

Press Release:

A Breath of Fresh Air: Pitney Bowes introduces an easy solution for clean indoor air in the work environment and at home

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There is much hype surrounding how the food and drink we consume affects our long-term health, but relatively little about the quality of the indoor air that we breathe on a daily basis, and how that affects our well-being, both in the work place and at home.

For Pitney Bowes South Africa, a company which helps businesses achieve their greatest commercial potential through technology, one can easily overlook the importance of air quality in the work environment and how this can affect productivity. That is why the company is pleased to introduce Ideal Air Purifiers to the South African market – an effective and easy way to cleanse and ionise indoor air.

“The air inside our buildings can be several times more polluted than the air outside, and our lungs work overtime to filter harmful particles out of the air. This can lead to one feeling unwell and exhausted,” says Michael Springer, Managing Director of Pitney Bowes South Africa. “People who work in clean, healthy indoor air are more energetic”.

Ideal Air Purifiers use AEON Blue® technology, which means that they are able to filter almost 100% of the smallest particles and pathogenic germs from polluted ambient air before they reach a person’s airways in a multiple-stage filtering process, according to Springer. In addition, the system creates an abundance of negatively charged ions which help to destroy harmful substances (such as bacteria and mould spores) in the air.

The fact that the Ideal Air Purifiers make use of HEPA (High-Efficiency Particulate Arrestance) filters, means they are able to filter 99.97% of all airborne fine dust and ultra-small particles up to a minimum of 0.3 microns. In addition, the technology features an activated carbon filter which effectively absorbs odours, including tobacco smoke and chemicals.

The Ideal air purifying system boasts a high CADR (Clean Air Delivery Rate) which has been verified by an independent rating authority. Verification tests were based on the elimination rates of bacteria and mould, pollen, Formaldehyde, and smoke and odour.

“The Ideal Air Purifier constantly measures and monitors the pollutant levels of the air and automatically controls the filtering levels and performance. It has an intelligent sensor which measures both odours and particles, while at the same time enriching the air with negative ions,” says Springer.

“The air purifiers have application in any environment where dust, pollen, animal hair, exhaust fumes, chemical fumes, odours, mould or tobacco smoke affects the air quality. The AEON Blue® technology ensures 100% filtration of these substances through a multi-stage cleansing system,” he continues. “In addition, the purifiers are extremely easy to operate and a filter change display indicates when a filter should be replaced, which is simple and quick to do.”

The very energy-efficient and smooth running motors, in combination with flow-optimised radial fans result in low energy consumption, and because they are extremely quiet, they are also ideal for home use. The purifiers are available in three capacities, depending on the size of indoor area: 15m², 30m² and 45m².

“It is not only asthmatics and highly allergic people who suffer from the effects of polluted air. Every person who spends prolonged time indoors – in offices, doctors’ waiting rooms, gyms, or even at home in your own bedroom – will be affected by constantly rising levels of pollutants.

“In short, good quality air has an enormously positive impact on our well-being and vitality. Using state-of-the-art AEON Blue® purification technology, the Ideal Air Purifier quietly gets on the job of ensuring a clean work environment for optimum productivity. It is literally a breath of healthy, fresh air for those of us who spend most of our days indoors,” Springer concludes.

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(690 words)

About Pitney Bowes

Pitney Bowes is a global technology company.

At Pitney Bowes South Africa, we believe innovation and growth go hand-in-hand with long-held ideals such as collaboration, integrity and accountability to deliver value for our customers.

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