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**AHAM'S SEAL OF APPROVAL**  
**CONTRIBUTES TO SNEEZE-FREE FALL**

Washington, DC (August 2001)--When the weather becomes cold, 40 million allergy-prone Americans close up their homes, trapping with the heat, dust, pollen, animal dander and tobacco smoke, leaving themselves miserable both indoors and out. Americans spend up to 90 percent of their time inside, which means that fall allergies can be particularly irritating for those sensitive to allergens.

The biggest culprits during the fall allergy season are ragweed, pollen, mold and dust. Ragweed pollen has the ability to travel between 300 and 400 miles, which means that allergy sufferers can be affected by these pesky allergens even if there are not any in the yard. Simply opening the front door can allow millions of these particles to enter the house. In the fall and winter, dust and animal dander are especially irritating to allergy sufferers, as these particles tend to get easily trapped indoors.

By reducing air pollutants such as tobacco smoke, dust and pollen, air cleaners make the indoors a more comfortable place to be. An air cleaner has the ability to help remove these indoor irritants. According to Wayne Morris, Vice President of the Association of Home Appliance Manufacturers (AHAM), "Given that indoor air quality is a matter of particular concern for both allergy and asthma sufferers, a good air cleaner can contribute significantly to reducing tobacco smoke, dust and pollen."

Purchasing a good air cleaner can be half the battle. According to AHAM, 50 percent of consumers intending on purchasing an air cleaner left the store empty handed because different features and capabilities across different brands left them confused. To make this process easier, AHAM has developed a seal of approval—the Clean Air Delivery Rate (CADR). The AHAM seal uses three

performance ratings for the air cleaner—one for tobacco smoke, one for pollen and one for dust. The CADR indicates the volume of air filtered and then redistributed by the air cleaner.

When purchasing an air cleaner, it is important to consider the size of the room in which the air cleaner is going to be located. AHAM recommends purchasing an air cleaner with a CADR of at least 2/3 the area of the room. The AHAM seal of approval makes shopping for air cleaners easier by relating both the performance and the appropriate room size.

As autumn approaches, it is important for allergy sufferers to be prepared for the sure-to-strike fall allergies. Those who have family members who suffer from allergies or those who suffer from allergies themselves can make autumn more enjoyable by easily purchasing an air cleaner with a CADR seal.

## **SIDEBAR**

Air cleaners can also be of great use during the holiday season. As holiday decorating begins, Christmas trees and ornaments can cause many allergic reactions. On stored artificial trees and ornaments, dust tends to build up, resulting in allergic reactions. Evergreen Christmas trees may still have mold or pollen from ragweed or other plants on them, which can also ignite allergic reactions. By filtering out these allergens, a good air cleaner can make the holidays more comfortable and thus more enjoyable for allergy and asthma sufferers.