

# PureAir FiberShield™

PureAIR  
FILTRATION

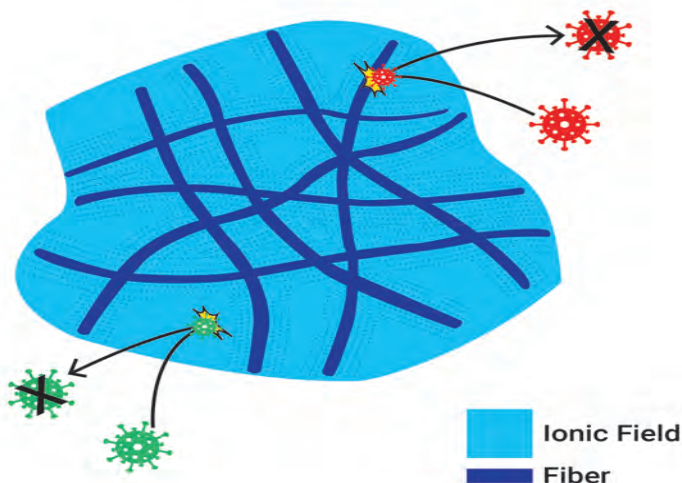


**Add a layer of protection against pathogens and keep clients and employees safe, healthy, and productive.**

**PureAir Filtration**—the world leader in the removal of gases, odors, and vapors—has developed with Noble Biomaterials an antimicrobial fiber fabric that can be used in HVAC systems to help fight against viruses and bacteria. **PureAir's FiberShield™** is the only antimicrobial filter fabric of its kind on the market. Made of a proprietary blend of nonwoven, nylon microfibers, impregnated with Ionic+™ sterilizing silver particles, the powerful antimicrobial fabric can be incorporated into any particulate filter, allowing filter manufacturers the flexibility to simply add antimicrobial technology to existing products. The Ionic+™ silver particles not only give the fabric fibers the ability to inactivate microbes, but they also create an ionic field around each fiber that inactivates pathogens, thus enhancing its ability to reduce the number of viruses and bacteria in the environment.



**Made in  
The USA**



Distributed By

**FILTERS DIRECT**

Auckland  
Peter  
027 202 0442

Wellington  
Terry  
027 606 0027

Christchurch  
Wally  
027 435 9246

*"You breathe the difference"*



The new **PureAir FiberShield™** is a revolutionary product that is designed to provide an added layer of protection against pathogens in new filtration systems and can easily be retrofitted into existing HVAC installations. Our partner in developing this product, Noble Biomaterials, is a world-renowned expert in the antimicrobial fiber market, and PureAir is proud to be working with them on this innovative new product. For many years, Noble has used this proven technology in other industries and products, such as athletic apparel, wound care materials, and healthcare personal protective equipment. Third party testing confirms **FiberShield™** kills over 99% of microbes with which it comes in contact, including SARS-CoV-2.

Contact us today to see how our one of a kind antimicrobial filter fabric can be incorporated into current filters to allow clients to breathe easier.



## How Does FiberShield™ with Ionic+™ Technology Stand-up to Third Party Testing?

Virus or Organism Tested	Test Results (% Reduced)
SARS-CoV-2	99.14%
H1N1	99.06%
HCOV 229E	98.92%
E-coli	99.90%

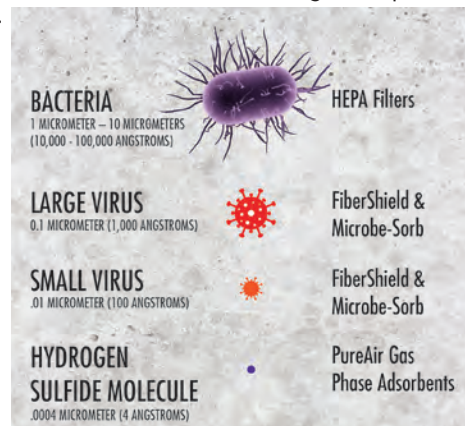
\*Third-Party tested against common viruses.

## How Does FiberShield™ with Ionic+™ Technology Compare to Competition?

Comparable products on the market include mainly fabrics that are made of fibers coated in copper or zinc, which are also metals known to have some antimicrobial properties. Less advanced products on the market claim copper and zinc to be the strongest natural antimicrobial; however, this is not the case. Laboratory test results confirm silver to be the strongest natural antimicrobial with limited adverse effects. Here are some other ways **FiberShield™** out-performs the competition:

- One of the only technologies specifically tested against SARS-CoV-2, the virus that causes COVID19
- Longer lifespan
- Stronger against wear and crush
- Lower cost and higher value
- Flexible integration into existing products

For over 16 years PureAir has specialized in removing particles as small as a molecule. This chart illustrates Understanding the requirements of nano level air filtration.





# Questions & Answers

## 1. What is FiberShield™?

FiberShield™ is a nonwoven spunbond nylon fabric impregnated with sterilizing silver particles made to inactivate viruses upon contact.

## 2. How is the technology incorporated into products?

We work with our customers to integrate this fabric as an additional layer (or layers) into their HEPA or other particulate filters to reduce the number of microbes in the airstream. This technology adds an important layer of protection that's not currently offered in the market. For instance, if it's integrated as layers into a HEPA filter, it would kill any microbes captured by that HEPA filter, thus even protecting someone doing maintenance on the air handling unit or changing the filter. In addition, we are the only technology that has been tested against the virus that causes COVID-19, and we are thrilled with those results.

## 3. What makes FiberShield™ antimicrobial?

Silver ions are infused into the fibers of the FiberShield™ filter fabric. Silver has been known for years for its antimicrobial properties. Any microbes that come in contact with the fibers will be inactivated at the rates mentioned in the brochure (over 99% reduction of listed powerful microbes).

## 4. How does FiberShield™ compare to competition?

FiberShield™'s Ionic+™ technology is a stronger antimicrobial than others on the market. Less advanced technology claims copper and zinc to be the best natural antimicrobial, however that is not the case. Laboratory tests confirm silver to be the strongest natural antimicrobial with limited adverse effects.

PureAir's filter fabric is more durable than others on the market. Because the Ionic+™ silver particles are infused into the proprietary blend of nylon fibers, instead of coating the outside of the fibers like traditional technology, FiberShield™ is stronger against wear and crush.

## 5. How does PureAir recommend incorporating FiberShield™ into products?

PureAir recommends that FiberShield™ be used in conjunction with particulate filtration. Because FiberShield™ is not intended for significant particulate filtration capacity, it can be either integrated into a layer of a particulate filter or it can be installed as an additional stand-alone filter downstream of a particulate filter. General guidance from ASHRAE on the control of micro-organisms in an HVAC environment suggest the implementation of high efficiency particulate filtration to capture respiratory droplets and aerosols. Where HEPA filtration is not possible (due to airflows, pressure drop, space, etc), the highest possible efficiency particulate filter should be used, preferable minimum MERV 14 (EN - F8, ISO ePM1). It is not possible, even for the best HEPA filtration, to capture all viruses. Implementation of FiberShield™ within the particulate filter is intended to inactivate microbes which have been captured by the particulate filter. Implementation of FiberShield™ after particulate filters is intended to inactivate viruses which have passed through the particulate filter. The use of FiberShield™ cannot guarantee complete removal of viruses but is an additional measure in the fight against communicable disease transmission.

FiberShield™ **"Has limited washability"**

Distributed By

**FILTERS DIRECT**

**Auckland  
Peter**

**027 202 0442**

**Wellington  
Terry**

**027 606 0027**

**Christchurch  
Wally**

**027 435 9246**

*"You breathe the difference"*