



association of home
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ASSOCIATION OF HOME APPLIANCE MANUFACTURERS (AHAM)
AND THE ALLERGY AND ASTHMA FOUNDATION TEAM UP TO
PROMOTE CLEAN AIR MESSAGE

WASHINGTON, DC (June 2001) – The Association of Home Appliance Manufacturers (AHAM) and the Allergy and Asthma Foundation of America (AAFA) have a story to tell, and through the creation of a recent information sharing program, they are telling it together. The two organizations have agreed to increase the reach of the clean air/environmental health message to a broader base of constituents nationwide.

According to the Asthma and Allergy Foundation of America, about one in five adults and children suffer from allergies, including allergic asthma. And asthma has been identified as the leading cause of chronic illness among adolescents in the United States.

“The Asthma and Allergy Foundation is dedicated to improving the quality of life for people with allergies and asthma,” said Mary Worstell AAFA’s executive director. “We do this through education, advocacy and research. We educate our constituents on understanding the symptoms, the triggers and the management of their condition.”

“This is a great opportunity for both organizations,” said Joe McGuire, president of AHAM. “With so many people suffering from allergic conditions, this joint effort dramatically increases our ability to get the clean air message to significantly more consumers. Air pollutants are a major trigger for people suffering from asthma and allergies. The AHAM clean air message can provide them ways to better manage their environments.”

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It is a fact that indoor air pollutants can create asthma episodes and allergic reactions. As a result, room air cleaners have become popular not only among asthma and allergy sufferers, but among health-conscious people as well. CADR – the Clean Air Delivery Rate – is a performance measurement established by AHAM in conjunction with air cleaner manufacturers. The CADR rate determines how well an air cleaner reduces pollutants such as tobacco smoke, pollen and dust. By using CADR, the recommended maximum room size for each unit can also be determined. Each air cleaner package lists the CADR and recommended room size. Consumers no longer need to be concerned with variations in air cleaner technologies, filter types or fan sizes.

With an estimated 50 to 60 million Americans suffering from allergies, this type of education is extremely important. Through this information sharing program, AHAM and the AAFA can close the loop on the information consumers need – facts on the disease and resources available to help manage indoor environments.

The Association of Home Appliance Manufacturers is a full-service trade association representing manufacturers of major and portable appliances sold in the United States, and suppliers to the industry. All independent testing and verification for the AHAM Room Air Cleaner Certification program are provided by Intertek Testing Services. Located in Cortland, NY, Intertek is an independent laboratory under contract to AHAM.

The Asthma and Allergy Foundation of America, founded in 1953, is the premier patient organization that provides practical information, community based services, support and referrals through a national network of chapters and educational support groups. AAFA also raises funds for asthma care and research.

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