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**FOR IMMEDIATE RELEASE**

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**Unleash the Power of PurAyre™ to Purify & Deodorize the Air You Breathe**

ATLANTA, GA.—IMTEK is proud to introduce the compact PurAyre™ Ionic Air Purifier & Deodorizer which can be used to continuously purify the air of harmful allergens and odors in your home or office. This attractive, discrete, light weight and cordless air purifier plugs directly into any outlet so there are no messy wires and includes a convenient night light for safety. PurAyre™ uses advanced electrostatic technology to purify the air of pollutants effectively and does not have any expensive filters to change. Furthermore, this product is so quiet that you will hardly notice that the unit is on! It has been thoroughly tested and has been awarded UL and CE certification so you can also be rest assured of the units safety and effectiveness. Following is an overview of PurAyre™, the new powerful solution to cleaner, healthier and odorless air.

**PurAyre™ Ionic Air Purifier & Deodorizer Features**



**Features**

- ✚ Simply plugs directly into power outlet
- ✚ Purifies & deodorizes contaminated air 24/7
- ✚ UL and CE Certified
- ✚ Circulates air quietly without a fan
- ✚ Does not require any expensive filters
- ✚ Safety night light with soft glow
- ✚ Cordless plug-in convenience eliminates cords
- ✚ Does not use any floor or shelf space
- ✚ Economical low energy requirement
- ✚ Compact, attractive & discrete design
- ✚ Provides effective air purification & odor control

## **Indoor Air Pollution Health Hazards**

According to the EPA, "indoor pollution can be as much as 100 times greater than outdoors." The American Lung Association's State of the Air reported that more than half of the US population is breathing unhealthy amounts of air pollution. An article in the Journal of American Medical Association reported new evidence suggesting that air pollution raises the risk of lung disease.

Medical problems that have been associated with poor indoor air quality include allergies, dizziness, headaches, eye nose or throat irritation, dry or itchy skin, nausea, shortness of breath, difficulty in concentrating, fatigue, sensitivity to odors, depression, and chronic illnesses. A staggering 40-50 million Americans suffer from allergies and 17 million battle asthma. Isn't it time you did something about the quality of air you breathe?

## **Unleash the Power of Electrostatic Technology to Purify & Deodorize the Air You Breathe**

The PurAyre™ Ionic Air Purifier & Deodorizer uses state of the art electrostatic technology to continuously purify the air of harmful allergens such as dust mites, pollen, fungal spores, viruses, bacteria, mold, pet dander, smoke and more. It will trap particles as small as 1 micron and eliminate nasty odors instead of masking them with fragrances.

This attractive, discrete, light weight and cordless air purifier plugs directly into any outlet so there are no messy wires. It does not use any floor or shelf space and uses very little power so it is very cost effective as well. As an added bonus, this product also has a convenient night light which casts an unobtrusive soft glow for safety. The PurAyre™ Ionic Air Purifier & Deodorizer can be effectively used in any area to purify and deodorize the air. It will sanitize 0.3 liter contaminated air/minute.

## **How Does the PurAyre™ Ionic Air Purifier Work?**

The PurAyre™ Ionic Air Purifier & Deodorizer works by first putting a positive charge into the air and then attracting the contaminated air with two negatively charged stainless steel collection plates like a powerful magnet. The pollutants and allergens that are present in the contaminated air are trapped on the collection blades as they are drawn in. In addition, the odors are destroyed. This results in clean purified air being released back into the room.

## **No Filters to Replace**

The PurAyre™ Ionic Air Purifier & Deodorizer does not have any costly filters to replace. Simply remove the permanent steel blade filters when dirty, wipe clean with a damp cloth and reuse for years of reliable service. Not having to buy filters results in a very significant cost savings over the years. It is also noteworthy that replaceable HEPA filters used in competitive air purifiers not only cost more money, they also tend to hold moisture in, which could actually breed mold and release it back into the room.

## **Quite Operation**

The PurAyre™ Ionic Air Purifier & Deodorizer works absolutely silently 24/7 so it is very user friendly. This is because instead of using noisy old fashioned mechanical fans, it uses quiet solid state technology to effectively move the air electronically without creating any noise. In fact, this product is so quiet that you will hardly notice that the unit is on!

## **Applications**

The PurAyre™ Ionic Air Purifier & Deodorizer can be effectively used in any area that would benefit from purifying and deodorizing the air. Some typical applications for this versatile product includes bathrooms, kitchens, bedrooms, living areas, hallways, pantries, pet areas, basements, offices, restaurants, nursing homes, patient rooms, medical facilities, dental offices, hospitals, gyms, funeral homes, and hotels.

## **Independent Testing**

Testing has shown that the PurAyre™ Ionic Air Purifier & Deodorizer to be effective at removing airborne allergens like pollen, pet dander, dust, and cigarette smoke from the air in addition to eliminating odors. The Electro Magnetic Compliance (EMC) test results have found this air purifier to be in compliance with the FCC rules. It has been awarded the prestigious UL and CE certification so you can also be rest assured of the air purifiers safety and effectiveness.

## **Specifications**

This compact, attractive light weight air freshener and deodorizer is only 7"(H) x 3"(W) x 2" (D) in size and there are no messy wires. It plugs discretely into any outlet and does not take up any floor or shelf space.

## **Order Risk Free**

When you purchase the PurAyre™ Ionic Air Purifier & Deodorizer, you do so at absolutely no risk. It comes with a 100% satisfaction guaranteed warranty. If it fails to perform according to its specifications or is defective, it will be replaced immediately.

## **IMTEK Environmental Corporation**

IMTEK Environmental Corporation, headquartered in Atlanta, GA, is a trusted global provider of over 300 innovative environmental and safety services and products. Our company is a pioneer and market leader in developing Innovations for a Safer, Better & Healthier Life<sup>SM</sup>. such as the PurAyre Ionic Air Purifier and SteriBrush Toothbrush Sterilizers. For further information, please contact IMTEK, PO BOX 2066, Alpharetta, GA 30023; Telephone (770) 667-8621; Fax (770) 667-8683; E-mail [service@imtek.biz](mailto:service@imtek.biz); Web: [www.govations.com](http://www.govations.com).