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**ASSOCIATION OF HOME APPLIANCE MANUFACTURERS (AHAM)
INTRODUCES PROGRAM THAT MAKES AIR CLEANER CERTIFICATION
PERFECTLY CLEAR**

WASHINGTON, DC (August 2001) - Choosing the right air cleaner should be simple. But until now, over 50% of consumers setting out to purchase an air cleaner, left the store confused and with no product in hand. Why? Because all air cleaners filter the air at different levels and deciphering the ratings marked on the packaging has been a difficult and confusing process. AHAM has introduced a new system that eliminates the confusion and makes the air cleaner purchase process a breeze for consumers. All consumers need to know is the size of the room they want to treat. CADR - the Clean Air Delivery Rate - is an efficiency standard established by AHAM in conjunction with the product manufacturers. This 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. The AHAM certification seal on the air cleaner package will list the CADR and recommended room size. Consumers no longer need to be concerned with variations in air cleaner technologies, filter types or fan sizes. "The CADR seal is the best way for consumers to judge the effectiveness of a room air cleaner," said AHAM's Wayne Morris, Vice President, Portable Appliance Division. "There are other tests available, but they evaluate only the filter used or the fan velocity of the appliance. They do not take into consideration the performance of the entire machine. AHAM's test simulates real-world conditions for particulate removal; other tests do not."

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The CADR seal gives consumers a basis for comparison between products and allows

them to choose the air cleaner that best suits their needs based on real-world information. For example, one room air cleaner may show a higher rating than another for pollen, a big bonus for pollen-type allergy sufferers. Others may be more interested in a higher CADR for tobacco smoke. The CADR seal tells consumers that the product's clean air delivery rate is reliable, how to compare the difference in air cleaners and how to choose the right air cleaner for your own situation. While a physician may recommend an air cleaner to control symptoms of respiratory problems, air cleaners improve the quality of air for every member of a household. Technically, CADR is the amount of clean air measured in cube feet per minute that an air cleaner delivers. The AHAM certification program and an independent testing laboratory annually verifies the CADR ratings. Both the EPA and the Federal Trade Commission (FTC) have reviewed the standard used in the testing. Like a car's miles-per-gallon rating, CADR offers consumers a means of comparison. Room size ratings are calculated based on the removal of at least 80 percent of smoke particles in a steady-state room environment, assuming one air change per hour with complete mixing in the room. The CADR rating evaluates the product purely on performance, so consumers are not confused by differences in technologies or filter types. The AHAM seal allows consumers to compare air cleaning equipment on an equal basis. For a copy of the Consumer Guide for Room Air Cleaners or a list of certified room air cleaners, visit the Web site at www.cadr.org.

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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.

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