

IQAir Bulletin: April 1, 2004

IQAir® North America Partners with American Lung Association Joint Educational Campaign to Raise Awareness on Indoor Air Quality



Today the IQAir group announced that they have formed a relationship with the American Lung Association to conduct an educational partnership to raise awareness on indoor air quality issues. This partnership has continued for the past 8 years.

"We are honored to partner with the American Lung Association. They are the world's most reputable organization committed to lung health," said Frank Hammes, President of IQAir. "We share a common vision of providing superior scientific information on creating healthier indoor environments."

"IQAir brings many outstanding elements to the relationship," said John L. Kirkwood, President and CEO of the American Lung Association, "including a clear commitment to the importance of protecting the public from air pollution indoors, which can often be two to five times more concentrated than outdoor air."

IQAir's air cleaning systems are used by allergy and asthma sufferers as well as hospitals around the world. Recently, the Hong Kong Hospital Authority chose IQAir as the only mobile room air cleaner suitable to be used in the fight against SARS.

This exclusive partnership will combine the American Lung Association's 100 year commitment to preventing lung disease and promoting lung health with IQAir's almost 50-year commitment to air cleaning excellence.

"The quality of the air we breathe indoors is critical to our health," said Frank Hammes. "This partnership allows us to bring the public the best possible information on the importance of clean indoor air and how to achieve a healthier indoor environment."

About the American Lung Association

For 100 years, the American Lung Association has been the lead organization working to prevent lung disease and promote lung health. Lung disease death rates continue to increase while other leading causes of death have declined. The American Lung Association funds vital research on the causes of and treatments for lung disease. With the generous support of the public, the American Lung Association is "Improving life, one breath at a time."

About the IQAir Group:

The Swiss-based IQAir Group is an industry leader in the design and manufacture of ultra-high efficiency air purification systems with a unique history of almost half a century. IQAir systems offer clean air solutions for a wide range of applications, including airborne infection control in hospitals, chemical substance control for laboratories and commercial facilities and allergen, general pollution and odour control for homes, offices, schools and hotels. Leading institutions around the world are currently relying on IQAir to protect against airborne infectious diseases, toxic chemicals and particulate contaminants. IQAir is the American Lung Association's exclusive educational partner from the air purifier industry for the 7th year running. IQAir products have earned more No. 1 product recommendations than any other air cleaner brand, including the "Best Buy" recommendations for Consumers Digest (2004, 2007, 2011), Reviewboard Magazine's "Editor's Choice" Award (2004, 2005) and "Product of the Year" Award (2006), Consumer Guide's "Best Buy" Award (2005), Parent Tested Parent Approved Award "Winner" (2010), as well as the top recommendation of the prestigious German consumer product test agency Stiftung Warentest. Further information about IQAir is available at www.iqair.com.