

FILTRETE™ BRAND RELEASES NEW SMART AIR PURIFIER AS AMERICANS SPEND MORE TIME INDOORS

From the most trusted brand in HVAC Air Filters, the latest from Filtrete Brand expands an existing line of smart products to provide new holistic in-home air quality solutions

ST. PAUL, Minn. Jan. 11, 2020 – [Filtrete™ Brand](#) expands its holistic smart home air quality management offerings with the launch of the new Filtrete™ Smart Air Purifiers. As an industry leader in residential HVAC air filtration, Filtrete Brand is paving the way in smart home technology as the first brand to have a Smart Air Purifier and [Smart Air Filter](#) (released in 2018) in its product offering – both of which connect directly to Filtrete Smart App on a smartphone for a fully integrated air purifying experience.

Designed with exclusive 3M filtration technology, the Smart Air Purifier can capture 99.97 percent of airborne particles*. When placed in auto mode, the device will change fan speeds to clear your air automatically by continuously monitoring for changes in air quality, reacting and purifying air in medium or large rooms. Utilizing a laser-based sensor, the Filtrete Smart Air Purifier provides consistent and precise readings of the particles in the air, and the device has a color and numerical scale to provide at-a-glance air quality readings that are easy to understand. The Filtrete Smart Air Purifier is available at a more affordable price compared to other leading smart air purifiers in the market.

Through the app, users can access real-time insights about their home's indoor air quality. When enabled, the app sends personalized push notifications and alerts users to spikes in poor air quality, whether it be fine particles seeping in from outdoors or an increase in particles while cooking in the kitchen. This allows consumers to isolate activities negatively impacting indoor air quality.

"The addition of the Filtrete Smart Air Purifier to our lineup of smart home products allows consumers to take control of their indoor air quality, right from their smartphone," said Megan Tuetken, New Products Marketing Manager with Filtrete Brand. "The smart air purifier provides air quality readings and insights that are easy to understand, providing a combination of quality and value in a simple set-it-and-forget-it experience."

Available in a chic, new design in black or white, the smart air purifier is available in two sizes, both of which include a True HEPA filter. Additional features include:

- **Filter Life Tracking:** The app can track the life of other Filtrete Smart Air Filters by measuring the lifespan based on usage, air flow and air quality**, not just time. The filter life percentage is also displayed on the top of the device for ease of use.
- **Change Reminders and Filter Support:** Gone are the days of forgetting to change your air filter. The Filtrete™ Smart Air Purifier sends push notifications through the Filtrete Smart App to remind users to change their filters and remembers previously purchased filter type and size for ease of purchase within the app.
- **Voice Enabled Technology:** The device pairs seamlessly with other smart home products, including Google Assistant and Amazon Alexa.
- **Available in Tower and Console:** Both sizes include True HEPA filters and are compatible with existing Filtrete Smart App.
 - The Smart Tower is made for a larger room up to 310 square feet
 - The Smart Console for medium rooms cleans the air in a 150 square foot room

The Smart Air Purifier Tower MSRP is \$329 while the Smart Air Purifier Console MSRP is \$274. The Filtrete Smart Air Purifiers will be available at participating retailers in the U.S. For more information about Filtrete Brand products, visit www.filtrete.com.

The Filtrete™ Smart App launched in 2018 with the [introduction of the first-ever Bluetooth®-enabled HVAC air filter](#) for the home. To date, more than 300,000 people have utilized the Filtrete Smart App.

*As small as 0.3 microns from the air passing through the filter media. Initial efficiency value.

**Based on exposure to an indoor air quality value of 150 or higher.

About Filtrete™ Air Filters

For 30 years, Filtrete™ Brand has been helping homeowners by delivering cleaner air to millions of homes. Developed by 3M scientists, Filtrete Air Filters are designed with exclusive 3M filtration technology that pulls in and traps unwanted particles — such as dust, pollen, mold spores, bacteria and viruses — while letting cleaner airflow through.

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$32 billion in sales, our 91,000 employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at www.3M.com or on Twitter @3M or @3MNews.

Filtrete™ Smart Air Purifier
Newest addition to the Filtrete™ Product offering



MSRP Smart Air Purifier Tower: \$329 MSRP Smart Air Purifier Console \$274
Available at Retailers Nationwide Spring 2021

The Filtrete™ Smart Air Purifier Features:

- Filtrete Smart Air Purifier has an **automated filtration system** that continuously monitors air quality and **adjusts the fan speed to clean the air**, providing users with peace of mind.
- **Users can control the devices from anywhere** using their smartphone and the Filtrete™ Smart App, which provides users with visual graphs to **monitor trends of their unique indoor air quality**.
- Filtrete Smart Air Purifier technology utilizes a laser-based sensor to create consistent and precise readings of the particles in the air.
- **Available in two sizes**, the Filtrete™ Smart Tower is made for large rooms up to 310 square feet and the Filtrete™ Smart Console is made for medium rooms up to 150 square feet.
- Both sizes of Filtrete Smart Air Purifiers **include True HEPA filters, capturing up to 99.97% of airborne particles***, and are compatible with existing 3M Filtrete™ Air Purifier filters.
- The built-in air quality monitor in the Filtrete Smart Air Purifier has a **color and numerical scale to provide at-a-glance air quality readings** and filter life percentage on the top of the device that are easy to understand.
- Filtrete Smart Air Purifier uses a **smarter way to track filter life** based on usage, air flow, and air quality measurements (based on exposure to an indoor air quality value of 150 or higher).

**As small as 0.3 microns, from the air passing through the filter media. Initial efficiency value.*

Why a Smart Air Purifier?

- On average, we take 20,000 breaths a day, 90% of which happens indoors.
- The Filtrete™ Smart Air Purifier provides consumers more confidence when taking control of the air they breathe. Common things like dander from pets, regularly burning candles, home construction, and smoking, can contribute to poor indoor air quality.
- With individualized readings, the Filtrete Smart Air Purifier can detect, record and send a notification to a smartphone during the times of day when poor indoor air quality typically spikes. By tracking this data through the Filtrete™ Smart App, users can begin to understand the activities that could negatively impact air quality in their home.
- Filtrete Smart Air Purifier sends push notifications through the Filtrete Smart App to remind users to change their filters and remembers previously purchased filter type and size for ease of purchase within the app.
- Common causes that affect air quality in the home include pets, which slough off dander that accumulates on household surfaces and in the air; cleaning activities like vacuuming and dusting that kick particles back into the air; cooking; burning scented candles or fireplaces; and poor outdoor air quality infiltrating the home.

See more at: www.filtrete.com | High-res images available here:
www.webcargo.net/l/1YbpXtXe1E/

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Less than half of Americans express concern about their indoor air quality.

Only 30% of Americans 55+ are concerned with their indoor air quality, compared to 49% between 18-54



Filtrete
Air Filtration Products

We spend 90% of our time indoors

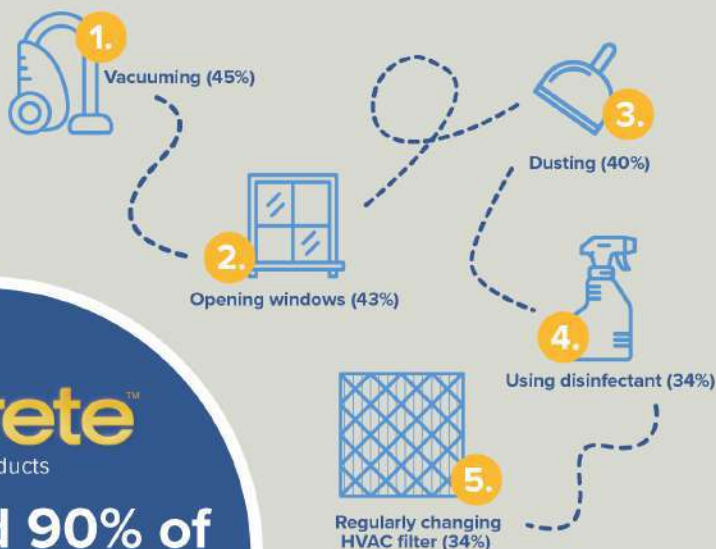
And we take 20,000 breaths a day!

True HEPA filters capture

99.97%
of airborne particles*

*As small as 0.3 microns from the air passing through the filter media. Initial efficiency value.

The top five activities Americans report doing to manage their indoor air quality are:



**Introducing
The Filtrete™
Smart Air Purifier**

Provides custom filter change reminders based on your home environment

Monitors for changes in air quality and adjusts fan speeds accordingly

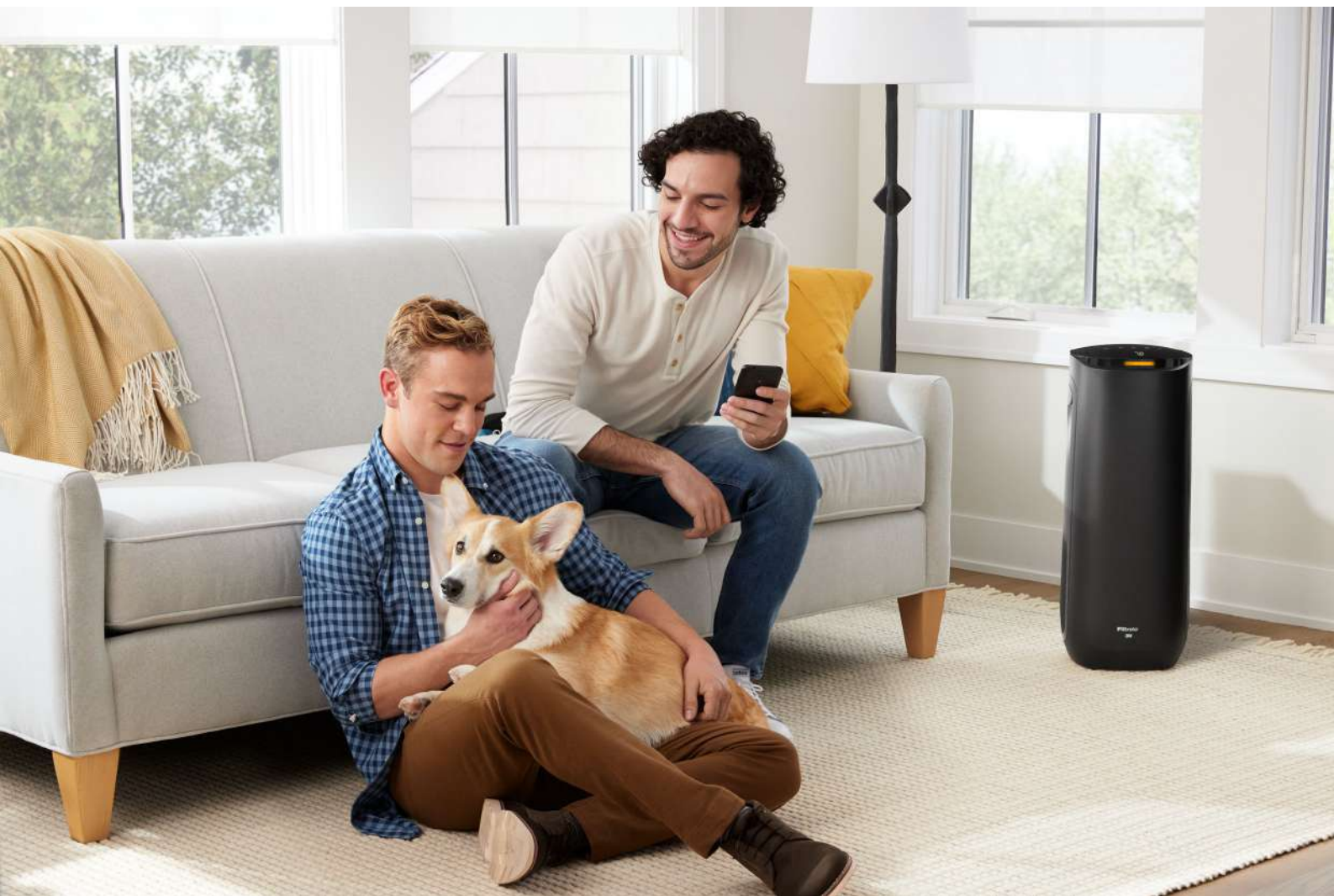
Offers insights into a users' indoor air quality through the Filtrete™ Smart App

Connects with other smart home products for voice enabled technology

















Filtrete
3M





