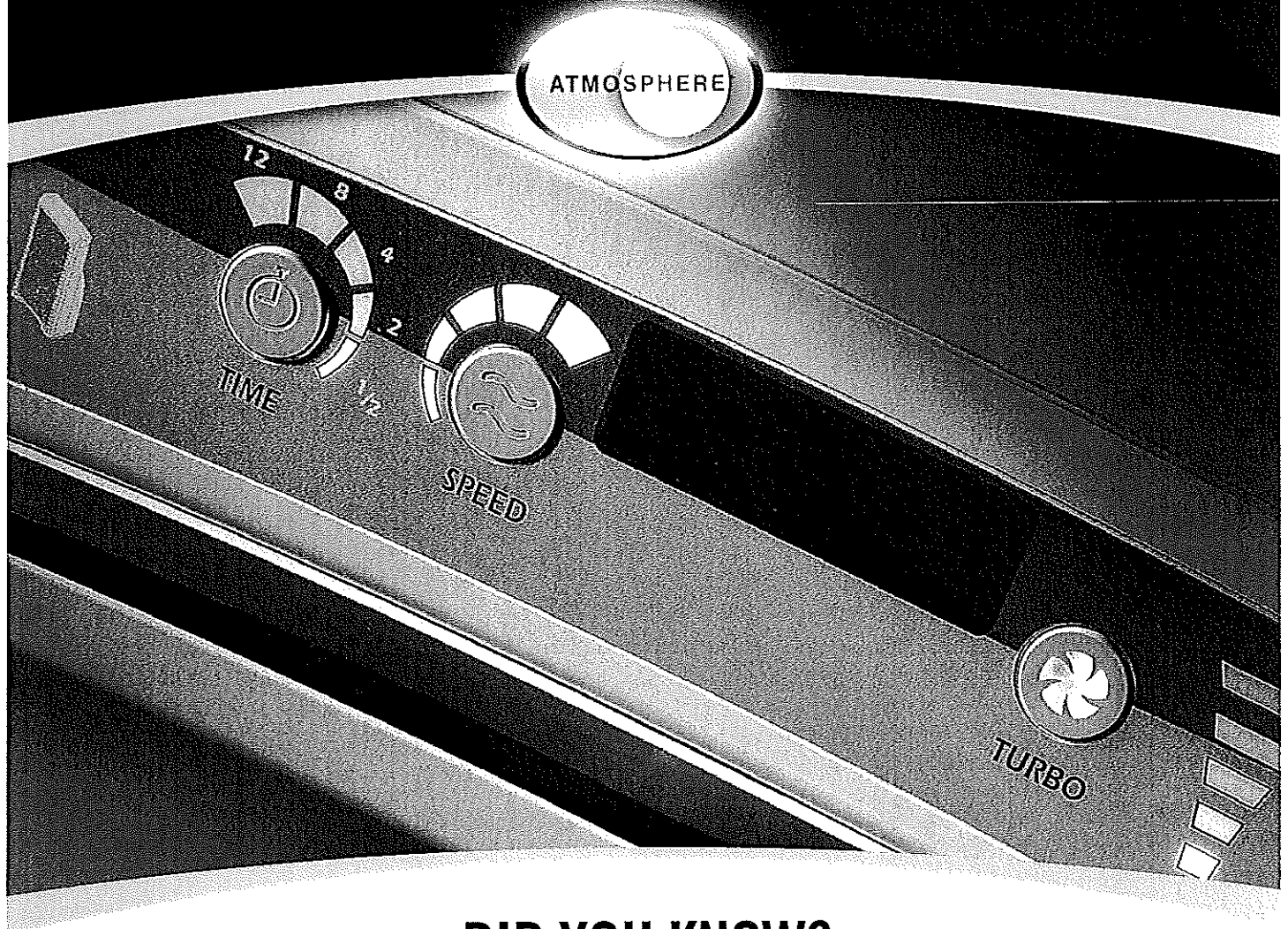


# PRODUCT GUIDE

## Amway ATMOSPHERE® Air Purifier



### DID YOU KNOW?

- 1** Generally, people spend more than 90% of their time indoors. *Environment Australia*
- 2** Indoor Air pollution causes: asthma, lung cancer, sore throats, eye irritation, nausea, headaches, and a general feeling of discomfort. *CSIRO*
- 3** Polluted Air in the home and office is currently costing the nation \$12 Billion a year in medical cost and lost productivity. *CSIRO*
- 4** 25% of all children, 14% of adolescents and 10% of adults now have asthma. A 300% increase in 15 years. *Asthma Foundation*
- 5** Studies show that the air inside your home can be up to 10 times more contaminated than the air outside. *Environment Protection Authority*

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# TECHNOLOGY THAT PROTECTS THE ONES YOU LOVE, BY PROTECTING THE AIR THEY BREATHE

Until now, most air cleaners did not efficiently remove contaminants from indoor air – leaving your home and family unprotected against invisible, airborne intruders that can cause or heighten the severity of existing respiratory conditions. The ATMOSPHERE® Air Purifier combines powerful technology with innovative features to protect your family's well-being and improve your home's environment.



## CLARUS® FILTRATION

The CLARUS filtration system features a HEPA filter to remove particles as small as 0.009 microns thus effectively removing 99.99% of all airborne particles such as pollen, bacteria, dust mites, viruses and smoke. It also features an activated carbon filter with a surface area large enough to cover 366 football fields to efficiently remove household odours.



## PUREFLOW®

Quiet operation is as important to the comfort of your home as clean air. The unique PUREFLOW system eliminates excessive fan noise by operating only when it is needed. It also reduces energy costs to earn ATMOSPHERE an Energy Star rating.



## INTELLI-SENSE®

INTELLI-SENSE has a built in particle sensor that detects contamination in the air and adjusts the filtration capacity accordingly. It works to protect your home's environment to continually achieve clean air.



## TURBO POWER

When you want to clear the air of cooking or pet odours, smoke or other contaminants, the Turbo Power function cleans the air in a 36 square metre room within 30 minutes.

## HOW THE ATMOSPHERE AIR PURIFIER WORKS

The ATMOSPHERE Air Purifier is a system that filters the air in a room and reduces the level of particulates, odours, formaldehyde and dioxin within that room.

It works by cleaning the room air to a point where the contaminant level stabilises to a new reduced level. For example, in an 86 cubic metre room (36 square metres with a 2.4 metre high ceiling), an 80 per cent particulate reduction is reached in about 30 minutes at Turbo Power which has a clean air delivery rate of 7.1 cubic metres per minute.

# WHY EVERY HOUSEHOLD CAN BENEFIT FROM AN AIR PURIFIER

## THE HIDDEN DANGERS

Airborne contaminants can concentrate in the most meticulously cleaned homes. The vast majority of airborne particles are invisible to the naked eye, giving many people a false sense of security about the quality of the air inside their house.

## THE SOLUTION TO POOR INDOOR AIR QUALITY

Doctors have long recommended air treatment systems for people who suffer from allergies or asthma. Today, though, as the prevalence and danger of indoor air pollution becomes better understood, it's apparent that every home can benefit from an air cleaner.

### HEALTH HAZARDS OF POOR INDOOR AIR

#### – CONTRIBUTORS TO ILLNESS

Studies show that indoor air pollution, even at relatively low levels, can cause or contribute to a variety of health problems, including asthma, allergies, nausea, influenza and chronic respiratory problems.

#### – IMMEDIATE AND LONG TERM EFFECTS

In some people, airborne contaminants cause an immediate reaction – runny nose, watery eyes, scratchy throat, chronic cough, headaches. Studies also show that long-term exposure to airborne particulates may decrease longevity.

## MOST OF OUR LIVES ARE SPENT INDOORS

The average adult spends at least 20 hours a day indoors — precisely where air quality is often poorest. Homemakers, children and senior citizens typically spend even longer.

## INDOOR AIR CONTAMINANTS

Air in its pure form is mainly composed of:

- Nitrogen
- Oxygen

Catch a beam of sunlight just right and you can see how much dust floats around in your house. Now consider this: those specks of dust are giants compared with the millions of microscopic particles you can't see.

If indoor air came with a list of ingredients, here's what you might read:

WHAT'S IN OUR AIR?		
Nitrogen	Mould spores	Dust mite allergens
Oxygen	Dust	Smoke
Pollens	Cigarette smoke	Asbestos
Viruses	Formaldehyde	Radon decay products
Bacteria	Animal dander	Volatile organic compounds

Though all of these pollutants aren't necessarily present in the air, airborne contaminants can concentrate in even the cleanest houses.

## THREE REASONS FOR POOR INDOOR AIR QUALITY:

### 1 AIRTIGHT CONSTRUCTION

The impact of air pollution is magnified in today's energy efficient houses, which are so well insulated that indoor air becomes increasingly stagnant and contaminated. The problem was first noted in high rise offices — so called 'sick' buildings — but it also has become associated with family homes, especially those built after 1980.

### 2 LACK OF VENTILATION

Before the days of air conditioning, families kept most of their windows open throughout the warmer months. Now, windows often remain closed all year round. In some cases, opening windows more frequently can help dilute indoor air pollution, but it's not always the best option. In many urban areas, outside air is a poor substitute for the air that's already inside. In rural areas, opening windows could introduce unacceptable pollen concentrations if a family member suffers from allergies.

### 3 EVERYDAY LIFE

Other sources of indoor air pollution are just part of living: chemicals from wallpaper and paint, solvents from dry-cleaned clothing, vapour from household cleaners, dandruff, trace substances from cosmetics and fibre dust from clothing. Pets can release hair, feathers and bacteria. Vacuuming stirs up dust. Viruses and bacteria can be brought in by family members and visitors.

# HOW VARIOUS TYPES OF AIR PURIFIERS WORK

Air cleaners have two primary goals — removing tiny particles and reducing odours. Since no single filter can do both, air cleaners often combine two types of filtering technology:

- 1 Particle Filter
- 2 Odour Filter

Both goals can be accomplished in various ways.

## PARTICULATE REMOVAL METHODS:

Here's an overview of the four most frequently used methods for removing particles:

### 1 MECHANICAL FILTRATION

A fan pushes air through a filter, which traps airborne particles. The system works quickly, and initial performance is sustained for a long time. Filters are replaced when dirty. HEPA is a performance standard for mechanical filtration.

### 2 ELECTROSTATIC PRECIPITATION

After receiving a positive electrical charge from ionising wires, particulates are attracted to negatively charged plates in a precipitation cell. Works well at first, but quickly becomes less efficient with use. The precipitation cell must be cleaned frequently to sustain performance. Electrostatic precipitation may generate low levels of potentially harmful ozone.

### 3 NEGATIVE IONISATION

An electrical charge creates negative ions that cling to incoming particles. A fan blows the charged particles out of the unit, which are then attracted to positively charged surfaces in the room. Operating costs are low, but charged particles can soil walls and furniture. These systems may also produce low levels of irritating ozone.

### 4 ELECTRET FILTRATION

A fan pulls air through an electrically charged filter that attracts and traps airborne particles. When clean, the filter is efficient, but performance quickly decreases unless it's replaced frequently.

## ODOUR REMOVAL METHODS:

Air cleaner manufacturers typically rely on one of two technologies for removing odours:

### 1 ACTIVATED CARBON

Odour-generating particles are trapped by tiny pores in a carbon filter. Filters must be replaced periodically, but can last a long time depending on the amount and type of carbon used.

### 2 OZONE GENERATOR

Neutralises airborne odours by creating fairly high levels of ozone. Very effective at odour removal and requires no filters. The major disadvantage is that Ozone itself is a significant air contaminant that can lead to irritation and health problems

## THE BEST SOLUTION – USED BY THE ATMOSPHERE AIR PURIFIER:

The ATMOSPHERE Air Purifier uses HEPA rated mechanical filtration for particle removal and a carbon filter for odour reduction. This combination provides the best balance of high performance over time, low maintenance and efficient operation. The HEPA filter is made from polypropylene, a durable polymer fabricated into an extremely fine mesh.

## THE ATMOSPHERE AIR PURIFIER FUNCTIONS USING THREE STAGES:

**Stage one** uses a prefilter to remove large particles, which helps to keep the main HEPA filter from becoming restricted.

**Stage two** uses a better than HEPA particle filter offering a very effective means of trapping micro-particles. The benefit of this filter technology is to provide an extremely long life filter with high particulate removal and low maintenance. The filter technology also allows a high airflow, which reduces electrical consumption and noise.

**Stage three** employs a carbon filter to reduce gas-phase odour molecules through the use of a special combination blend of chemically impregnated activated coconut shell carbons. This carbon both absorbs and reacts with the molecules, trapping them as well as converting some of the molecules into harmless salts, gases and water vapour. The filter also contains two catalysts that help destroy formaldehyde.

## HEPA FILTERS

### Q: WHAT IS A HEPA FILTER?

**A:** HEPA (high efficiency particulate air) filters were originally developed to trap radioactive dust in atomic plants. Today they're commonly used in manufacturing clean rooms and other environments where removing virtually 100% of airborne particles in one pass is critical.

### Q: DOES THE ATMOSPHERE AIR PURIFIER USE A HEPA FILTER?

**A:** Yes. The HEPA filter in the ATMOSPHERE'S filtration system eliminates 99.99% of all airborne particles that pass through the filter – effectively removing pollen, bacteria, dust mites, viruses, smoke and impurities as small as 0.009 microns.

# AIRBORNE CONTAMINANTS REDUCED BY THE ATMOSPHERE AIR PURIFIER

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## ALLERGEN

- 1 Tobacco smoke
- 2 Dust
- 3 Cat allergens
- 4 Cockroach allergens
- 5 Dog allergens
- 6 Dust mite Antigens Der pl & Der fl
- 7 Latex
- 8 Silkworm fragments

## BACTERIA

- 9 Bacillus subtilis spores
- 10 Bordetella pertussis
- 11 Chlamydia psittaci
- 12 Corynebacterium diphtheriae
- 13 Francisella tularensis
- 14 Haemophilus influenzae
- 15 Klebsiella pneumoniae
- 16 Legionella pneumophila
- 17 Mycobacterium tuberculosis
- 18 Pseudomonas aeruginosa
- 19 Staphylococcus epidermidis
- 20 Streptococcus pneumoniae

## FUNGAL SPORES

- 21 Cladosporium sphaerospermum
- 22 Absidia
- 23 Acremonium
- 24 Alternaria alternata
- 25 Aspergillus
- 26 Corn smut
- 27 Exophiala
- 28 Histoplasma capsulatum
- 29 Mucor plumbeus
- 30 Paecilomyces variotii
- 31 Penicillium chrysogenum
- 32 Pneumocystis carinii
- 33 Rhodoturula
- 34 Saccharomyces cerevisiae
- 35 Stachybotrys chartarum

## VIRUSES

- 36 Adenovirus
- 37 Coliphage MS2
- 38 Coronavirus (SARS)
- 39 Coxsackievirus
- 40 Hantaan virus
- 41 Influenza A virus
- 42 Measles virus
- 43 Mumps virus
- 44 Parvovirus B19
- 45 Reovirus
- 46 Respiratory Syncytial Virus
- 47 Rhinovirus
- 48 Rubella virus
- 49 Varicella-zoster virus
- 50 Variola (Smallpox)

## POLLEN

- 51 Arizona cedar
- 52 Arizona cypress
- 53 Bald cypress
- 54 Birch
- 55 Cedar
- 56 Cypress
- 57 Dandelion
- 58 Desert ragweed
- 59 Elm
- 60 False ragweed
- 61 Giant ragweed
- 62 Goldenrod
- 63 Grass
- 64 Hazlenut
- 65 Hickory
- 66 Italian cypress
- 67 Japanese cedar
- 68 Liquidambar (gum tree)
- 69 Mugwort
- 70 Mulberry
- 71 Nettles
- 72 Orchard grass
- 73 Paper mulberry
- 74 Pollen fragments
- 75 Ragweed
- 76 Short ragweed
- 77 Slender ragweed

## MINERALS

- 78 AC Fine Road Test Dust
- 79 Asbestos

## CHEMICALS

- 80 Radon Decay Products
- 81 Formaldehyde
- 82 Dioxins
- 83 Dibenzofurans
- 84 Ozone

**While the ATMOSPHERE Air Purifier can effectively reduce the potential airborne contaminants listed above, the ability of any cleaner to reduce airborne contaminants is limited to those airborne contaminants that pass through the system.**

**Since the ATMOSPHERE Air Purifier is a room air cleaner, your exposure to these and other potential airborne contaminants, and their associated health risks will not be completely eliminated by the use of this product.**

# TOP 10 QUESTIONS TO ASK WHEN BUYING AN AIR PURIFIER

## 1 DOES THE PURIFIER REMOVE A HIGH PERCENTAGE OF CONTAMINANTS?

Air cleaners continually recirculate the air, but an effective system should remove a high percentage of contaminants with just one pass. Insist on a Clean Air Delivery Rate (CADR), of at least 3 cubic metres (100 cubic feet) per minute. The higher the number, the better the performance. Top CADR for ATMOSPHERE is 7.1 cubic metres per minute at turbo mode.

## 2 DOES THE SYSTEM REDUCE ODOURS?

Not all air cleaners remove odours. Air cleaners must combine two types of filtering technologies to remove both contaminants and odour. The ATMOSPHERE CLARUS filtration system uses a carbon filter and a HEPA filter to remove both odour and particles.

## 3 IS THE AHAM LOGO DISPLAYED?

The Association of Home Appliance Manufacturers (AHAM) developed the Clean Air Delivery Rate as a means of evaluating the performance of air cleaners. Many systems, including the ATMOSPHERE Air Purifier, display their AHAM CADR rating, making it easy to compare different models.

## 4 IS THE SYSTEM QUIET?

Chances are, this criterion will do more than any other to narrow your list of candidates.

Many top-performing models are unacceptably loud. Air cleaners are often used in bedrooms at night – especially when used to reduce airborne contaminants that could cause asthma or allergies. The unique whisper-quiet PUREFLOW system in ATMOSPHERE eliminates excessive fan noise by operating only when it is needed.

## 5 IS THE SYSTEM ATTRACTIVE?

An air cleaner is an appliance. Like any appliance, it will be part of your home for a long time. Look for one that will blend into your decor, not become the centrepiece of your room.

## 6 HOW LONG WILL THE FILTERS LAST?

Look for a purifier that performs well for a long time between filter replacements. Think years, not months. The ATMOSPHERE odour filter will last up to one year, and the HEPA filter will last up to five years depending on usage, longer if used only a few hours a day.

## 7 DOES THE PURIFIER TELL YOU WHEN FILTERS NEED TO BE REPLACED?

It's easy to forget to replace filters on schedule. Some purifiers, like ATMOSPHERE, have built-in monitors that automatically signal when it's time to replace the filters. This is one of the most useful features to look for.

## 8 IS THE PURIFIER EASY TO OPERATE?

Examine the control pad. Most of the controls should be self-explanatory. Ideally, you should be able to forget that an air cleaner is even around. That won't happen if you're always fiddling with the controls. The ATMOSPHERE INTELLI-SENSE technology gives you an automatic one-touch mode that monitors and protects the quality of your home's environment – even when you're not there. ATMOSPHERE also has an easy to use remote control.

## 9 CAN THE PURIFIER BE CUSTOMISED TO MY REQUIREMENTS?

Variable fan settings and the ability to program your system so it operates automatically at predetermined times are among the features that make an air cleaner easier to live with. ATMOSPHERE features a 12 hour timer and the INTELLI-SENSE set-and-forget option.

## 10 HOW LONG IS THE WARRANTY?

The warranty is one of the best indications of an air cleaner's quality. If the manufacturer doesn't trust a system reliability for more than a year, why should you? The ATMOSPHERE warranty period is for two years.

***The ATMOSPHERE INTELLI-SENSE technology gives you an automatic one-touch mode that monitors and protects the quality of your home's environment – even when you're not there.***

# TOP 10 REASONS TO CHOOSE THE ATMOSPHERE AIR PURIFIER

## 1 THE RIGHT BALANCE OF FEATURES

ATMOSPHERE combines high performance, quiet operation, long filter life, reliability and convenience. There is no competing air filter system that provides the all round performance of ATMOSPHERE.

## 2 REMOVES VIRTUALLY ALL POLLUTANTS



ATMOSPHERE CLARUS filtration system removes up to 99.99% of contaminants like smoke, dust, pollen and over 80 others that pass through the filter, many of which might pose immediate or long-term health hazards.

**99.99%**

## 3 REDUCES ODOURS

ATMOSPHERE quickly neutralises unpleasant household odours, including those from cooking, smoking, body perspiration and pets.

## 4 HIGH CLEAN AIR DELIVERY RATE



In Turbo Power mode ATMOSPHERE achieves a Clean Air Delivery Rate, or CADR, of 7.1 cubic metres per minute, among the highest ratings for air cleaners of its type.

**7.1 m<sup>3</sup>/min**

## 5 QUIET OPERATION



The unique ATMOSPHERE PURE FLOW design makes it quieter than competing models offering comparable performance. It won't disturb sleep or conversation.

## 6 INTELLI-SENSE



INTELLI-SENSE technology gives you automatic one-touch mode that monitors and protects the quality of your home's environment – even when you're not there.

## 7 INDEPENDENT CERTIFICATION

ATMOSPHERE is certified for dust, smoke and pollen removal under test standards developed by the Association of Home Appliance Manufacturers. Testing by three independent laboratories confirms its ability to remove 25 additional indoor contaminants. It complies with Australian Electrical Safety Standards.

## 8 LONG FILTER LIFE

Replaceable filters used by ATMOSPHERE last longer than those of most competitors with little loss of performance. Long-lasting filters reduce the inconvenience — and expense — of frequent filter replacements. The ATMOSPHERE indicates when filters need to be changed.

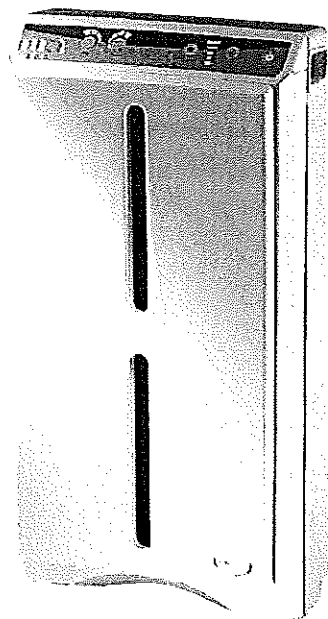
	NUMBER OF HOURS USED PER DAY		
Filter type:	24 hours	8 hours	Less than 5 hours
Particulate	1 year	3 years	5 year maximum
Odour	4 months	1 year	1 year maximum

## 9 TWO-YEAR WARRANTY

In a product category in which one year warranties are common, the ATMOSPHERE offers a two-year warranty, a testament to its reliability.

## 10 EXCLUSIVE AMWAY DESIGN

ATMOSPHERE boasts several innovations developed by Amway engineers during a three-year design and testing process.



# PERFORMANCE CHARACTERISTICS OF THE ATMOSPHERE AIR PURIFIER

## PRINCIPAL CLAIM NUMBER 1

Independent tests confirm that the ATMOSPHERE Air Purifier is effective at removing dust, smoke, pollen and 80 additional contaminants.

## INDEPENDENT CERTIFICATION

ATMOSPHERE has been certified for the removal of dust, smoke and pollen by the Association of Home Appliance Manufacturers (AHAM). And tests conducted by three independent laboratories verify the system's ability to remove over 80 other indoor contaminants.

## WHAT IS AHAM?

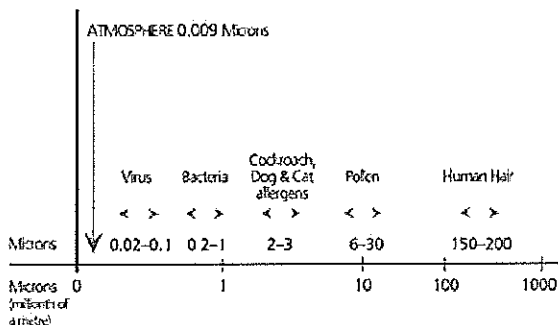
The Association of Home Appliance Manufacturers (AHAM) is an internationally recognized, third party authority on home appliances. Well over 100 appliance manufacturers and related companies are members of AHAM. AHAM develops objective performance standards by which a variety of home appliances, including air cleaners, can be evaluated.

## PRINCIPAL CLAIM NUMBER 2

The ATMOSPHERE Air Purifier has been tested to be effective at removing contaminants ranging from 0.009 to 30 microns in size.

## HOW BIG IS A MICRON?

One micron is one millionth of a metre. The 0.009 micron particles the ATMOSPHERE Air Purifier is capable of removing are about 10,000 times smaller than the diameter of a strand of hair.



The ATMOSPHERE Air Purifier effectively eliminates 99.99% of impurities that pass through it, down to 0.009 microns!

## PRINCIPAL CLAIM NUMBER 3

The ATMOSPHERE Air Purifier's particle filter media removes up to 99.99% of airborne particulates that pass through it.

## CONTAMINANTS REMOVED

The threshold of visibility is 10 microns, about the size of tiny particles of household dust. But the most hazardous particles, including bacteria, viruses and cigarette smoke, are many times smaller.

## PRINCIPAL CLAIM NUMBER 4

Operating at top speed, the ATMOSPHERE has a Clean Air Delivery Rate of 7.1 cubic metres per minute.

## WHAT DOES THE CADR MEAN?

Clean Air Delivery Rate, or CADR, is the primary performance standard of air cleaners. Developed by AHAM, the rating is a measurement of how much air a system can clean.

The higher the CADR, the faster a unit clears the air of pollutants, and the larger a room it can effectively clean.

## CADR RATINGS AT EACH SPEED.

The following table shows the CADR ratings of the ATMOSPHERE Air Purifier at each setting. In all cases, the ratings are among the highest on the market for the air cleaners using mechanical filtration.

CLEAN AIR DELIVERY RATE (CADR)	
Whisper	1.4 cubic metres per minute
Low	2.8 cubic metres per minute
Medium	4.2 cubic metres per minute
High	6.5 cubic metres per minute
Turbo	7.1 cubic metres per minute

## PRINCIPAL CLAIM NUMBER 5

The ATMOSPHERE is the quietest among models boasting a comparable level of performance.

## QUIETER THAN THE COMPETITION.

Saying that an air cleaner removes contaminants is like saying that a washing machine cleans clothes. Its ability to do so should be taken for granted. What sets ATMOSPHERE apart is how quietly it works. Competing systems with comparable CADR rates are twice as loud as ATMOSPHERE ratings.

## SOUND LEVELS AT EACH SPEED.

At low speed, ATMOSPHERE is virtually inaudible. The following table compares the noise levels generated by the system with other common sounds:

MODE	DECIBELS	COMPARIBLE TO:
Low	34	Whisper
Medium	42	Cricket chirping
High	49	Quiet office
Turbo	52	Quiet office

## WHY ATMOSPHERE IS SO QUIET

Amway's patented design brings air in through a relatively small opening and disperses it back into the room through a large one. Most air cleaners do the opposite, forcing a high volume of air through a small outlet, which causes noisy operation and uncomfortable drafts. ATMOSPHERE is designed to reduce air velocity and, thus, noise.

# QUESTIONS ABOUT PERFORMANCE

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**Q: HOW LARGE A ROOM WILL THE ATMOSPHERE CLEAN?**

**A:** It's designed for maximum performance in rooms up to 36 square metres.

**Q SHOULD I USE THE PURIFIER WITH THE WINDOWS CLOSED OR OPEN?**

**A:** The system works best when the windows are closed because additional contaminants won't be introduced from outside.

**Q HOW MUCH DOES THE ELECTRICAL SYSTEM COST TO OPERATE?**

**A:** About 1.6 cents per day on speed 1 to 7.2 cents per day on speed 3 (based on 24 hours of operation at national average electric rate of 14 cents/kwh [kilowatts per hour]). Even on turbo speed, the system uses less power than a 60 watt light-bulb. An important point to note is though replacement filters used by many competing systems may seem to be less expensive than those used by the ATMOSPHERE, they may end up costing more because they don't last as long. Long-lasting filters also reduce the inconvenience of frequent filter changes.

**Q HOW MUCH MAINTENANCE IS REQUIRED?**

**A:** Very little. Periodic replacement of the particulate and carbon filters takes only a few minutes. The pre-filter should be rinsed under tap water once a month – again, a quick job. That's about it for maintenance, unless you count replacing the remote control batteries when they wear out.

**Q IS THE ATMOSPHERE EFFECTIVE IN A COMMERCIAL ENVIRONMENT?**

**A:** The system is ideal for light commercial applications like

- Small offices
- Small gymnasiums and locker rooms
- Waiting rooms – eg doctors, dental, veterinary
- Barber shops

It's NOT suitable for factories or areas where cigarette smoke is continuously generated (like pubs and clubs).

Under such circumstances, filter life may be shortened and the system may not perform adequately.

# CONVENIENCE FEATURES OF THE ATMOSPHERE AIR PURIFIER

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The ATMOSPHERE Air Purifier puts you in control of indoor air quality with an unmatched combination of features. Though competing systems offer some of the following features, only ATMOSPHERE offers them all.

## TWO-YEAR WARRANTY

Reliability is the ultimate convenience. The ATMOSPHERE comes with a two-year warranty, so you can count on trouble-free operation. Few other air cleaners on the market are willing to back up their reliability with a generous warranty.

## ELECTRONIC FILTER MONITOR

You'll never forget about replacing a filter. Visual and audible indicators automatically let you know when it's time.

## AUTOMATIC FILTER DELIVERY

For even greater convenience, you can arrange to have replacement filters shipped to you on whatever schedule you like — use our Ditto Delivery®!

You'll know it's time to replace a filter when a new one is delivered.

## TURBO MODE

Turbo provides maximum cleaning power and is ideal for removing particulates and odours after cooking, vacuuming and get-togethers. The one-touch feature cleans and recirculates the air, then automatically returns the unit to its previous setting. You also can run turbo mode continuously.

## PROGRAMMABLE TIMER

Program the system to clean for specified times. Perhaps only when you're away from home or at night when you're sleeping. Choose settings of 2, 4, 8 or 12 hours. After each cleaning cycle, the units shuts off automatically.

## PORTABLE

Weighing in at just 10.5 kg, the ATMOSPHERE is light enough to carry from room to room when it's not mounted on a wall. Featuring cord storage and three handles for easy carrying, you can clean the air anywhere in your house.

## REMOTE CONTROL

Operate all functions either via a microprocessor-controlled pad on the unit or by remote control from across the room.

## MULTIPLE SPEEDS, INCLUDING TURBO

You can customise operating to room requirements or personal taste by choosing from five fan speeds. Turbo speed provides maximum cleaning power and is ideal for removing particulates and odours after cooking, vacuuming and get-togethers. Or use the INTELLI-SENSE set-and-forget feature to automatically clean your home, even where you're not there.

## UNOBTRUSIVE APPEARANCE

A neutral colour and streamlined profile ensure that ATMOSPHERE will blend into any decor. And unlike many air cleaners, there's no need to place it in the centre of the room.

## FREE TECHNICAL SUPPORT

If you ever have any questions about operation or performance, just call:

**Australia: 1800 45 46 47**

OR

**New Zealand: 0800 611 611**

Free Technical Support is available as long as you own your ATMOSPHERE Air Purifier.

**90 DAY MONEY BACK GUARANTEE.**

**100% 90 DAY SATISFACTION GUARANTEE.**

# HOW TO MERCHANDISE THE ATMOSPHERE AIR PURIFIER AND DRIVE YOUR BUSINESS

## A BIG BUSINESS BUILDER

The ATMOSPHERE Air Purifier presents an ideal business-building opportunity.

### WHY IS ATMOSPHERE AN IDEAL BIG BUSINESS BUILDER?

#### – BIG TICKET PV/BV

Selling ATMOSPHERE will give you significant PV/BV and a handsome profit if sold at suggested retail. Few products have as much potential to invigorate your business.

#### – ENHANCE YOUR REPUTATION

ATMOSPHERE is a sophisticated high-tech product that can increase your credibility as a consultant who can help improve your customers' quality of life.

The long-term performance of the system will also make customers more receptive to other Amway products.

#### – REPEAT SALES

ATMOSPHERE has two filters that need to be replaced periodically.

Not only does this give you automatic repeat sales, it also presents an ideal opportunity to check back with your customers periodically and identify other product needs.

## THE TIME IS RIGHT

We live in a health-conscious age. People today are exercising more, eating smarter and snapping up any information they can find about ways to live longer and better.

Consequently, it shouldn't take much to convince people that breathing clean air is important, especially since indoor air pollution consistently ranks as a top consumer concern. Media reports about sick buildings and airtight homes have raised awareness of indoor air quality too.

In some countries, sales of air filtration systems are growing by more than 30% a year. A critical assessment of all these trends results in one conclusion: ATMOSPHERE is hitting the market at the perfect time.

## TOP PROSPECTS

Any relative, friend, acquaintance or business associate is a good candidate for ATMOSPHERE. As the public becomes better educated about the dangers of contaminated indoor air, consumer demand should increase.

### Who could benefit from ATMOSPHERE:

- Households with a smoker
- Households with children
- Households with pets
- Families in which someone suffers from asthma
- Families in which someone suffers from allergies
- People in urban areas, where automobile emissions and industrial pollutants are high

- People in rural areas, where pollen counts are high
- Small offices
- Small gymnasiums and locker rooms
- Children's day care centres
- Waiting rooms – eg. doctors, dental, veterinary
- Barber shops

## OVERCOMING OBJECTIONS

### MY HOME IS CLEAN. WHY DO I NEED AN AIR PURIFIER?

Airborne pollutants and odours can concentrate in even the cleanest homes. Many of the most hazardous pollutants are too small to be seen. Consequently, even though a house looks clean, the air it contains might not be. The fact is, indoor air can be up to 10 times more polluted than outside air.

### MY BODY'S NATURAL FILTERING SYSTEM IS SUFFICIENT TO ENSURE THAT AIRBORNE CONTAMINANTS DON'T DO ANY REAL HARM.

- Indoor Air pollution causes: asthma, lung cancer, sore throats, eye irritation, nausea, headaches, and a general feeling of discomfort. *CSIRO*
- 25% of all children, 14% of adolescents and 10% of adults now have asthma. A 300% increase in 15 years. *Asthma Foundation*

Poor indoor air quality can contribute to many health problems, including allergies, asthma and a variety of chronic diseases. Here are some key statistics:

- Generally, people spend more than 90% of their time indoors. *Environment Australia*
- Polluted Air in the home and office is currently costing the nation \$12 Billion a year in medical cost and lost productivity. *CSIRO*
- Studies show that the air inside your home can be up to 10 times more contaminated than the air outside. *Environment Protection Authority*

### ATMOSPHERE SEEMS LARGER THAN MANY OTHER MODELS ON THE MARKET.

Smaller units can't hold the large amount of filtering media needed to provide the high performance and long filter life of ATMOSPHERE. The purifier's patented design – which delivers high air-flow at a low noise level – also requires more space than designs used by many competing units.

### ATMOSPHERE IS TOO EXPENSIVE.

Consider overall cost when comparing different systems. With its low operating cost and long filter life, the ATMOSPHERE Air Purifier is very economical to own over its life span. Besides, no other system can match its balance of performance, convenience, and unique features.

Take into account the 2-year warranty offered by the ATMOSPHERE Air Purifier and the initial price advantage of competing models becomes even less attractive. Easy installment payment plans make it even more affordable.

# ATMOSPHERE® VS THE COMPETITION

ATMOSPHERE beats the competition in efficiency, power, and effectiveness.

	ATMOSPHERE AIR PURIFIER	AMWAY AATS	NIKKEN KSAP 1000 POWER 5	THE SHARPER IMAGE† IONIC BREEZE† GP S1730***
<b>PURIFICATION SYSTEM</b>				
Filter types	Three filter system: prefilter, HEPA, carbon with catalyst	Three filter system: prefilter, HEPA type, carbon	Prefilter, photocatalytic, carbon, nanocopper, HEPA system, negative ion generator.	No filters: ultraviolet light, ionizer
HEPA filter size	2.75m <sup>2</sup>	3.0m <sup>2</sup>	1.66m <sup>2</sup>	N/A
Carbon filter size	2339 grams*	1200 grams	60 grams†	N/A
Filter life	Prefilter: removable for cleaning HEPA: 1 to 5 years* Carbon: 4 months to 1 year	Prefilter: removable for cleaning HEPA: 1 to 5 years Carbon: 4 months to 1 year	All filters every 2 years	N/A. Blades need cleaning at least every two weeks.
<b>CLEANING POWER</b>				
Particle removal	Removes up to 99.99% of airborne particles as small as 0.009 microns. For example pollen, dust, tobacco smoke, viruses, mold fungi, dust mites, asbestos, radon decay products	Removes up to 99.99% of airborne particles as small as 0.01 microns. For example pollen, dust, tobacco smoke, viruses, mold fungi, dust mites, asbestos, radon decay products	Removes up to 99.97% of airborne particles as small as 0.3 microns. Thus it would not remove viruses. Charged particles from ion generator are released into the room, soiling surfaces.	Removes up to 43% of airborne particles. Charged particles from ion generator are released into the room, soiling surfaces.
Odour removal	Reduces pet odours, cooking smells and tobacco smells	Reduces pet odours, cooking smells and tobacco smells	Deodorises air	Reduces some odours.
Formaldehyde removal	82.80%	14.30%	Information not available	-
Maximum clean air delivery rate (CADR)	7.1 cubic metres/min**	6.4 cubic metres/min	6.4 cubic metres/min	0.7 cubic metres/min
Maximum room size	36 square metres	32.5 square metres	36 square metres	4.6 square metres
<b>FEATURES</b>				
Remote control	Yes	Yes	No	No
Built in particle sensor	Yes	No	Yes	No
Automatic fan speed linked to particle sensor	Yes	No	No	No
Timer	Yes	Yes	Yes	No
Speed settings	5	4	4	4
Filter life indicator	Yes	Yes	Yes	N/A
AHAM certified	Yes	Yes	No	No
Energy use	Energy Star rated	-	-	N/A
Energy use (watts)	54.6 (max) / 3.5 (min)	110 (max) / 19 (min)	94.2 (max) / 7.2 (min)	N/A

\* HEPA filter life depends on contaminant level in the room. Most will last one to five years depending on use.  
 \*\* For best efficiency and effectiveness, CADR and Air Flow should be equal. ATMOSPHERE maintains the 7.1 cubic metres per minute CADR while others drop depending on pollutant.

\*\*\* Product not available in Australia or New Zealand. Use for comparative use only. Popular overseas brand.  
 † Trademarks: The Sharper Image and Ionic Breeze (Sharper Image Corp., San Francisco, Calif.).

While the ATMOSPHERE Air Purifier can effectively reduce the potential airborne contaminants listed above, the ability of any air cleaner to reduce airborne contaminants is limited to those airborne contaminants that pass through the system. Since the ATMOSPHERE Air Purifier is a room air cleaner, your exposure to these and other potential airborne contaminants, and their associated health risks, will not be completely eliminated by the use of this product.

# TIPS WHEN USING THE ATMOSPHERE AIR PURIFIER SYSTEM

- 1 Clean the Pre-filter at the back of the ATMOSPHERE Air Purifier once a month. Vacuum or wash with LOC Multi-Purpose and water. After washing, dry the pre-filter for 4-5 hours before re-installing at the back of the ATMOSPHERE Air Purifier.
- 2 The life of the odour filter may be reduced if using the ATMOSPHERE Air Purifier where there are continuous intense and strong odours. Example: when cooking, it is not recommended to have the ATMOSPHERE Air Purifier in the kitchen as this will reduce the capacity of the carbon and potentially affect the life of the carbon filter.
- 3 When the environment or place of use of the ATMOSPHERE Air Purifier is changed, it is possible that the ATMOSPHERE Air Purifier may expel odours which were intensively present in the previous environment – ie moving the ATMOSPHERE Air Purifier from smokers home to non smokers home may necessitate both the particulate and odour filters be replaced.
- 4 When traveling with the ATMOSPHERE Air Purifier or transporting the ATMOSPHERE Air Purifier, it is recommended that the odour filter be handled with care. A suggestion is to cover the odour filter with a plastic bag.

## USE OF THE ATMOSPHERE AIR PURIFIER IN NAIL SALONS AND OTHER ENVIRONMENTS CONTAINING VOLATILE ORGANIC COMPOUNDS (VOCs)

The ATMOSPHERE Air Purifier does not reduce odours from chemicals and solvents, known as Volatile Organic Compounds (VOCs). It is important to remember that this is only of concern in very specific environment where VOCs are found in high concentrations such as in nail salons and other commercial premises where chemicals of certain types are used.

## SPECIFICATIONS FOR THE AMWAY ATMOSPHERE AIR TREATMENT SYSTEM

<b>Model</b>	<b>E2526A Air treatment System</b>	VS/QO 101076	(contains Odour and Particulate Filter)
<b>Replacement Filters:</b>	<b>E2527A Odour Filter</b>	VS/QO 101077	
	<b>E2528A Particulate Filter</b>	VS/QO 101078	
<b>Warranty</b>		2 years	
<b>Room Size</b>		Maximum	36 square metres
<b>Carbon Filter Life</b>		24 hours/day:	4 months
		8 hours/day:	1 year
		Maximum:	1 year
			(Where the ATMOSPHERE Air Purifier is running in an area which is constantly filled with Intense/strong odours – the filter life may be reduced)
<b>Particulate Filter Life</b>		24 hours/day:	1 year
		8 hours/day:	3 years
		Maximum:	5 years
<b>Clean Air delivery Rate (CADR)</b>		Low:	2.8 cubic metres per minute
		Medium:	4.2 cubic metres per minute
		High:	5.5 cubic metres per minute
		Turbo:	7.1 cubic metres per minute
<b>Rate Voltage</b>		AC 240 (50/60 Hz)	
<b>Electrical Cord</b>		3 metres	
<b>External Dimensions</b>		38.1 wide x 27.9 deep x 87.6 high	
<b>Weight</b>		10.5kg	
<b>Electrical Power Consumption</b>		Average power consumption is based on Energy Australia – domestic light / power 14 cents kw/hour. Speed 3 = 7.2 cents per day	



# SOURCES OF INFORMATION ON AIR POLLUTION AND CLEAN AIR

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- Environment Report: *'Air Toxics and Indoor Air Quality in Australia' 2001*
- Clean Air Society of Australia and New Zealand: *'Indoor Air Quality in Australia and New Zealand' 2002*
- *'Air Pollution Indoors' 18th October 2002, Sydney Morning Herald, the Melbourne Age, The West Australian*
- *'Inside story enough to make you ill' 2nd September 2002, The Melbourne Age*

<http://www.whs.qld.gov.au/guide/gde21.pdf>

## ATMOSPHERE AIR PURIFIER PRODUCT GUIDE

VS/QS-101076

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