

# BREATHE WELL BREATHE SAFE

Powered by nano ions PuriPRO® / HepaPRO™ Filter

AIR PURIFIER  
**A11.**

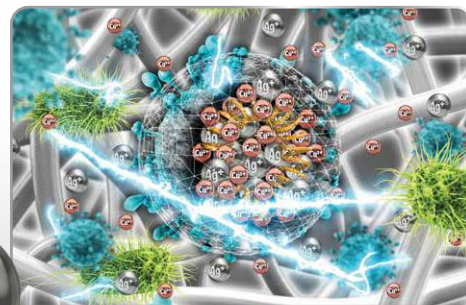


puriPRO® | hepaPRO™

**1<sup>ST</sup> NANOIONS**  
H13 HEPA FILTER IN SINGAPORE

47	Ag	29	Cu
	Silver 107.868		Copper 63.546

**MORE THAN 99.99% ACTIVE VIRUS & BACTERIA ELIMINATION IN 60 MINS**



Cu<sup>2+</sup>

Ag<sup>+</sup>

## KEY FEATURES NANO SILVER + COPPER IONS

HIGHLY REACTIVE | >99.99% ACTIVE ELIMINATION | NO HARMFUL BY-PRODUCTS

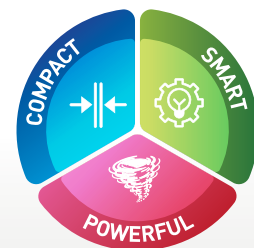


puriPRO | hepaPRO

ACTIVE ELIMINATION EFFICACY

- >99.99% PM2.5 RESPIRATORY SUSPENDED PARTICULATES within 1 min
- >99.99% NATURAL AIRBORNE BACTERIA within 5 mins
- >99.99% TOTAL AIRBORNE YEAST & MOLD within 5 mins
- >99.99% AEROSOLIZED ESCHERICHIA COLI within 60 mins\*
- >99.99% AEROSOLIZED STAPHYLOCOCCUS ALBUS within 60 mins\*
- >99.99% AEROSOLIZED INFLUENZA A (H1N1) within 60 mins\*

All tests are conducted in specific conditions for testing analysis and measurement. Actual result may vary due to environmental and usage conditions. \*Bacteria and virus tests are conducted based on H13 HEPA Filter enhanced with Nano Silver, Copper Ions.

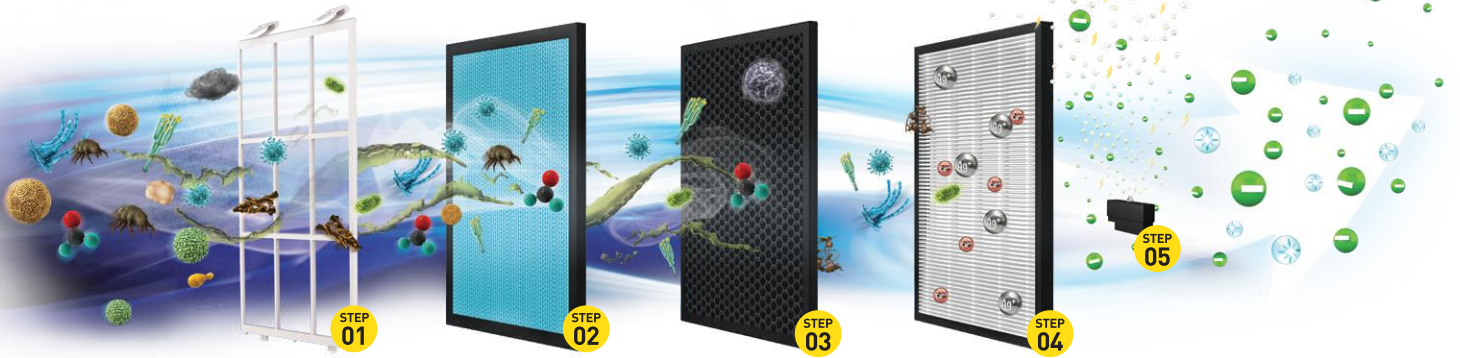


In a class of its own, novita PuriClean™ Air Purifier A11 is powered by long-lasting brushless DC motor system and featured a remarkable CADR-Smoke rating of 440 m<sup>3</sup>/hr with an extended coverage area of up to 1,076 ft<sup>2</sup>. Packed with great features and PuriPRO®/HepaPRO™ filtration performance, this compact yet all-round performer is the most economically friendly and competent air purifier for your home and office!



**novita**  
AIR • WATER • BODY

## 5-STEPS FILTRATION SYSTEM



### STEP 1: WASHABLE MESH FILTER\*

Washable mesh filter provides the first layer of air filtering system by capturing larger particles to improve the durability and enhance performance of subsequent filters.

**FUNCTION** • Trap large particles such as hair, scurf, coarse particulates and fine dust present in the air.

### STEP 2: COOL CATALYST FILTER<sup>◇</sup>

Cool catalyst filter produces reactive oxidants to oxidize and eliminate airborne germs and harmful volatile organic compounds (VOCs). This reaction breaks down the contaminants into carbon dioxide and water molecules under normal room temperature environment.

**FUNCTION** • Oxidize and eliminate airborne germs and harmful volatile organic compounds (VOCs).

### STEP 3: GRANULAR ACTIVATED CARBON FILTER<sup>◇</sup>

Granular Activated Carbon removes unpleasant odours and chemicals in the air with its highly adsorbent granules. Each granule contains millions of microscopic pores to provide a large surface area capacity to absorb volatile organic compounds (VOCs), unpleasant odour and airborne chemicals.

**FUNCTION** • Absorb volatile organic compounds (VOCs), unpleasant odour and airborne chemicals.

### Step 4: H13 HEPA Filter Enhanced With Nano Silver Copper Ions<sup>◇\*</sup>

H13 HEPA filter is equipped with 99.97% filtering efficiency against airborne allergens and germs with a size of 0.3 micrometre in diameter. This includes very fine dusts, haze and smoke particulates, pet dander, mold spores, pollen, bacteria and virus. And through the infusion of a synergistic blend of nano silver ( $Ag^+$ ) and copper ( $Cu^{2+}$ ) ions into the H13 HEPA filter fibres, these nano ions conduct direct sanitization of the virus and bacteria trapped in the HEPA filter, assuring only clean filtered air leaves the air purifier. This serves as an additional protection measure against any potential virus/bacteria transmission or secondary pollution.

**FUNCTION** • Trap up to 99.97% of airborne allergens and germs such as fine dusts, haze and smoke particulates, pet dander, mold spores, pollen, some bacteria and viruses.

• The nano silver ( $Ag^+$ ) and copper ( $Cu^{2+}$ ) ions conduct active elimination of virus and bacteria trapped in the HEPA filter via adhesion, penetration, and oxidative damage.

### STEP 5: BUILT-IN IONIZER (SEMI-PERMANENT)\*

Semi-Permanent Built-in Ionizer produces million of negative ions to promote air purification through the elimination of airborne allergens and germs. Negative ions also help to freshen up the air quality.

**FUNCTION** • Eliminate airborne allergens and germs such as pollen, dust mites, pet dander, mold spores, bacteria, fungi and viruses.

• Freshen up air quality.

#### ALLERGENS



#### GERMS



• The contaminants are magnified for better illustration purposes only and they are not in actual proportion to the Filters.

◇ Cool Catalyst Filter, Granular Activated Carbon Filter and H13 HEPA Filter are combined as a single PuriPRO® filter unit.  
\* Applicable for HepaPRO™ Filtration System.

# BREATHE WELL BREATHE SAFE

Powered by nano ions PuriPRO® / HepaPRO™ Filter

H13 HEPA filter is well-known for its high filtration efficiency of trapping and removing 99.97% of airborne allergens and germs with a size of 0.3 micrometre in diameter. Besides the four primary trapping mechanisms - DIFFUSION, INTERCEPTION, INERTIAL IMPACTION, AND ELECTROSTATIC ATTRACTION, the HEPA Filter is now also enhanced with active elimination of virus and bacteria properties.

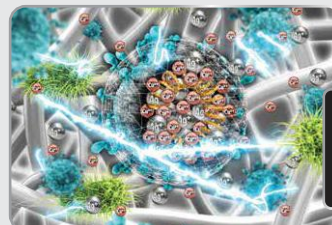
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puriPRO® | hepaPRO™

1<sup>ST</sup> NANOIONS  
H13 HEPA FILTER IN SINGAPORE

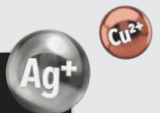


MORE THAN 99.99% ACTIVE VIRUS & BACTERIA ELIMINATION IN 60 MINS



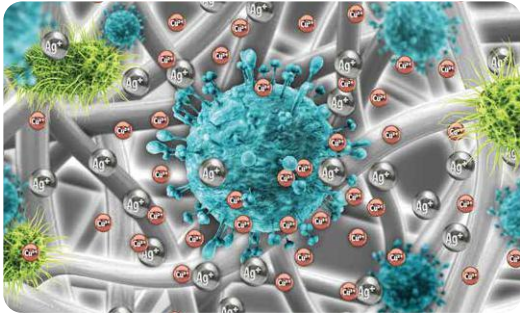
#### KEY FEATURES NANO SILVER + COPPER IONS

HIGHLY REACTIVE | >99.99% ACTIVE ELIMINATION | NO HARMFUL BY-PRODUCTS



# EMISSION OF NANO SILVER AND COPPER IONS

Elimination of the virus and bacteria at molecular level via direct sanitization with the following 3 Steps - Adhesion, Penetration and Oxidative Damage.

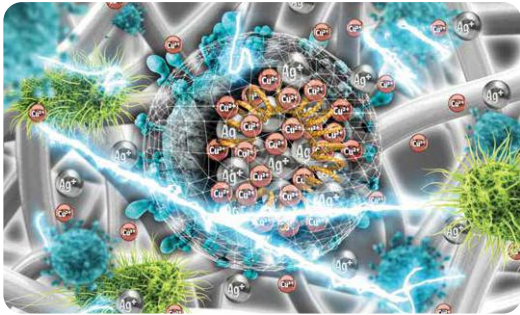


## STEP 01: ADHESION

The primary target of attack is the bacteria cell wall and virus protein coat due to the presence of highly electronegative chemical groups (e.g., peptidoglycan, phospholipid, teichoic or teichuronic acids, and lipoteichoic acid groups) that serves as sites for absorption of nanoscale positively charged silver and copper ions.

The adhesion of these ions will result in the following reactions

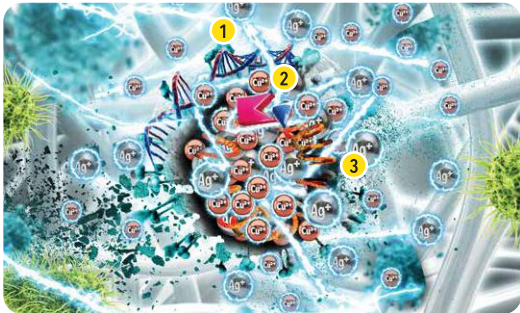
Alters Membrane Structure And Permeability | Cause Leakage Of Cellular Content And ATP | Impair Cellular Transport Activity



## STEP 02: PENETRATION

These nano Silver (Ag<sup>+</sup>) and Copper (Cu<sup>2+</sup>) ions puncture and break down the cell membrane of the bacteria and coating of a virus, then penetrate the organism to further damage it by disrupting the biomolecules and cause intracellular damage.

Induce Lipid Damage | Leakage Of Cellular Biomolecules | Inhibition Of Respiration



## STEP 03: OXIDATIVE DAMAGE

The Silver (Ag<sup>+</sup>) and Copper (Cu<sup>2+</sup>) ions that penetrated the cell and nucleus develops intracellular destruction of the following cellular oxidative stress, deactivate the essential enzyme and leads to rapid DNA/RNA destruction. These activities collective reactions eventually eliminate the bacteria and virus thoroughly.

- 1 Deactivate The Essential Enzyme
- 2 Destabilize And Denature Proteins And Ribosomes
- 3 Interact And Inactivate DNA/RNA

NOTE: • The microorganisms are magnified for better illustration purposes and are not in actual proportion to the filters and nano ions.  
• Filter image and nano ions shown are non-contractual image meant solely for better illustration purposes only.

## BACKED WITH PROVEN EFFICIENCY TESTED BY ACCREDITED LABORATORY

### ESCHERICHIA COLI (AEROSOLIZED)



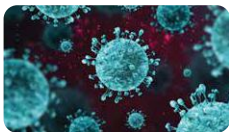
>99.99%  
Eliminate Within  
60 Mins\*

### STAPHYLOCOCCUS ALBUS (AEROSOLIZED)



>99.99%  
Eliminate Within  
60 Mins\*

### INFLUENZA A (H1N1) (AEROSOLIZED)



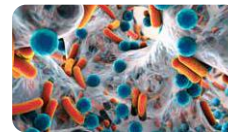
>99.99%  
Eliminate Within  
60 Mins\*

### PM2.5 RESPIRATORY SUSPENDED PARTICULATES



>99.99%  
Eliminate Within  
1 Min

### NATURAL AIRBORNE BACTERIA



>99.99%  
Eliminate Within  
5 Mins

### TOTAL AIRBORNE YEAST AND MOLD



>99.99%  
Eliminate Within  
5 Mins

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\*Bacteria and virus tests are conducted based on H13 HEPA Filter enhanced with Nano Silver Copper Ions.

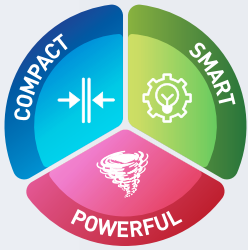
## SPECIFICATIONS

Fan Speed	Sleep	I	II	Turbo	Dimension (W x D x H)	325 x 172 x 531 mm
Air Flow Rate	250 m <sup>3</sup> /hr	350 m <sup>3</sup> /hr	400 m <sup>3</sup> /hr	500 m <sup>3</sup> /hr	Filtration System	PuriPRO <sup>®</sup> /HepaPRO <sup>™</sup>
Recommended Coverage <sup>o</sup>	538 ft <sup>2</sup>	753 ft <sup>2</sup>	861 ft <sup>2</sup>	1076 ft <sup>2</sup>		Step 01: Washable Mesh Filter*
CADR-Smoke (HepaPRO <sup>™</sup> ) <sup>2</sup>	440 m <sup>3</sup> /hr					Step 02: Cool Catalyst Filter
Noise Level	Up to 57 dBA					Step 03: Granular Activated Carbon Filter
Power Consumption	7 to 58 Watts					Step 04: H13 HEPA Filter <sup>+</sup>
Voltage/Frequency	220 V - 240 V / 50Hz / 60Hz					Step 05: Built-In Ionizer (Semi-Permanent) <sup>†</sup>
Net Weight	5.0 Kg				Filter Unit Capacity <sup>Δ</sup>	PuriRPO <sup>®</sup> / HepaPRO <sup>™</sup> Filter
Dimension (W x D x H)	325 x 172 x 531 mm				Negative Ion Density <sup>+</sup>	Suggested Replacement 24 Months (Approx. 6,000 hours <sup>Δ</sup> )

◊ Coverage area is based on 2 times air exchange rate/hr, applicable for domestic and general commercial offices/workspace usage. While for high effective airborne pathogen control in medical and healthcare industry application, 4 times air exchange rate/hr applies.  
□ The clean air delivery rate (CADR) in terms of smoke removal is performed in accordance to AHAM-AC-1-2015 standard, based on novita HepaPRO<sup>™</sup> Filter.  
Δ Based on average 8 hours a day, 7 days a week usage under normal domestic indoor environment.  
+ Negative ions density measured is based from source emission.



LEARN MORE



# THE MOST POWERFUL & DURABLE MODEL IN ITS RANGE

500 M<sup>3</sup>/HR HIGH AIRFLOW RATE



## FEATURES



BRUSHLESS DC MOTOR SYSTEM



MOVING AVERAGE PM2.5 DISPLAY



AIR QUALITY SENSOR LIGHT



3 PROGRAMMED MODES



H13 HEPA FILTER  
PURIPRO® / HEPAPRO™ FILTRATION SYSTEM



**puriclean**<sup>™</sup>  
breathe well

In a class of its own, novita PuriClean™ Air Purifier A11 is powered by long-lasting brushless DC motor system and featured a CADR (Smoke) rating of 440 m<sup>3</sup>/hr based on HepaPRO™ Filter with an extended coverage area of up to 1,076ft<sup>2</sup>. Designed with a PM2.5 display and air quality sensor light indicator, monitor the real-time indoor air quality at just a glance. Equipped with the nano ions PuriPRO® / HepaPRO™ H13 HEPA Filtration System, A11 effectively removes airborne allergens and germs, and complete it with the semi-permanent built-in ionizer that emits more than 40 million/cm<sup>3</sup> negative ions to freshen up your indoor air quality. Smartly configured with an auto mode, unit intelligently detects the air quality, automatically reacts and purifies the air to the best possible standard. Minimalist-styled, this compact yet all-round performer is the most economically-friendly and competent air purifier of its range. Packed with great features and performance, A11 is definitely a must-have and the most value buy for your home and office!