



The Floor is Yours

**AIRMASTER®**  
LAUNCH  
JANUARY 2010



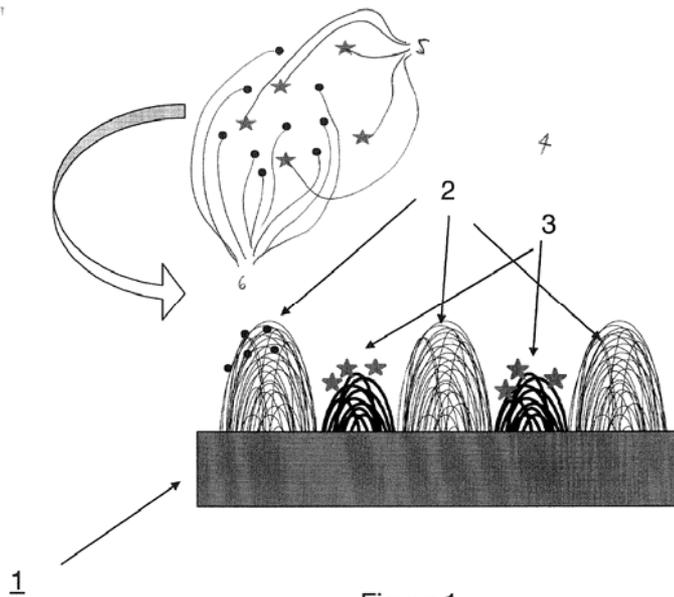
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## **AIRMASTER® - THE CARPET THAT CLEANS THE AIR**

To improve indoor air quality, DESSO has developed AirMaster® - a carpet tile which captures the fine dust and therefore cleans the indoor air.

Its patented technology ensures that the amount of dust particles being captured is 10 times higher than hard floors and 4 times higher than other “standard” carpet solutions, when movement occurs in the room.

Next to that, AirMaster® is designed to release specific particle sizes of the fine dust during cleaning in order to regenerate full performance.



Figuur 1

The patented technology is based on a high-low construction with a combination of thick, coarse yarn filaments and very fine yarn filaments.

The fine dust is captured between the high piles of the very fine yarn filament. Then it 'sinks' down in the lower thick filaments with an open construction. The fine dust is 'stored' here until it is taken by a vacuum cleaner.

This Trilogy yarn concept of Aquafil yarns is patented and constructed by DESSO exclusively.

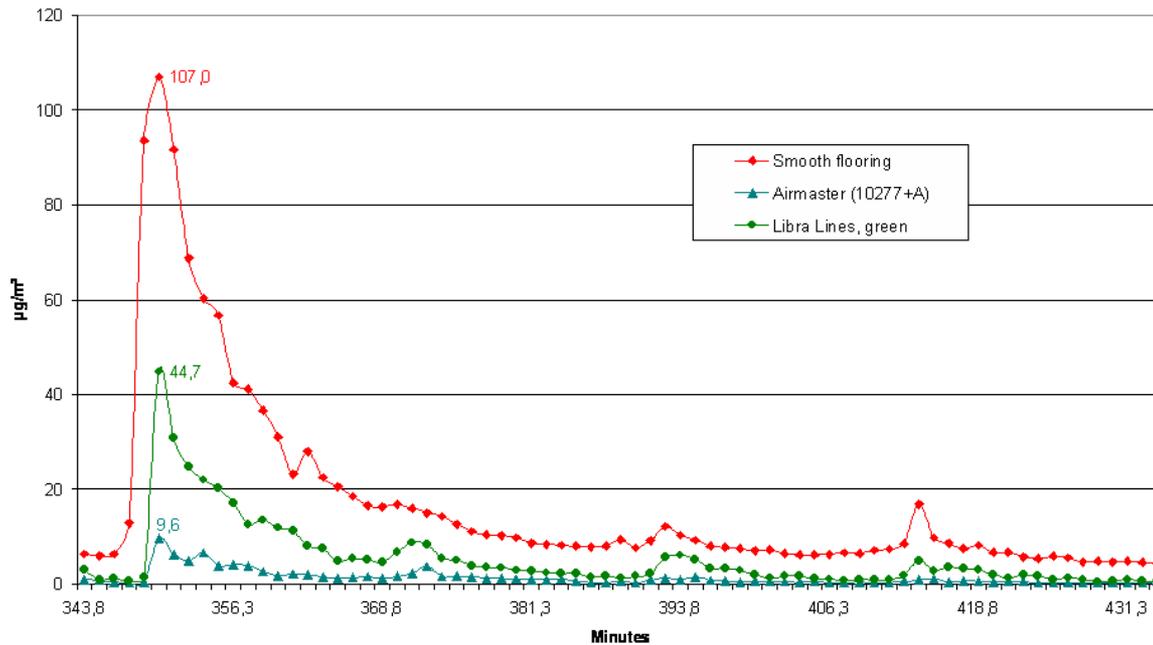


# IAQ MEASUREMENTS PM 10



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Desso Carpet Tiles - Simulation - Comparison PM<sub>10</sub>



Results of laboratory tests where a certain amount of standardized fine dust (with particle size  $10 \mu\text{g}/\text{m}^3$ ) is blown into a room simulation with a certain flooring solution (hard floor, general carpet or AirMaster®). This is then left at peace to let the fine dust fall on the floor. After a while the air in the room simulation is circulated again.

The peak in the graph shows the amount of fine dust that is airborne again due to this air circulation. This peak is highest for hard flooring. AirMaster® is 5 times better than standard carpet (Libra Lines) and 11 times better than hard flooring. After this circulation is stopped the amount of fine dust decreases the quickest and the lowest for AirMaster®.

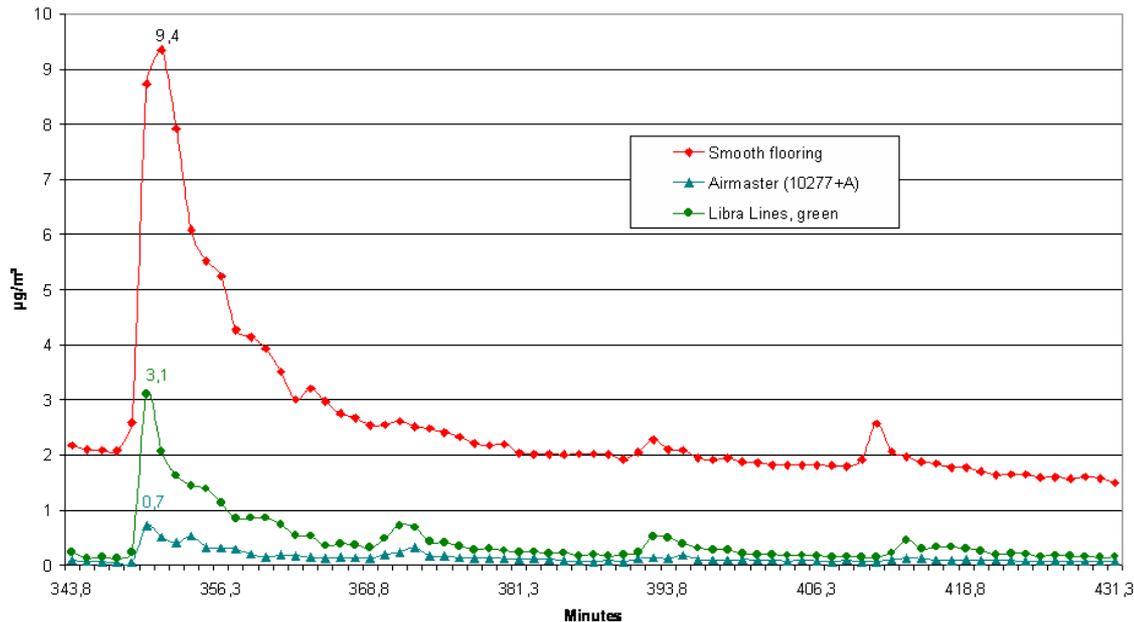


# IAQ MEASUREMENTS PM 2.5



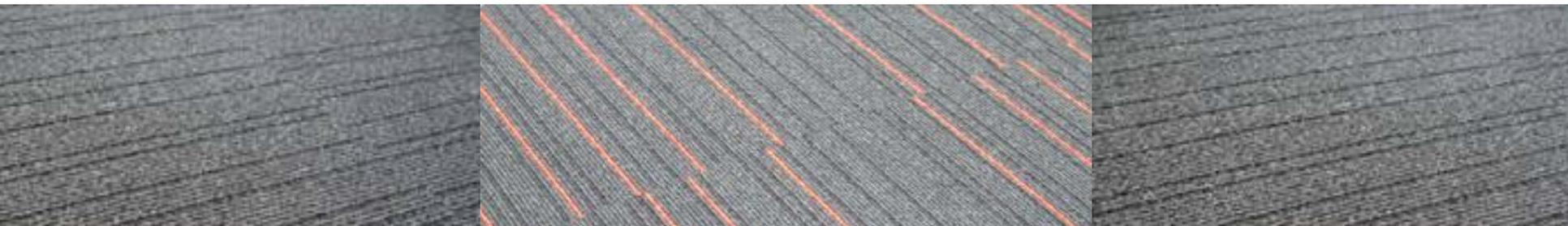
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Desso Carpet Tiles - Simulation - Comparison PM<sub>2.5</sub>



Results of laboratory tests where a certain amount of standardized fine dust (with particle size  $2.5 \mu\text{g}/\text{m}^3$ ) is blown into a room simulation with a certain flooring solution (hard floor, general carpet or AirMaster®). This is then left at peace to let the fine dust fall on the floor. After a while the air in the room simulation is circulated again.

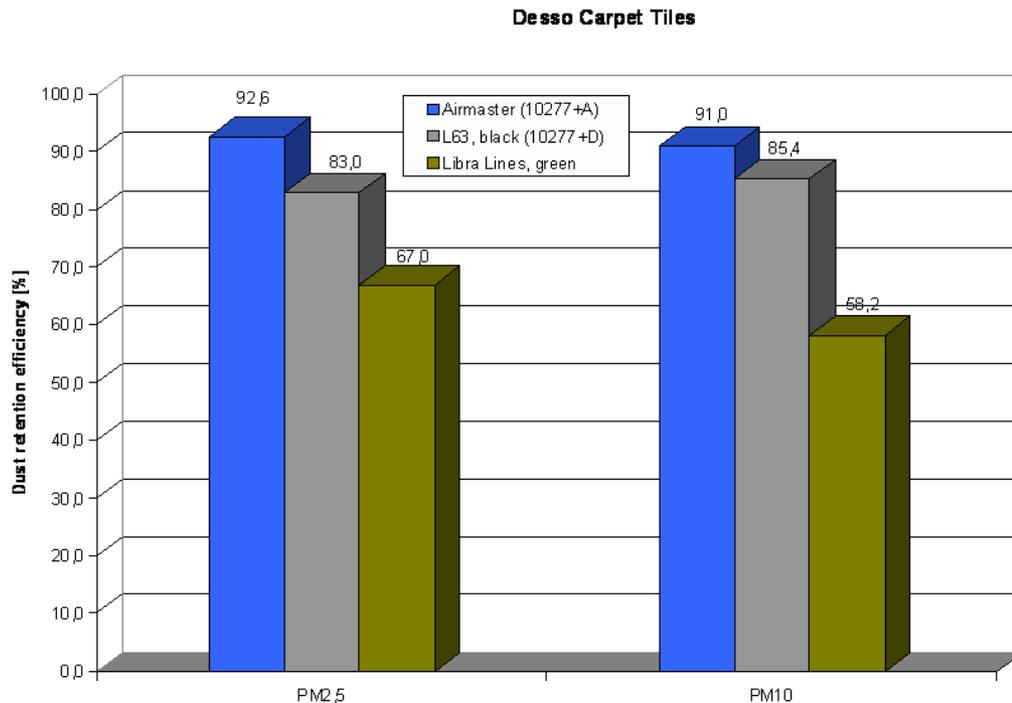
The peak in the graph shows the amount of fine dust that is airborne again due to this air circulation. This peak is highest for hard flooring. AirMaster® is 4 times better than standard carpet (Libra Lines) and 13 times better than hard flooring. After this circulation is stopped the amount of fine dust decreases the quickest and the lowest for AirMaster®.



# DUST RETENTION



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The dust retention efficiency ( $\eta$ ) in this test procedure means the percent ratio of the simulation peak values between the smooth flooring and the test carpet.

Claim: AirMaster® has a 92.6% better dust retention (PM2.5) than the hard flooring used in the test system.

Additionally, tests have been done to measure the amount of fine dust released at vacuum cleaning. Initial results show a 20% improvement in effectiveness to release fine dust compared to standard carpet.

# SEGMENTS



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This product is developed to be promoted in all commercial and residential segments, with a focus on office, education and healthcare environments.



Long hours are spent by workers, students and elderly people in offices, school and elderly homes. Poor indoor air quality can cause severe health problems and negatively affects performance and comfort.



# CERTIFICATION



The Floor is Yours

AirMaster® is certified with a GUI GOLD logo for the best performance in reducing fine dust and therefore improving indoor air quality.

GUI is an independent test institute, located in Germany, specialized in indoor air quality.

Numerous institutes have published studies on the adverse health effects (respiratory, cardiovascular etc.) of poor indoor air quality, including the World Health Organization (WHO).



# MARKETING TOOLS



The Floor is Yours

1. BROCHURE
2. ADDITIONAL MARKETING TOOLS (i.e. advertisements, concertina/flyer, launch documents etc.)
3. SAMPLE CARD
4. WEBSITE
5. PR CAMPAIGN

