

MY
AIR.
MY
LIFE.

mtacompany


Healthy air to breathe
is a major factor in our health.

IDEAL

Something is in the air!

You can't always see it or smell it, but our indoor air is full of fine particles and harmful substances. Bad quality air harms our health, performance and wellbeing.





Our indoor air is anything but clean. There are many harmful substances that negatively impact our indoor air.

These include chemical vapours coming from building materials, furniture, carpets and other interior fittings.

Even short-term activities like smoking, cooking, burning candles and using scented oils in lamps harm the air we breathe. Renovation work can also release harmful substances and deteriorate our indoor air.

And of course, we ourselves are a major negative influence on our indoor air. We use up oxygen and emit carbon dioxide, water vapour, excess heat and body odours into our surroundings.

Is indoor air a health risk? Indoor air can be up to 100 times dirtier than the air outside.

Bacteria and germs, smoke and exhaust fumes, odours and chemicals, mould spores, particulate matter, dust, pollen and allergens all swirl around in our indoor air.

This bad quality air is harmful to our health, performance and wellbeing. Well-intended ventilation can, depending on where you are, bring new harmful substances, allergens and particles into a room and sometimes make the indoor air even worse.

THE FACT IS:

We spend up to 90% of the day indoors and this figure is rising. No matter whether we're working, sleeping, shopping or eating, we do most of it inside. That's why it's important to think about the influence of indoor air.



Bad air makes you sick. Air pollution harms our health.

Dust particles can reach the respiratory system and lungs through the nose. In the worst case, the very smallest dirt particles even find their way into the blood vessels. They are then transported to the organs through the circulatory system.

This results in headaches, tiredness, lack of concentration and respiratory illness. It also favours chronic (bronchitis and COPD) and acute diseases (lung inflammation, lung cancer). The risk of heart attack and stroke also rises.



Bacteria and viruses

They're so small, you need a microscope to see them. That's why they are called microorganisms. Bacteria and viruses can be found everywhere – and they can make us ill in different ways. Some infections are even life-threatening.



15

THE FACT IS:

The average employee in Germany is signed off sick for 15 days a year.

Source: German TK-Report 2017

Pollen and allergens

If you suffer from an allergy, a substance which doesn't normally harm the body is treated as dangerous by the immune system and combatted by an immunological reaction. An allergy, therefore, is an overreaction by the human immune system to a substance foreign to the body.

THE FACT IS:

The number of allergy sufferers is steadily rising. One in five Central Europeans suffers from allergies or allergic asthma. This is a serious state of affairs in which air quality plays a major part. The most common allergens are:



Pollen



Pets



Mites



Mould



Chemicals

**Relief for allergy sufferers.
Air purifiers reduce allergies
and prevent allergic reactions
due to air particles.**

Susan (secretary):

"My hay fever used to vex me every spring. I was awake all night because I couldn't breathe properly, then I was tired, unfocused and irritable throughout the day. Thanks to air purifiers, I can now sleep well again in the pollen season."



Particulate matter

Particulates are among the substances most harmful to our health, because they can penetrate into the sensitive regions of our respiratory system. Long-lasting exposure to particulate matter is harmful to our health and shortens our lives.

Particulate matter kills around seven million people a year. The latest studies also show that particulate matter increase the risk of heart attack and lung cancer, and even trigger diseases like Alzheimer's and dementia.

THE FACT IS:

Particulate matter is divided into several categories, depending on the size of the particles. The smaller the particles, the further they penetrate into our lungs.



PM 1
Alveoli
Circulatory

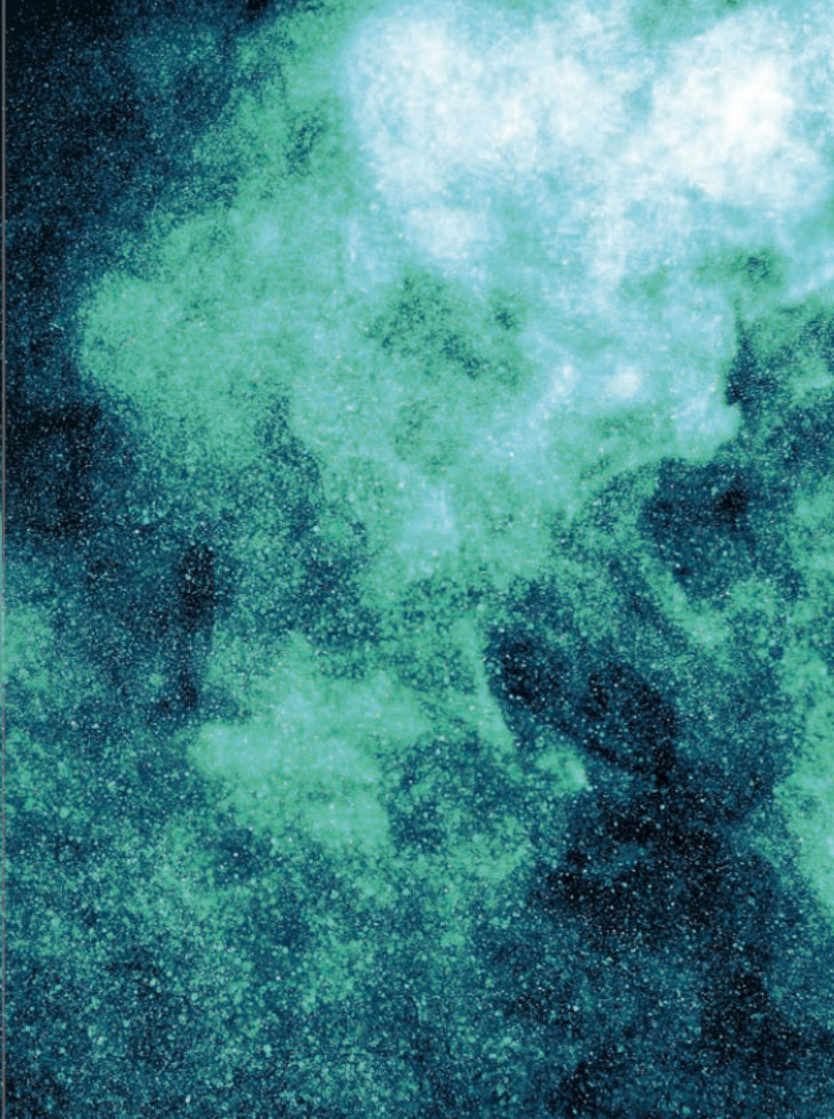


PM 2.5
Bronchia
Bronchioles



PM 10
Nasal cavity
Trachea

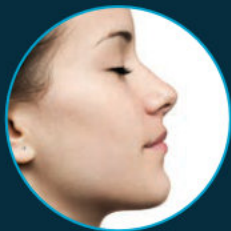
PM stands for
Particulate Matter.



Odours and chemicals

Aside from particles there are other harmful substances which have a negative impact on indoor air. These include vapours, odours and volatile organic compounds (VOCs), nitrogen dioxide, ozone and formaldehyde.

Depending on the substance, large quantities inside a room can cause disorders and sometimes even serious health complaints: irritation to the respiratory tract and adverse effects on the nervous system. Some substances are even believed to be carcinogenic.



THE FACT IS:

It is frequently assumed that healthy air should smell good, but clean air is actually odourless and colourless.



Vapours

VOCs

Exhaust

NO₂

Ozone

Smoke

**Breathe freely, think clearly.
Good air increases your
well-being and your ability
to concentrate and enhances
your performance.**



Daniel (banker):

"I often felt exhausted and tired at my office and I found it difficult to concentrate. Most of the time I had no idea why. Ever since I've had an air purifier in my office, I've been performing much better and feeling better, too."

99.99

per cent cleaning performance
at 0.2 μm in line with
DIN 71460-1

Protect your lungs. It's very simple.

Did you know that you breathe at least 10,000 litres of air in and out every day? Harmful substances enter your body every time you breathe in. The lungs cannot filter all of them out. The **prefilters** in air purifiers filter out large particles like hair and dust. **HEPA filters** remove respirable and ultrafine particles. **Active carbon filters** bind in odours and chemicals.



**Stop 'stuffy air'
in your office.**

**Free of anything that is
not good for you: IDEAL air
purifiers remove particulate
matter, smoke, odours and
chemicals from the room air.**

Caroline (department manager):

"The five of us working in our shared office could never agree whether the window should be opened or closed. As a result, the air in our office was often very stuffy. At a certain point, I said enough is enough. Installing a big air purifier and using it daily has put an end to the drama."



**We're concerned about
your air. And your life.
Nothing is more important
than clean and fresh air to
breathe.**

At IDEAL, we wish you the very best of health.
That's why our air purifiers provide the technical
answer to increasing pollution of environment
and air.

We set standards in air purification with our
broad range of products and by using the
highest quality materials and components.



Markus Boos
Director Competence
Center Air Treatment



Björn Sauter
Sales Manager Health &
Sales Director Export

With a wide range of products in the IDEAL line, using the highest quality materials and quality components, IDEAL is setting new benchmarks for air purification.



IDEAL AP PRO Air purifiers

Professional air purifier with maximum purification power.
High Performance. Made in Germany.



Air that is too dry leads to discomfort. The heating is turned up high in offices and residential rooms during autumn and winter months. The air does not only contain harmful substances but is also too dry.

This dry, heated air makes the climate indoors unpleasant. If relative humidity drops below 30 %, more dust is created. This makes life easier for germs, because bacteria and viruses can remain in suspension in dry indoor air for longer.



THE FACT IS:
Temperature, air humidity and air purity impact our personal wellbeing. Air washers ensure that the indoor climate is balanced.



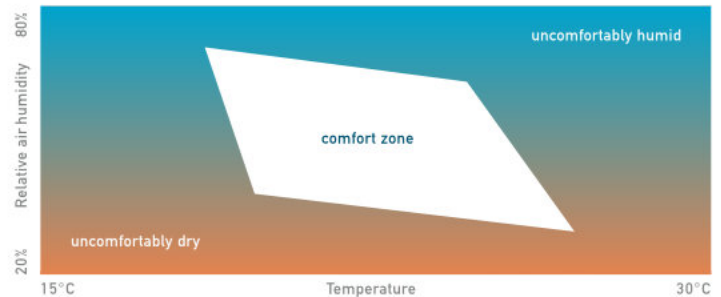
40-60

percent relative
air humidity is ideal.

Comfortable indoor air. Ideal for good health.

Humidification meets cleaning. Relative air humidity and room temperature are the main factors influencing a comfortable indoor climate.

Studies show that air is perceived to be especially comfortable and ideally humid if relative air humidity is between 40% and 60%. This range also keeps germs and dust particles to a minimum. Also, indoor temperature between 19°C and 23°C is considered especially pleasant.



**Ideal indoor
climate – even in
the colder months.**

Sarah (teacher):

“I used to suffer from respiratory complaints, tiredness and colds during the heating season. These days are gone. My Ideal AP40 cleans the air, keeps it hygienically and makes me feel better.”



Combatting harmful substances in the air for your benefit.



Ultra-silent operation
Ideal for bedrooms and children's rooms.



Easy to change filters
Filter cassettes are quick and easy to replace.



Recommended for allergy sufferers
IDEAL air purifiers are certified as allergy-sufferer-friendly and carry the ECARF seal.



Constant air quality
Intelligent sensors measure odours and particles.



Low energy consumption
Energy-efficient motors and optimised flow ventilators save power.



Tested hygiene
Certified for medical use.
Microbiologically and mycologically tested.





If the air is
good, we
feel good.

Our ideal is nature.

We all know the feeling: after work, on the weekends, on holidays, we want to go outside. We go out in the woods, into the mountains and take holidays by the sea. Spending time outside in the nature has a very positive influence on our well-being. How come?

Apart from other factors, the quality of the air plays a major role. It takes just a short stay outside and we feel more relaxed, more balanced and calmer. And above all: We can take a deeper breath again.

For additional information visit ideal.de

mtacompany

www.mtacompany.com



IDEAL



**Made in
Germany**