

MY AIR. MY LIFE.

Healthy air to breathe
is a major factor in our health.

IDEAL

SOMETHING IS IN THE AIR...

You can't always see it or smell it, but our indoor air is full of fine particles and harmful substances. Bad quality air harms our health, performance and wellbeing.





OUR INDOOR AIR IS ANYTHING BUT CLEAN.

There are many harmful substances that can negatively impact our indoor air. These include chemical vapours coming from building materials, furniture, carpets and other interior fittings.

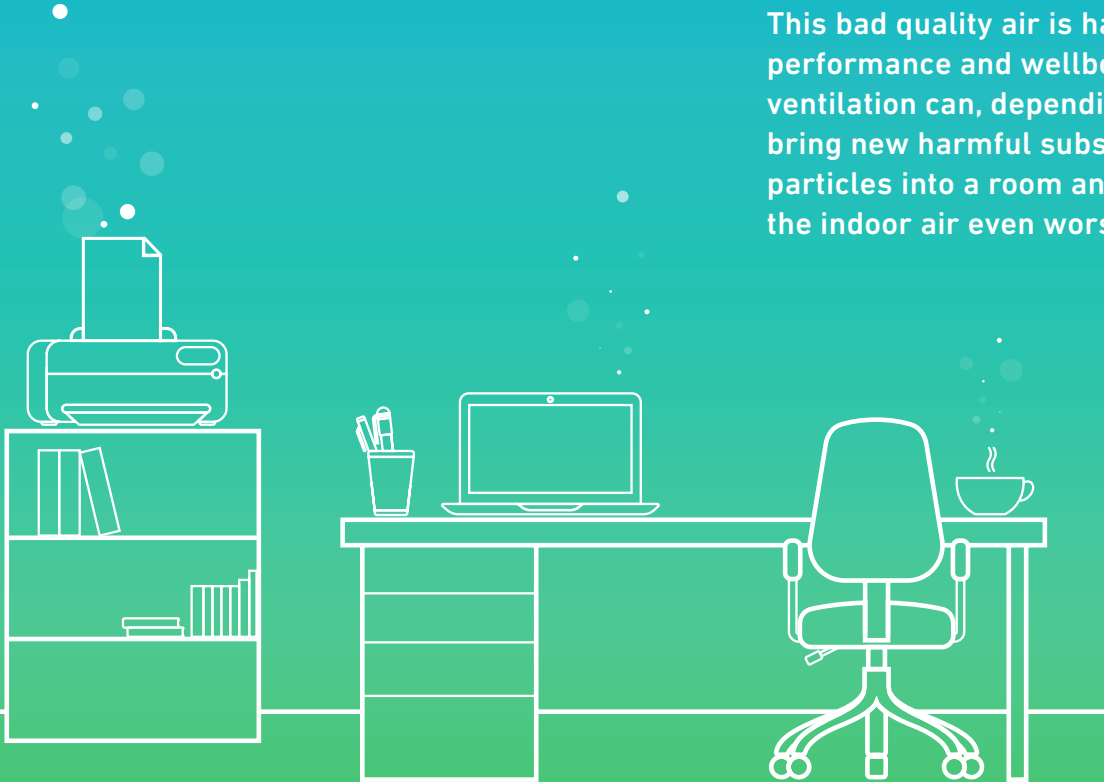
Even short-term activities like smoking, cooking, burning candles and using scented oils in lamps harm the air we breathe. Renovation work can also release harmful substances and make our indoor air deteriorate.

And then, of course, we ourselves are a major negative influence on our indoor air. We use up oxygen and emit carbon dioxide, water vapour, excess heat and bodily odours into our surroundings.

Is indoor air a health risk?

Indoor air can be up to 100 times dirtier than the air outside. Bacteria and germs, smoke and exhaust fumes, odours and vapours, mould spores, particulate matter, dust, pollen and allergens all swirl around in our indoor air.

This bad quality air is harmful to our health, performance and wellbeing. Well-intended ventilation can, depending on where you are, bring new harmful substances, allergens and particles into a room and sometimes make the indoor air even worse.



THE FACT IS:

We spend up to 90% of the day indoors and this figure is rising. No matter whether we're working, sleeping, shopping or eating, we do most of it inside. That's why it's important to think about the influence indoor air has.

Bad air makes you ill.

Air pollution harms our health.

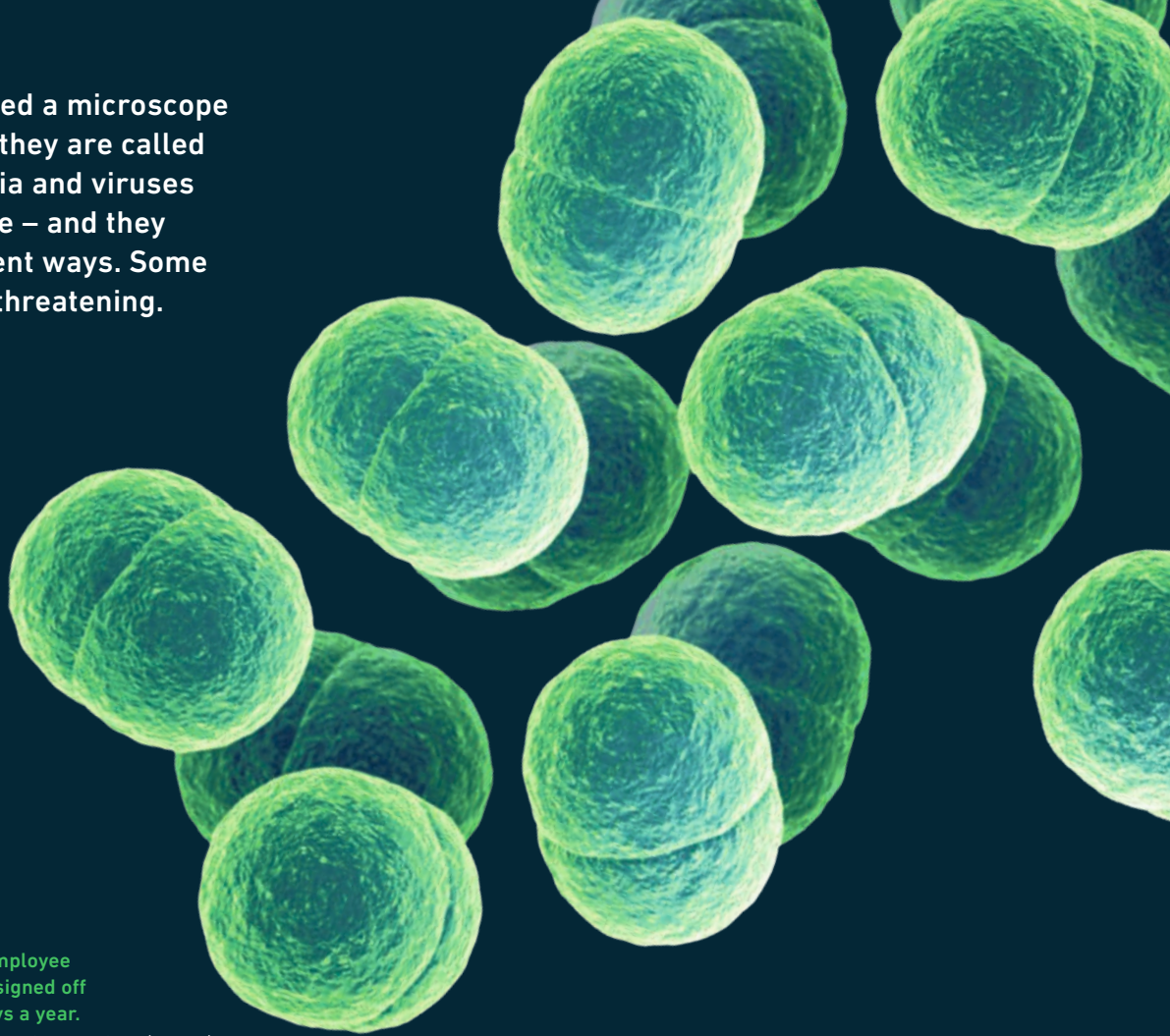
Dust particles can reach the respiratory system and lungs through the nose. In the worst case, the very smallest dirt particles even find their way into the blood vessels. They are then transported to the organs through the circulatory system.

This results in headaches, tiredness, lack of concentration and respiratory illness. It also favours chronic (bronchitis and COPD) and acute diseases (lung inflammation, lung cancer). The risk of heart attack and stroke also rises.



Bacteria and viruses

They're so small, you need a microscope to see them. That's why they are called microorganisms. Bacteria and viruses can be found everywhere – and they can make us ill in different ways. Some infections are even life-threatening.



10

THE FACT IS:

The average employee in Germany is signed off sick for ten days a year.

Source: German Federal Statistical Office (Destatis)

Pollen and allergens

If you suffer from an allergy, a substance which doesn't normally harm the body is treated as dangerous by the immune system and combatted by an immunological reaction. An allergy, therefore, is an overreaction by the human immune system to a substance foreign to the body.

THE FACT IS:

The number of allergy sufferers is steadily rising. One in five Central Europeans suffers from allergies and allergic asthma. This is a serious state of affairs in which air quality plays a major part. The most common allergies include:



Pollen



Pets



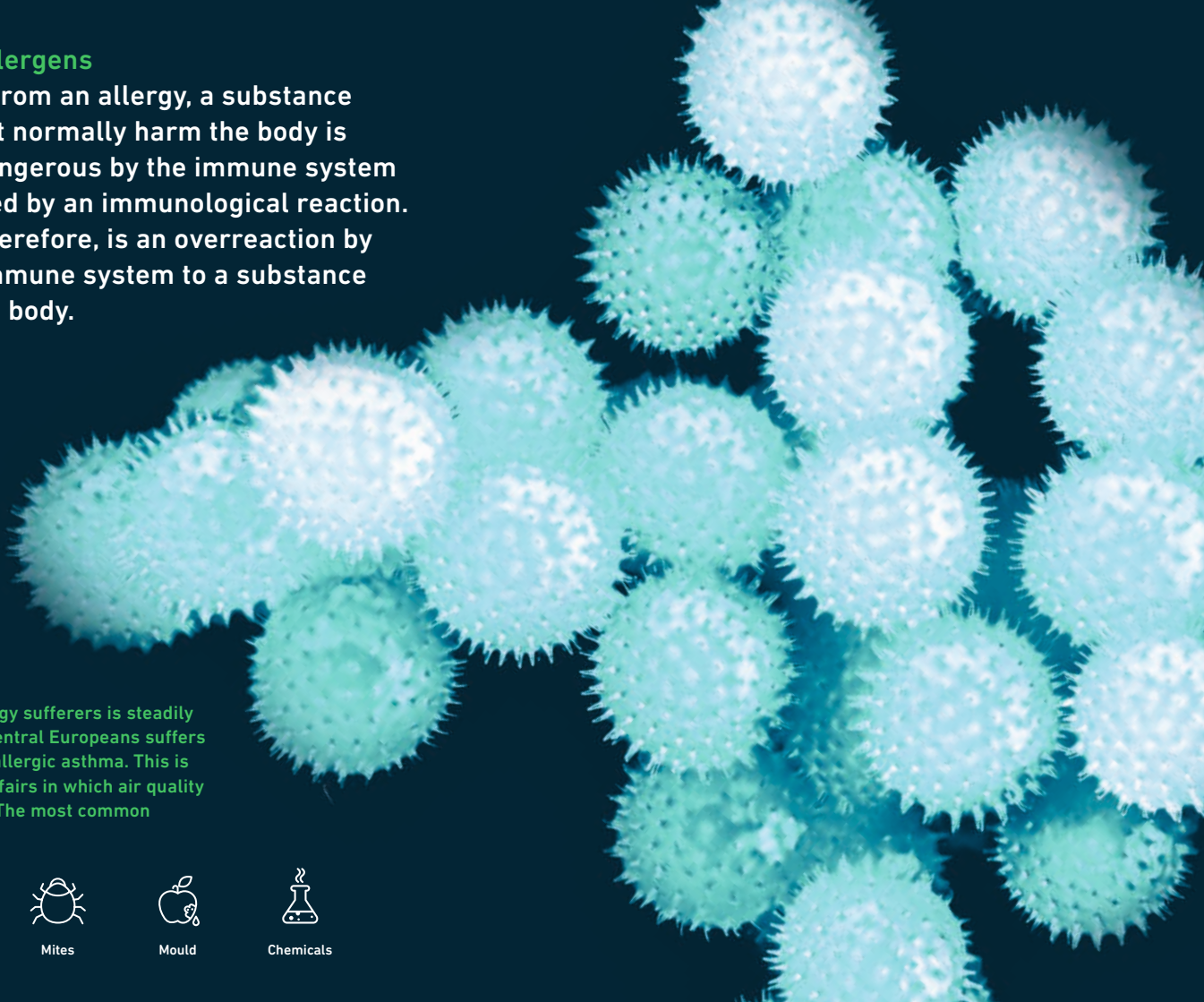
Mites



Mould



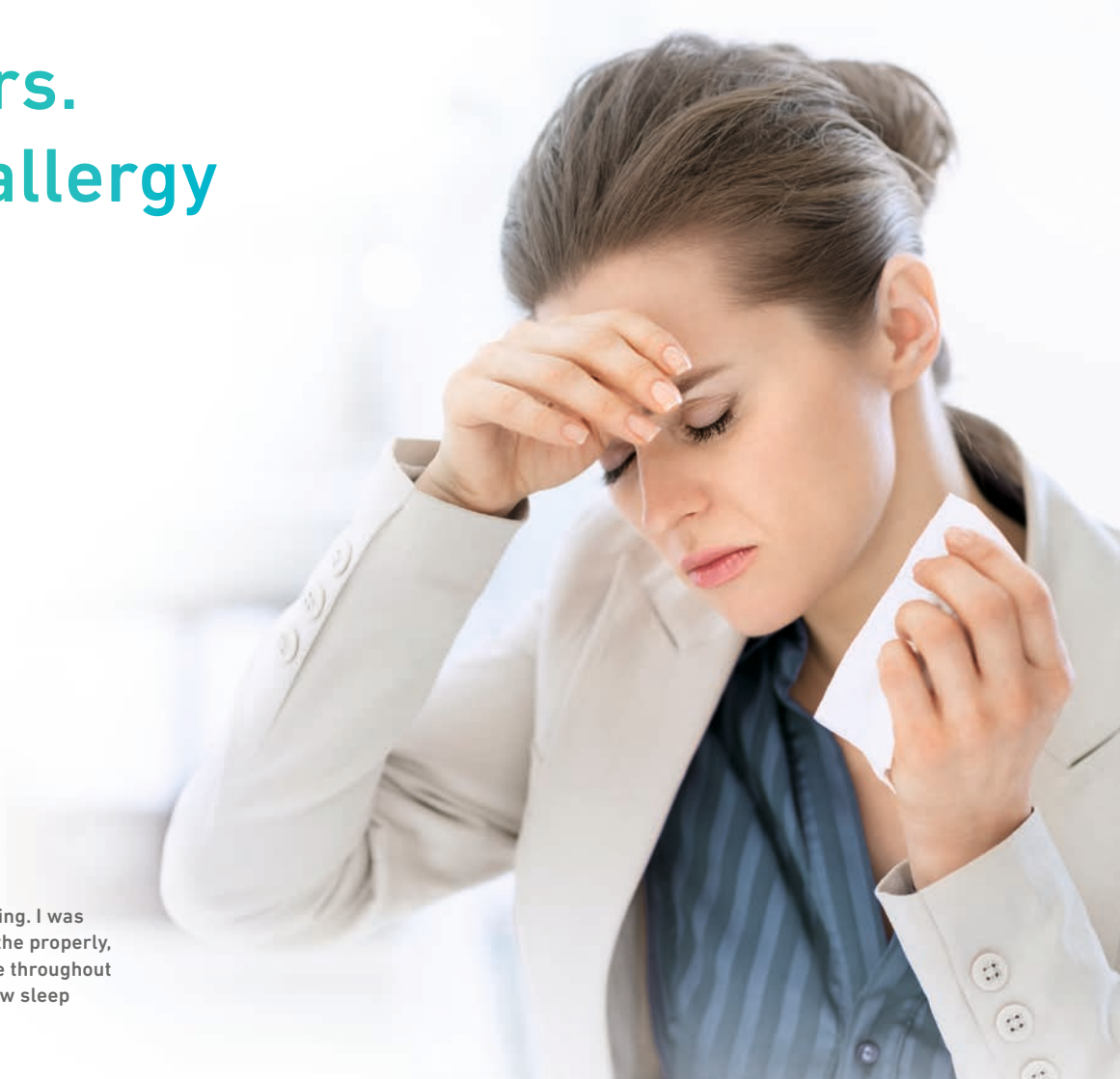
Chemicals



Air purifiers. Relief for allergy sufferers.

Susan (secretary):

"My hay fever used to vex me every spring. I was awake all night because I couldn't breathe properly, then I was tired, unfocused and irritable throughout the day. Thanks to air purifiers, I can now sleep well again in the pollen season."



Particulate matter

Particulates are among the substances most harmful to our health, because they can penetrate into the sensitive regions of our respiratory system. Long-lasting exposure to particulate matter is harmful to our health and shortens our lives.

Particulate matter kill around seven million people a year. The latest studies also show that particulate matter increase the risk of heart attack and lung cancer, and even trigger diseases like Alzheimer's and dementia.

THE FACT IS:

Particulate matter are divided into various categories, depending on the size of the particles. The smaller the particle, the further they penetrate into our lungs.



PM 1
Alveoli
Circulatory



PM 2,5
Bronchia
Bronchioles



PM 10
Nasal cavity
Trachea

PM stands for
'Particulate Matter'.

Odours and chemicals

Aside from particles there are other harmful substances which have a negative impact on indoor air. These include vapours, odours and other volatile organic compounds (VOCs), nitrogen dioxide, ozone and formaldehyde.

Depending on the substance, large quantities inside a room can cause disorders and sometimes even serious health complaints: irritation to the respiratory tract and adverse effects on the nervous system. Some substances are even believed to be carcinogenic.



THE FACT IS:

It is frequently assumed that healthy air should smell good, but clean air is actually odourless and colourless.



Air purifiers.
Breathe freely,
think clearly.



Daniel (banker):

"I often felt exhausted and tired at my office and I found it difficult to concentrate. Most of the time I had no idea why. Ever since I've had an air purifier in my office, I've been performing much better and feeling better, too."



99.97

per cent of all particles
are filtered out by
air purifiers

Protect your lungs. It's very simple.

Did you know that you breathe at least 10,000 litres of air in and out every day? Harmful substances enter your body every time you breathe in. The lungs cannot filter all of them out. The **prefilters** in air purifiers filter out large particles like hair and dust. **HEPA filters** remove respirable and ultrafine particles. **Active carbon filters** bind in odours, smoke and chemicals.



Air purifiers. Stopping 'stuffy' air in your office.



Caroline (department manager):

"The five of us working in our shared office could never agree whether the window should be open or closed. As a result, the air in our office was often very stuffy. At a certain point, I said enough is enough. Installing a big air purifier and using it daily has put an end to the drama."



Markus Boos
Director Competence
Center Air Treatment

Björn Sauter
Sales Manager Health &
Sales Director Export

We're concerned about your air. And your life.

**Nothing is more important than
clean and fresh air to breathe.**

**At IDEAL, we wish you the very best of health.
That's why our air purifiers provide the techni-
cal answer to increasing environmental and
air pollution.**

**We set standards in air purification with our
broad range of products and by using the
highest quality materials and components.**





AP60 PRO | AP80 PRO
High-performance air purifiers

These high-performance air purifiers are designed for a high air throughput and maximum cleaning: German performance engineering.



AP100 Med
High-performance air purifier

This powerful air purifier is ideal for larger rooms (of 80 to 100 sqm) and the highest hygienic demands. Thanks to its antimicrobial properties, it cleans unusually well while handling a lot of air.



AP40 Med
Air purifier

This professional air purifier (for room sizes of 30 to 50 sqm) is antimicrobially equipped and ensures maximum cleanliness and hygiene. Perfectly suited to medical use.

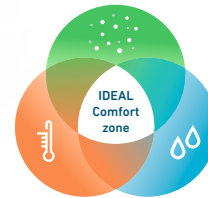


AP15 | AP30 | AP45
Air purifiers

Our entry-level air purifiers provide clean air at home and in the office. Available in three sizes, these devices can be used flexibly in any kind of room.

Air that is too dry also makes you ill.

The heating is turned up high in offices and residential rooms in the autumn and winter months, and the air not only contains harmful substances but is also too dry. This dry, heated air makes the climate indoors unpleasant. If the relative humidity drops below 30%, more dust is created. This makes things easier for germs, since bacteria and viruses can remain in suspension for longer in dry indoor air.



THE FACT IS:

Temperature, air humidity and air purity impact our personal wellbeing. Air washers ensure that the indoor climate is balanced.





40-60

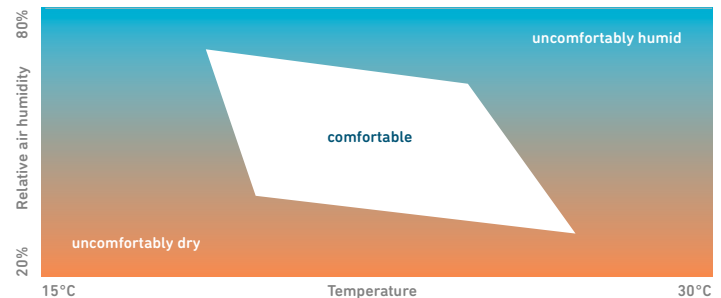
per cent relative
air humidity is ideal.

Comfortable indoor air.

Ideal for good health.

Humidification meets cleaning. Relative air humidity and room temperature are the main factors influencing a comfortable indoor climate.

Studies show that air is perceived to be especially comfortable and ideally humid if relative air humidity is between 40% and 60%. This range also keeps germs and dust particles to a minimum. An indoor temperature between 19°C and 23°C is also considered especially pleasant.



Air washers.
Ideal indoor
climate – even in
the colder months.

Sarah (teacher):

“The days are gone when I used to suffer from respiratory complaints, tiredness and colds during the heating season. My air washer cleans the air and keeps it hygienically humidified, and makes me feel better.”





AW40

Air washer

This air washer with its automatic function cleans the indoor air and enriches it with the right amount of humidity.

Combatting harmful substances in the air for your benefit.



Ultra-silent operation

Ideal for bedrooms and children's rooms.



Constant air quality

Intelligent sensors measure odours and particles.



Easy to change filters

Filter cassettes are quick and easy to replace.



Low energy consumption

Energy-efficient motors and optimised flow ventilators save power.



AW60

Air washer

This air washer with multi-stage filter technology combines air cleaning with the ideal level of humidity. Its automatic function ensures that air humidity always remains in the ideal range.



Recommended for allergy sufferers

IDEAL air purifiers are certified as allergy-sufferer-friendly and carry the ECARF seal.



Tested hygiene

Certified for medical use. Microbiologically and mycologically tested.



**IF THE AIR IS
GOOD, WE FEEL
GOOD.**

Our ideal is nature.

We all know the feeling: after work, on the weekend and in the holidays, we feel like going outdoors. We walk in the woods, go into the mountains and take holidays by the sea. Taking time out in nature has a very positive influence on our well-being. But why is that?

Aside from other factors, the quality of the air plays a major role. It takes just a short stay out of doors and we feel more relaxed, calmer and more balanced. And above all, we can breathe more freely again.

**More information
available at:
ideal-health.de**

IDEAL

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