

**IF YOU
THOUGHT
INDOOR
AIR IS
SAFER
THAN
OUTDOOR
AIR**

LET'S CLEAR THE AIR!

About **INDOOR AIR** Quality

WHAT IF EVEN THE AIR YOU BREATHE INDOORS WAS KILLING YOU?

It is a widespread myth that the air indoors is better than the air outdoors. In actuality, it is as bad as outdoors or even worse. In fact, according to WHO (World Health Organization) data - Household air pollution killed an estimated 3.8 million people in 2016. A Lancet Group research also states that Indian households face great risks of premature deaths due to indoor air pollution, which is a result of the presence of various pollutants including fumes from the cooking fuels and poor ventilation.

SEEING IS BELIEVING. BUT NOT ALWAYS.

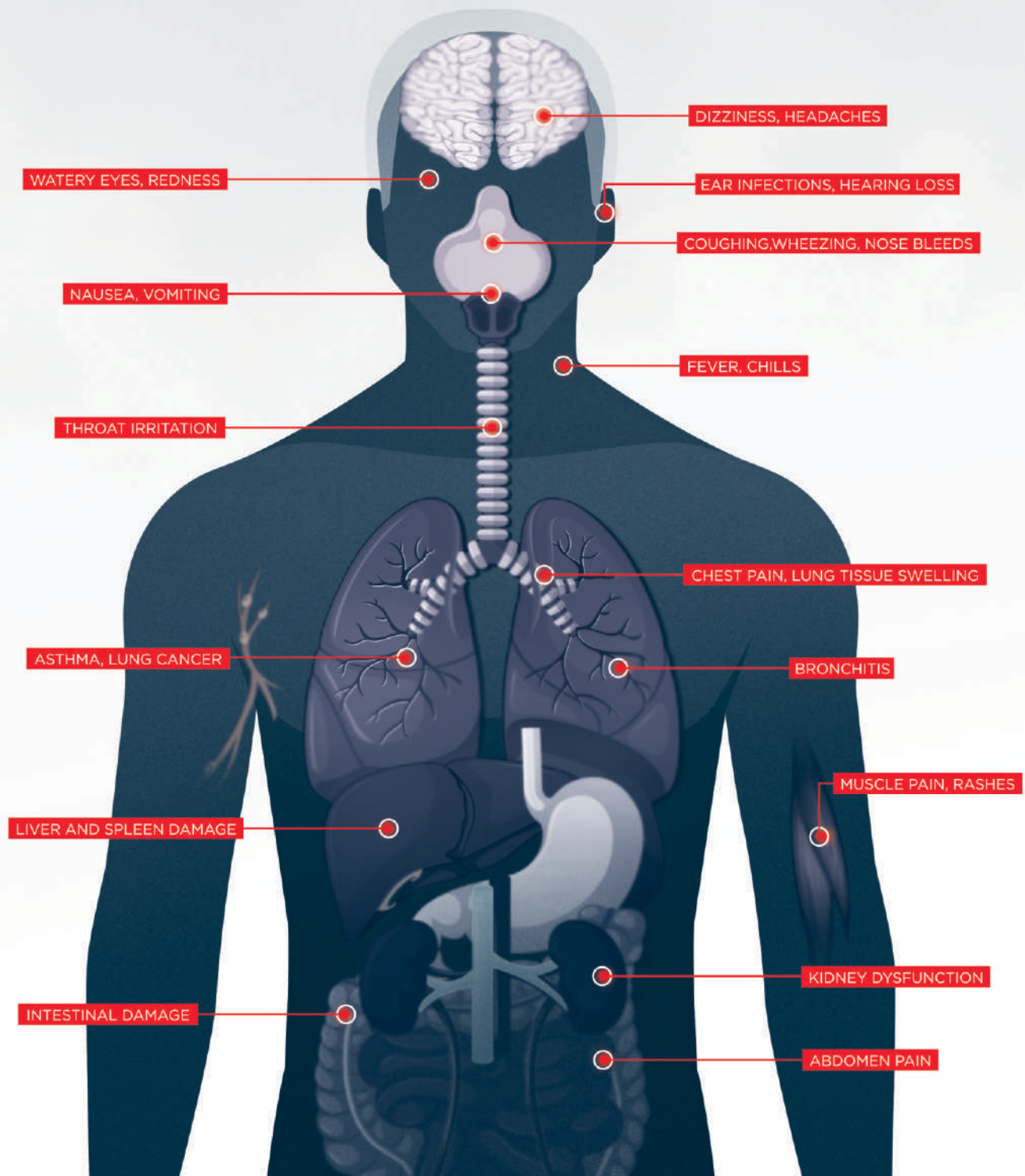
Unlike outdoors where you can see pollution with your bare eyes, air quality indoors cannot be seen or gauged with bare eyes but sometimes the notion of seeing is believing doesn't work.

Indoor air comprises Particulate Matter (PM) that are up to 30 times finer than the diameter of a human hair. These can embed themselves deep into the lungs and enter the bloodstream, triggering respiratory or cardiovascular diseases.

According to World Health Organization, the concentration of annual average PM_{2.5} (i.e. 2.5 microns) in India is 59 mg/m³ against the recommended figure of 10 mg/m³.

The walls of our homes and offices continuously trap airborne chemicals, gases, particles and odour making indoor air pollution as harmful as outdoor air pollution.

Poor ventilation, faulty design, humidifiers with stagnant water, poorly maintained AC systems and incense sticks/cigarette smoke, etc. build up pollution indoors. And as we spend 85% of our time indoors in homes and offices, indoor air pollution poses great health risks for us all. As a result, an efficient air purifier is now just as important as healthy eating and clean water to a healthier lifestyle.



Indoor Air Pollution

THE SILENT KILLER

Indoor Air Pollution consists of Particulate Matter that are invisible to the eye but can enter the bloodstream and cause cardiovascular problems and other diseases.

BRAIN

Studies suggest exposure to environmental factors, including indoor air pollution could contribute to an increased risk of developing dementia. Certain cleaning agents and paints comprise chemicals that leads to lack of coordination, have adverse effects on the brain and can lead to cancer.

EYES

Formaldehyde, a chemical released into the air by wooden furniture, textiles, paint and wallpapers, varnishes and glues, cleaning products and electronic equipment can cause eye irritation to a great extent.

HEART DISEASES

Indoor air pollution poses a significant risk to cardiovascular health including high blood pressure and cardiovascular diseases.

SKIN

If you have moulds at home, you may be at a 19% risk to develop skin conditions like skin irritation, acne, eczema, etc.

RESPIRATORY DISEASES

Indoor smoke emitted by the burning of cooking fuel and tobacco smoke, incense sticks and others lead to severe irritation in the respiratory organs, can cause pneumonia, bronchitis and emphysema and may even lead to lung cancer.

NOSE AND THROAT

Coughing and wheezing are the most common complication of nitrogen oxides toxicity, but the eyes, nose or throat irritations, headache, dyspnea, chest pain, diaphoresis, fever, bronchospasm, and pulmonary edema may also occur.

LIVER/SPLEEN

Chemicals present in the indoor air especially emitted by the furniture, paints and cooling agents have the potential to damage your liver and spleen.





INDIA'S MOST
TECHNICALLY
ADVANCED
7 STAGE
AIR PURIFIER

LET'S CLEAR THE AIR

Air Concept is an innovation of Filter Concept, an ISO 9001, 14001, & 18000 certified company, having various certified products and is one of the largest and fastest growing filtration companies in India

Air Concept's multi-stage Filtration Technology traps 99.9% airborne particles larger than 0.01 microns. Air Concept Air Purifiers use seven stages to clean the indoor air. The outer filters work like sieves to stop the larger particles such as dirt, dust or hair to pass through them. Following which, smaller particles are trapped by a concertina with folded high efficiency and patented filter media. The air purifiers trap the particles by inertial impaction, diffusion, interception and sieving depending on the particle size and release clean and pure air from the other side.

APPLICATIONS



HOUSEHOLD



WORKSPACE



HEALTHCARE



EDUCATION



GYMS



HOSPITALITY



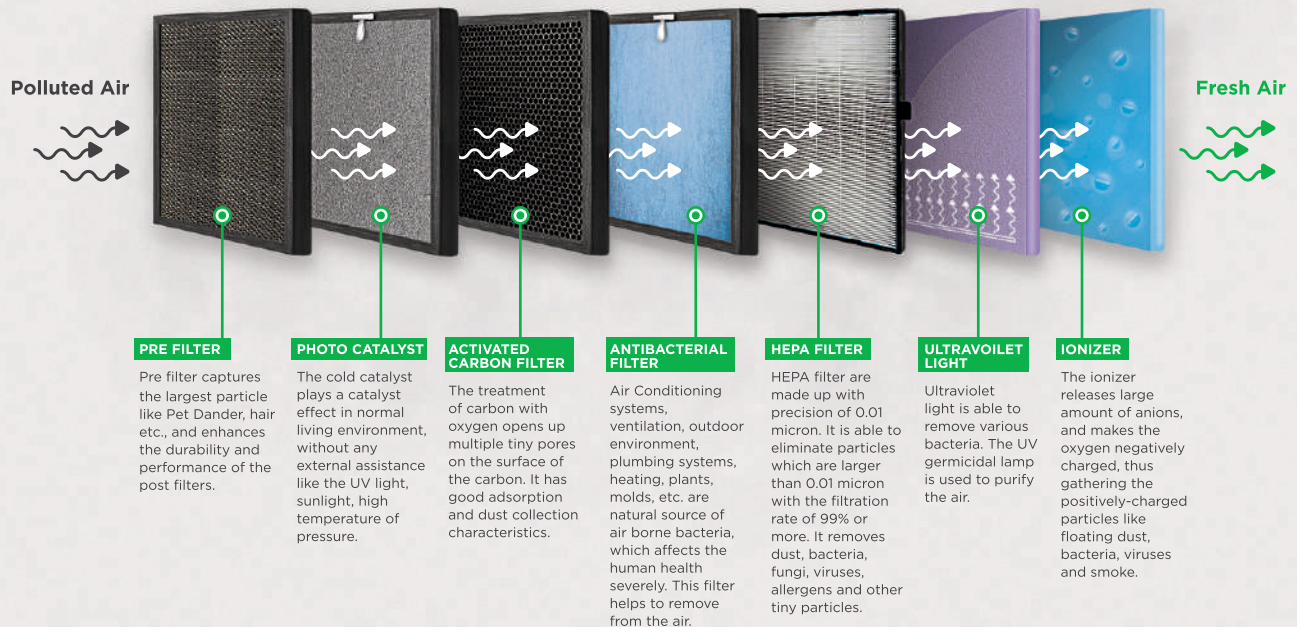
RESTAURANTS



CAR

THE MECHANISM OF AIR PURIFICATION

Air Concept purifiers employ a unique air filtration technology that focuses on removal of almost 99.9% air pollutants present indoors like gases, particulate matter, bacteria, virus, odour, smoke and others, which can have an adverse effect on health. Single layer air purifiers are incapable of getting rid of these pollutants. It is thus imperative to use a multi-filtration technology to ensure efficient air purification. Air Concept Technology is capable of providing total relief from pollutants which uses an intelligently designed multistage filtration technology to provide clean air.



DO YOU KNOW WHAT CAUSES INDOOR AIR POLLUTION AT YOUR HOME?

CONTAMINATION	SOURCES	HEALTH HAZARD
VOCs (Volatile Organic Compounds)	Perfumes, Hairsprays, Furniture Polish Cleaning Solvents Hobby And Craft Supplies Pesticides Carpet Dyes And Fibers Glues, Adhesives, Sealants, Paints, Stains, Varnishes, Strippers, Wood Preservatives, Dry Cleaned Clothes, Moth Repellents, Air Fresheners Stored Fuels, And Automotive Products Contaminated Water Plastic	Eye, Nose, and Throat Irritation Headaches, loss of coordination and nausea Exposure to some organics can cause cancer Damage to the liver, kidney, and central nervous system are severe symptoms
Formaldehyde	Particleboard, Interior-Grade Plywood, Cabinetry, Furniture, Urea Formaldehyde Foam Insulation, Carpet, Fabrics	Irritation of the nose, eye and throat Coughing, skin rashes and headaches Dizziness, nausea, vomiting and nosebleeds Cause cancer
Pesticides	Insecticides, (including termiticides) Rodenticides, Fungicides, disinfectants Herbicides (from outdoor use)	Abdominal pain, dizziness, headaches, nausea, vomiting Skin and eye problems are acute effects Cancer
Lead	Lead-based paint Exterior dust and soil	At low concentrations, it adversely affects the brain, central nervous systems, blood cells and kidneys At high concentrations, it can cause convulsions and even death Abdominal Pain High Blood Pressure Kidney dysfunction
Carbon Monoxide Carbon Dioxide, Nitrogen Dioxide	Improperly Operating Gas Or Oil Furnace/Hot Water Heater, Fireplace, Wood Stove, Unvented Gas Heater/Kerosene Heater	Headache, dizziness, vomiting, and nausea Difficulty in breathing, sweating, tiredness, increased heart rate, elevated blood pressure, coma, asphyxia, and convulsions Nitrogen Dioxide causes wheezing, coughing, colds, flu and bronchitis
Sulfur Dioxide	Combustion of sulfur-containing fuels (primarily kerosene heaters)	SO2 is very toxic. Mild exposure can cause severe irritation of the nose and throat while high exposure can cause pulmonary edema
RSP (Repairable Particulates)	Fireplace, Wood Stove unvented gas heater, Tobacco products, unvented kerosene heater	Exposure to RSP at high level can cause respiratory problems
PAHs (Polycyclic Aromatic Hydrocarbons)	Fireplace, wood stove, unvented kerosene heater, tobacco products	Eye irritation, nausea, vomiting, diarrhea, and confusion Cataracts, kidney and liver damage, and jaundice Congestion heart failure Blood clots in lungs
ETS (Environmental Smoke)	Tobacco products, Smoke exhaled by smokers	Respiratory Irritation like cough, excess phlegm and Tobacco wheezing Cancer Heart disease Lung cancer
Biological Contaminants	Plants, animals, birds, humans, pillows, bedding, house dust, wet or damp materials Standing water humidifiers, evaporative coolers, Hot water tank	Allergic reactions, sneezing, watery eyes, coughing, shortness of breath, dizziness, lethargy and fever
Asbestos	Pipe and furnace insulation, Decorative sprays, Shingles and siding Ceiling and floor tiles & many others	Long-term risk of chest and abdominal cancers and lung diseases Lung cancer, stomach cancer and heart failure occur in people with prolonged exposure to asbestos
Radon	Soil and rock Some building materials, Water	Carcinogenic Lung Cancer Direct Trauma To Nose Upper Respiratory Infection Allergic Rhinitis

THE THREATS THAT **SURROUND US**

Unlike outdoor air pollution where you can make out pollutants like smoke, fog, particles, dust and more, indoor air pollution is almost invisible to the naked eye. But there are a number of air pollutants present in the air we breathe indoors. Some of them include:



FORMALDEHYDE



MILDEW



BACTERIA



ODOR



SMOKE



VIRUS



POLLEN



GASES/TVOC



PM2.5



PET DANDER



DUST MITE



PAINT FUME

THE FRESH FLEET

Air Concept's range of Air Purifiers come in different shapes, sizes and capacities depending on the size of the room and the kind of pollutants you come in contact with.

Air Concept is constantly innovating newer and better products for you at our state-of-the-art manufacturing facility, indulging a great deal of research and development.



AC-220

7 Stages of filtration

PM 2.5 removal

Ozone free

Touch Panel Control

3D Air Flow



AC-250

Clean Air Delivery Rate - 250m³/hr

7 Stages of Filtration

Aroma & Anti mosquito function

PM 2.5 removal

Ozone Free

Remote & Touch Panel Control

3D Air Flow





AC-250 PLUS

Clean Air Delivery Rate - 250m³/hr

7 Stages of Filtration

PM 2.5 removal

Filter Change indicator

Ozone Free

Remote & Touch Panel Control

3D Air Flow





AC-260

Clean Air Delivery Rate - 260m³/hr

7 Stages of Filtration

PM 2.5 Removal & Indicator

Filter Change indicator

Ozone Free

Remote & Touch Panel Control

3D Air Flow

AC-450

Clean Air Delivery Rate - 450m³/hr

7 Stages of Filtration

PM 2.5 Removal & Indicator

Filter Change indicator

Ozone Free

Remote & Touch Panel Control

Digital Display

WiFi Controlled



AC-800

Clean Air Delivery Rate - 800m³/hr

Dual Filtration System

Pre Filter

HEPA Filter

Activate Carbon Filter [2 sets]

UV Lights

Negative Ionizer Generator

Easily Movable

Remote & Touch Panel Control

WiFi Controlled

AC-1000

Clean Air Delivery Rate - 1000m³/hr

Dual Filtration System

Pre Filter

HEPA Filter

Activate Carbon Filter [2 sets]

UV Lights

Negative Ionizer Generator

Easily Movable

Remote & Touch Panel Control

WiFi Controlled

ARC CONCEPT
AIR PURIFICATION CONCEPT

FREE DELIVERY



MODEL	AC - 220	AC - 250	AC - 250 PLUS
PRICE	₹12000 + GST@18%	₹25000 + GST@18%	₹30000 + GST@18%
CLEAN AIR DELIVERY RATE	220m ³ / Hr	250m ³ / Hr	250m ³ / Hr
STAGES OF FILTRATION	<ol style="list-style-type: none"> 1. Pre Filter -1 2. Pre Filter -2 3. ACF 4. HEPA 5. Zeolite 6. Photo Catalyst Filter 7. Anion Release 	<ol style="list-style-type: none"> 1. Pre Filter 2. ACF 3. HEPA 4. Zeolite 5. Molecular Sieve Adsorption Layer 6. Photo Catalyst Filter 7. Anion Release 	<ol style="list-style-type: none"> 1. Primary Filter -1 2. High Efficiency HEPA Filter 3. Activated Carbon Filter 4. Zeolite 5. Photo Catalyst Filter 6. Ultraviolet Sterilize Light 7. Anion Release
WEIGHT	NW- 5 Kgs GW- 6.3 Kgs	NW- 6.2 Kgs GW- 7.4 Kgs	NW- 7.0KGS GW- 7.9 Kgs
POWER & VOLTAGE	40W 220V	40W 220V	45W 220V
NOISE	<61d(A)	<51dB(A)	<61dB(A)
WAY OF CONTROL	Touch Panel Control	Remote control and Touch Panel Control	Remote control and Touch Panel Control
FILTER CHANGED INDICATOR	- - -	Filter changed indicator	Filter changed indicator
GRADES OF WIND SPEED	3 Grades	3 Grades	3 Grades
OZONE	Ozone Free	Ozone Free	Ozone Free
PRODUCTS SIZE (L*W*H)(MM)	340 x 162 x 536	328 x 188 x 523	348 x 190 x 556

**AC - 260****₹38000 + GST@18%****260m³ / Hr**

1. Primary Filter -1
2. High Efficiency HEPA Filter
3. Activated Carbon Filter
4. Molecular Sieve Adsorption Layer
5. Photo Catalyst Filter
6. Ultraviolet Sterilize Light
7. Anion Release

NW- 7.5KGS
GW- 9 Kgs

45W
220V

<26dB(A)

Remote control and Touch
Panel Control

Filter changed indicator

4 Grades

Ozone Free

329 x 205 x 529

**AC - 450****₹50000 + GST@18%****450m³ / Hr**

1. Primary Filter
2. High Efficiency HEPA Filter
3. Activated Carbon Filter
4. Zeolite
5. Molecular Sieve Adsorption Layer
6. Photo Catalyst Filter
7. Anion Release

NW- 9.5KGS
GW- 11.6 Kgs

80W
220V

<66dB(A)

Remote control and Touch
Panel Control, WiFi Controlled

Filter changed indicator

6 Grades

Ozone Free

420 x 240 x 690

**AC - 800****₹72000 + GST@18%****800m³ / Hr**

- 5 Stages
1. Prefilter [2 sets]
 2. HEPA filter [2 sets]
 3. Active carbon filter [2 sets]
 4. Ultraviolet Sterilize Light
 5. Ionizer

NW- 13 Kgs
GW- 17 Kgs

100W
220-240V

<68 dB(A)

Remote control and Touch
Panel Control, WiFi Controlled

6 Grades

Ozone Free

356 x 356 x 671

**AC - 1000****₹80000 + GST@18%****1000m³ / Hr**

- 5 Stages
1. Prefilter [2 sets]
 2. HEPA filter [2 sets]
 3. Active carbon filter [2 sets]
 4. Ultraviolet Sterilize Light
 5. Ionizer

NW- 17 Kgs
GW- 19 Kgs

120W
220-240V

<70 dB(A)

Remote control and Touch
Panel Control, WiFi Controlled

6 Grades

Ozone Free

375 x 378 x 775

THE BRAINS BEHIND A PURE **CONCEPT**

Filter Concept is an ISO 9001, 14001, & 18000 certified company, having various product certifications such as U, Um, R, NB and CE. It is one of the largest and fast growing filtration company, focusing mainly on industrial filtration. Filter Concept is known for its technical expertise and application analysis. With this expertise, Filter Concept caters to its industrial clients from more than 80 countries, spanning over 50 industries. Filter Concept has also contributed to a great extent in minimising the air pollution within the industrial sector globally.

Filter Concept has started witnessing similar challenges in domestic indoor air quality since past few years. We have witnessed that our indoor air quality index has been increasing heavily which has affected human health badly. Looking at these challenges, Filter Concept has innovated and successfully created a product for domestic, commercial, industrial and vehicular use named Air Concept.

Filter Concept has a strong customer base of

3500+

which includes **Top 500 companies of Indian Economy** as well as International clients covered in **Fortune 200 Companies.**



VISION

To be the pioneer company in Filtration Industry by imparting excellent and flawless quality of products and services to our customers, and strive to achieve the highest level of customer satisfaction.

MISSION

To strive to be at the pinnacle of the growth of the company, by collaboration of advanced technology, optimistic outlook, harmony, unconventional and futuristic approach.

AWARDS

National Award (2013) for **Outstanding Entrepreneurship**
by **PM Shri Narendra Modi**

National Award (2014) for **Product and Process Innovation**
by **Minister Shri Kalraj Mishra**

Best MSME Award (2013-14) for **Growth in Production and Profit** by **CM Smt. Anandiben Patel**

Best MSME Awards (2011) for **Outstanding Performance in Innovation and Technology** by **CM Shri Narendra Modi**

Recognition Certificate for **Outstanding Performance in Quality and Environment Measures for Manufacturing** by **Minister Shri Saurabh Patel**



GET IN TOUCH FOR
A PURE OUTLOOK ON THE AIR AROUND YOU

#Chalo**Hawa**Badlein

AIRCONCEPT
AN INNOVATION BY FILTER CONCEPT

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