

KENT
HEPA Pure
Air Purifiers

HOUSE of PURITY

KENT *HEPA Air Purifiers*

Remove Particulate Matter from Air





Air pollution killed 7 mn around the world, says WHO

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in addition to the main text

NEW DELHI: Air pollution killed 7 million people in 2012, causing one in eight of the total deaths globally, said the World Health Organization (WHO) on Tuesday. The new estimate, which includes both outdoor and indoor air pollution, is almost double the earlier WHO estimate of 3.7 million deaths for outdoor air pollution in 2012.

Indoor air pollution caused 4.1 million deaths in 2012 in homes cooking over coal, wood and biomass stoves, say the current estimates. Worldwide, 3.8 billion people live in homes using wood, coal or dung as their primary cooking fuel. This makes air pollution the world's biggest environmental health risk, with most deaths being caused by heart disease, strokes or chronic obstructive pulmonary disease. It is also linked to deaths from lung cancer and acute respiratory infections.

The globe's hardest-hit regions were what the WHO labels Southeast Asia, which includes India and Indonesia, and the Western Pacific, ranging from China to the Philippines.

In India, air pollution is the biggest cause of death after high blood pressure, indoor air pollution. Consistently from cooking with coal, tobacco use, and poor nutrition. Polluted outdoor air caused 4.2 lakh premature deaths in India in 2012, the last year for which nationwide data is available.

This was a 40% jump from the 1 lakh deaths in 2010, said the Global Burden of Diseases 2012.

INCREASING INDOOR AIR POLLUTION IN INDIA

- Over the years, air pollution in India has become quite a serious issue.
- In the year 2014, World Health Organization ranked Delhi as the most polluted among 1,600 cities across the world, worse than Beijing (China). Other Indian cities are also witnessing an increase in pollution.
- The major sources contributing to air pollution are wood and biomass burning, industries, rising infrastructure projects, fuel adulteration, vehicle emission and traffic congestion.
- As per World Health Organization (WHO), air pollution is the world's biggest environmental health risk.
- Contrary to popular belief, indoor air is more polluted than air outside. Studies have found that indoor air can be 4 to 5 times more polluted than the air outside.



Airborne viruses
cause allergies



Pollens lead to
respiratory problems



Kitchen soot is
a health hazard



Dust mites in rugs
trigger asthma



Room fresheners
have cancer causing agents.

ADVERSE IMPACT OF AIR POLLUTION ON YOUR HEALTH

- As per World Health Organization, close to 1.3 million Indians die every year due to adverse effects of indoor air pollution.
- Air pollution is a leading risk factor for diseases, like ischemia, myocardial infarction, bronchitis, asthma, stroke, chronic obstructive pulmonary disease, lung cancer and many more.
- Lung cancer deaths due to air pollution have increased significantly since 2005. According to a report by WHO, around 30% of all lung cancer deaths can be attributed to the joint effects of household and ambient air pollution.
- Indoor air pollution is more hazardous to health as it is released in close proximity to people.
- The ill effects may arise after just a single exposure as well as repeated exposure, and can range from irritation of the eyes, nose and throat, headaches, dizziness and fatigue.
- Longer exposure to indoor air pollutants can lead to serious health issues and even premature death.



Pet fur can
trigger lung infection



POLLEN



Toxic molds
cause liver cancer



Presenting

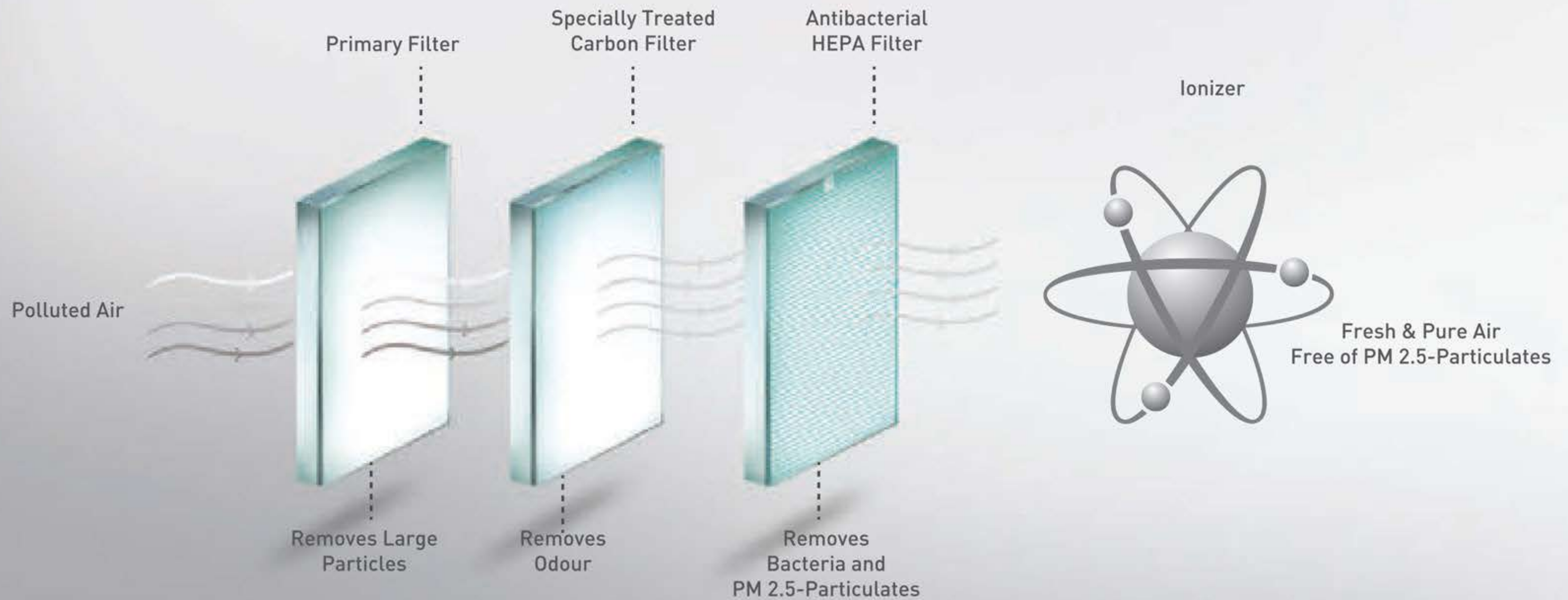
KENT HEPA Room Air Purifier **Removes Particulate Matter from Air**

We, at Kent, believe that just like 'Access to Clean Water', 'Clean and Pure Air' is also a fundamental right of every individual. Moreover, clean air is a necessity for all people, specially pregnant women, children, asthma patients and people with heart conditions. Which is why we have set out to make your indoors free of pollutants and particulates with the revolutionary KENT HEPA Air Purifier. It brings together the powerful HEPA technology and the trust enjoyed by brand Kent to ensure that your family is protected.



KENT Innovative Technology

Filtration Process



WHY KENT HEPA AIR PURIFIER?

Kent Air Purifier effectively removes 99.97% of particles, less than 0.3 microns in diameter, through an intense four stage purification process.

1 **First Stage: Pre-filter**

Acting as a first line of defense, the Pre-filter installed in KENT HEPA room air-purifiers traps and removes large particulate matter with high efficiency. It arrests particles like Large dust particles, Cob webs, Human/Pet hair, Debris and Sand Particles.

2 **Second Stage: Specially treated Carbon Filter**

Kent air-purifiers uses honeycomb structure filled with specially treated activated carbon with high grade adsorptive value. This helps in faster rate and higher adsorption capacity of pollutants. It also helps in increasing life of the filter and to record best results from the filter. It arrests pollutants such as VOC, Odor/Foul Smell, gases like Oxides of Sulphide Sox, Oxides of Nitrogen NOx, Hydrogen Sulphide H₂S, Formaldehyde and Hydrocarbons.

3 **Third Stage: Antibacterial Coated HEPA Filter**

The Anti-bacterial coated HEPA filter, developed with superior Japanese technology, traps SPM (suspended particulate matter) as small as 0.3 microns with an efficiency of 99 %. HEPA filter also traps indoor carcinogens particles like PM 2.5 particulates (removes up-to 99.99 %), Pollen, Allergens, Mold, Fine Dust and Cigarette smoke.

4 **Fourth Stage: Ionizer**

The ionizers disperse electrically charged ions which attach to particles in the air. The ions either force pollutants to stick to walls or other surfaces within a room, or trap them on an electrically-charged collection plate near the ionizing unit. By removing these particles from the air you breathe, ionizers improve air quality and reduce the amount of particulates that enter your lungs. The electrically charged ion is also believed to produce biochemical reactions that increase levels of the mood chemical serotonin, helping to alleviate depression, relieve stress and boost our daytime energy.

PROOF OF PURITY – THE KENT POLLUTION MONITOR

Now, measuring the amount of indoor air pollution is as easy as it can get. The KENT Pollution Monitor is a handheld portable device that measures PM 2.5 particles. The device employs laser scattering particle detection technology to accurately measure particles of different sizes in the air. It comes with a built-in LCD screen with an Air Pollution Index, which displays detected PM figures within a range of 5 meters. So that you could correctly gauge the amount of harmful particulate matter or carcinogenic elements present in the air surrounding you and your loved ones.

The Index is centered on five major pollutants – Particulate Matter with a diameter less than 10 micrometers (PM10), Particulate Matter with a diameter of less than 2.5 micrometers (PM2.5). An individual score is assigned to the level of each pollutant and the final API is the highest of those 5 scores. A higher score indicates higher levels of pollutants in the air.

Please call KENT representative to check the quality of your indoor air today and witness the improvement in air quality after using KENT HEPA Air Purifier.



Note: This product is only for use by KENT executives for demonstration purposes and not for sale.



KENT *Aura* Room Air Purifier

Removes Particulate Matter from Air

KENT
Aura

HEPA PURE
TECHNOLOGY

REMOVES
DANGEROUS
PARTICULATES
FROM AIR

Salient Features

- HEPA (High Efficiency Particulate Arrestor) dust collection technology from Japan
- HEPA filter with antibacterial coating
- High-efficiency removal of PM 2.5 particulate matter
- Specially treated carbon filter removes odour
- Improves air freshness with in-built ionizer
- Intelligent air quality monitoring
- Filter change indicator
- Low noise operations
- User-friendly functional design, safe and convenient for use
- High purifying capacity, purifies air in the room instantly
- Suitable for a room area of up to 270 Sq. ft
- Child lock feature



KENT *Eternal* Room Air Purifier

Removes Particulate Matter from Air

Salient Features

- Innovative formaldehyde decomposition technology ensures no secondary discharge of formaldehyde
- Melt-blown HEPA (High Efficiency Particulate Arrestor) dust collection technology
- High-efficiency removal of PM 2.5 (Particulate Matter 2.5 microns and above)
- Captures particulate pollutants as small as 0.3 micron
- User-friendly functional design, safe and convenient for use
- High EER (Energy Efficiency Ratio)
- High purifying capacity, purifies air in the room instantly
- Suitable for a room size of up to 377 Sq .ft.
- Intelligent Air Quality monitoring
- Filter change indicator
- Noiseless operations

KENT
Eternal

HEPA PURE
TECHNOLOGY

REMOVES
DANGEROUS
PARTICULATES
FROM AIR

HIGH CAPACITY



Kent Se Paayen

***Shudh Hawa
Har Saans Mein***

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