to remove due to their extremely small size of between 0.1 and 0.3 micrometres. Furthermore, the circular design of the IDEAL 360° smart filters ensures optimum utilisation of the entire filter surface, further boosting the performance of the IDEAL AP PRO air purifiers.

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