

The fight against the invisible danger  
**PUR@AIR** by **ACTIVE COATING**  
How innovative technology can clean our air

In Central Europe, people spend an average of 90 percent of their time indoors - be it in their own four walls, offices or schools. However, only a few of them pay attention to the quality of the indoor air. Doctors have long been raising the alarm, after all, with every breath, innumerable, tiny particles enter the body and have been shown to influence everyone's health. The good news: The rescue in the fight against the invisible danger is in the air – is found with the newly researched system from **ACTIVE COATING**. Viruses and bacteria as well as ultrafine dust and allergens are finally effectively defeated.



The Innovation: This is how you get rid of viruses and bacteria effectively

There are particles in every room air that are imperceptible to the human eye. Viruses and bacteria in particular can reach the human body undetected and endanger health. The effective weapon against these tiny, harmful particles? **PUR@AIR** - an invisible protective coating sprayed on thin and combined with window glass, which cleans the air of pollutants and lets us breathe again. The unique, so-called "photocatalytic coating system" **ACTIVE COATING** is odorless and colorless and works only with the help of light. This means that both artificial and natural light activates window panes to attract and dissolve viruses and bacteria.

The state-of-the-art **ACTIVE COATING** mechanism - regardless of whether the window is open or closed - is active 24 hours a day and does not affect the clarity of the pane or the quality of the pane. Its effectiveness has also been confirmed by the recognized Tropos Institute and TÜV Süd. **PUR@AIR** is durable for over 30 years and also scores over expensive, maintenance-intensive ventilation systems thanks to its low purchase costs.



### The background: this is why "fine dust" is a hidden enemy

In addition to bacteria, viruses or spores from fungi, there are also fine dust particles in the ubiquitous room air. The mixture of different substances can be of natural origin or man-made, as is the case in the interior, especially with printers, vacuum cleaners or cigarette smoke.

It is also astonishing that fine dust, which is generated, for example, by traffic or industry, is in high concentration behind closed doors. This is because ultrafine dust particles are distributed over hundreds of kilometers around the world and can therefore find their way into buildings where there are less strong dilution effects than outside.

Therefore, more and more parents are concerned about the health of their children, not least because of the increased spread of childhood diseases such as asthma. If you decide to own a home or install new windows, **ACTIVE COATING** is your choice of a preventive, sustainable solution for the whole family and you can sleep more peacefully.

### The prospect: With PURE AIR into a healthier future

There is scientific evidence that fine dust is harmful to health. A distinction can be made between coarser fine dust and ultra-fine dust. According to studies, the smaller the dust particles, the greater the risk of them becoming ill. If the small particles reach the bloodstream, they can affect all organs and thus damage the cardiovascular or nervous system.

Diseases in the airways, Alzheimer's, Parkinson's, strokes, cancer, diabetes, pregnancy problems and much more are related to fine dust in the air. According to the European Environment Agency, 66,000 people die prematurely every year due to the pollution in Germany. According to the current state of research, fine dust is the pollutant with the most massive global health effects.

Time to act, to fight the invisible enemy and to improve the quality of the room atmosphere immensely with **PUR®AIR** thanks to the sophisticated coating system from **ACTIVE COATING**. For fresh, clean air and better health. Live consciously!

Further information can be found at [www.active-coating.com](http://www.active-coating.com)

