

# The Technology

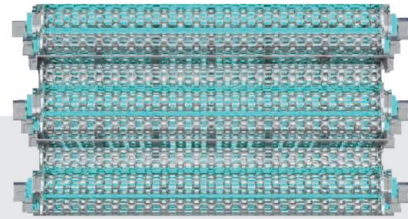
## PURIFICATION + STERILISATION

For Unparalleled Results



Standard air purifiers are widely available, and most are effective against pollen, dust and smoke.

Air purification is an important first step in air cleaning but it is not effective on the smallest particles, which are now believed to be the most damaging to health.

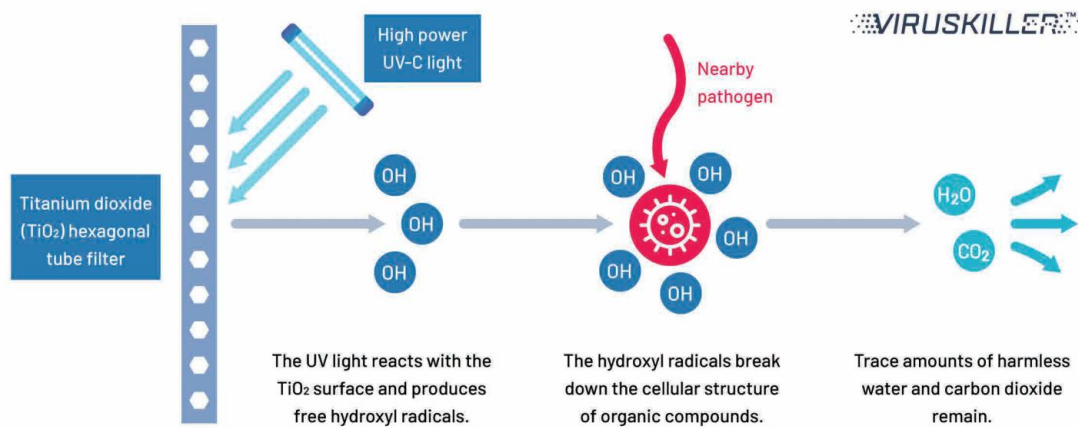


Air sterilisation is where our products stand apart from the competition. We use multiple UVC lamps in a matrix of titanium dioxide filters to create a chamber full of UVC sterilisation and photocatalytic oxidation.

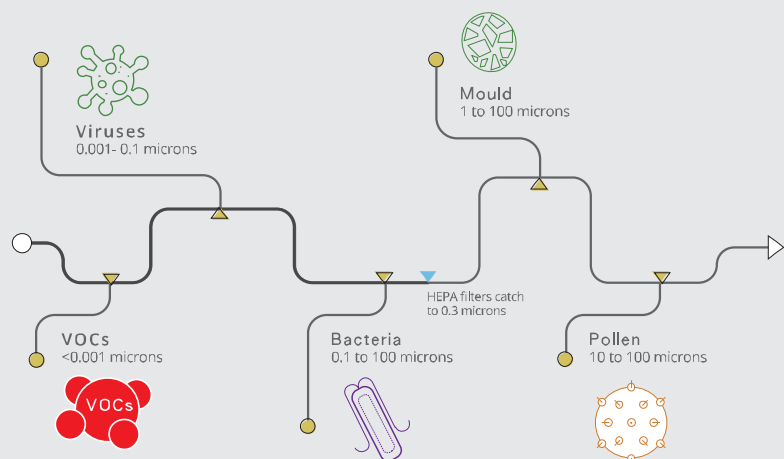
This allows us to maximise airflow whilst efficiently removing even the smallest pollutants.

## The Principle

### PHOTO-CATALYTIC OXIDATION



A common misconception is that HEPA filters catch all air pollutants, when in fact the smallest and most dangerous particles cannot be caught, they must be destroyed.



HEPA filters have been around since the 1940's ... Technology has moved on!