

# EnhanceAir®

Light-activated coating that destroys air pollution

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EnhanceAir

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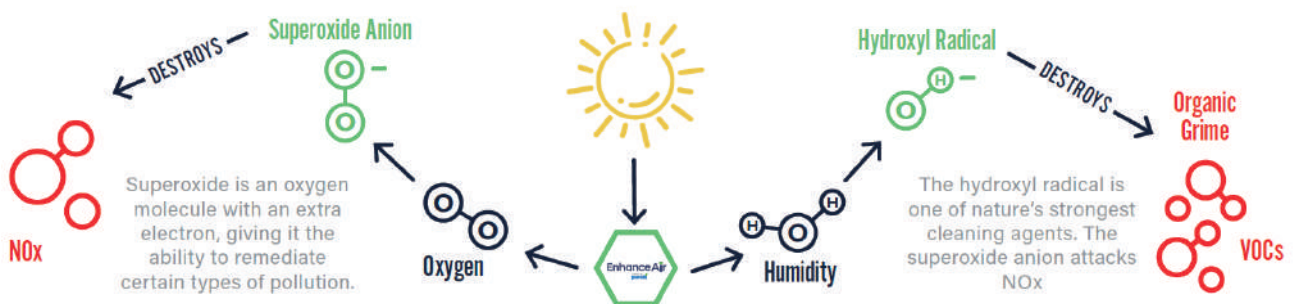
When applied to outdoor advertising media, EnhanceAir turns any treated material into an air purifying surface that not only enhances human health, but contributes to the fight against global warming.

- Transparent top coat is activated by UVA light
- No changes to installation process
- Does not affect recyclability
- Lasts for the life of most ads



## The Science of EnhanceAir: Photocatalysis

When UVA light energy activates the coating, it starts a chemical process that turns nearby oxygen and water vapor into two powerful cleaning agents (OH-\* and O<sub>2</sub>-\*)



- These two cleaning agents convert pollutants into harmless minerals and gasses.
- The active mineral is a catalyst, so it is not consumed in the process. It continues to work as long as it is on the surface and has access to humidity and light.
- The process happens only at the surface and repeats constantly to clean the surface and the air that comes in contact with it.

# EnhanceAir Destroys Three Types of Pollution



## NOx

Both harmful to human health and an indirect greenhouse gas



## Volatile Organic Compounds

Contributes to smog and many are toxic to humans



## Organic Surface Grime

The stuff that makes your ads dirty!

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### Why NOx?

Nitrogen oxides (NO and NO<sub>2</sub>) are formed during combustion. NOx is harmful in several ways:

- It irritates airways and increases susceptibility to allergens.
- It combines with other pollutants in the air to create smog, acid rain, PM2.5 and ground level ozone, which contributes to global warming.
- Increases risk of heart disease, stroke, COPD, and lung cancer.
- It has a much higher Global Warming Potential than CO<sub>2</sub>.

NOx is an indirect greenhouse gas. It does not trap heat directly, but leads to the creation of other gases, like ozone, that are greenhouse gases. It is included on the list of gases that countries report in their greenhouse gas inventories.

EnhanceAir fights climate change and improves human health by destroying NOx and other pollutants. It helps lower the greenhouse gas footprint, but not the carbon footprint.

## Proven Laboratory and Real World Results

Using a test based on the ISO 22197-1 standard, we pass a fixed amount of NOx across a treated surface where the air is in contact with the surface for only 1 second on average before being replaced by new polluted air at the same concentration. The concentration of NOx is measured as it exits the chamber.

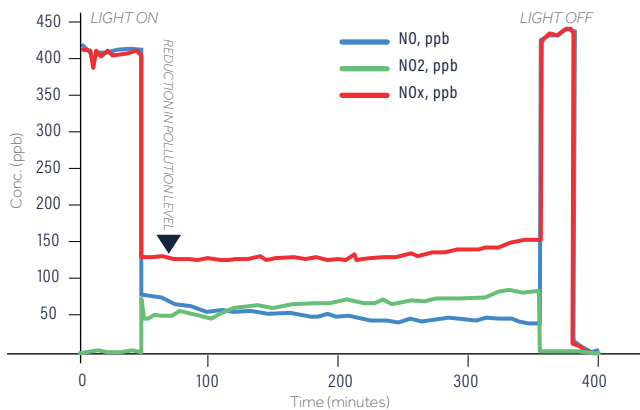
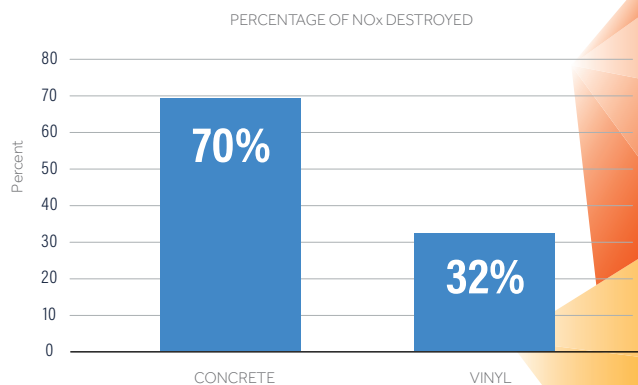


Figure 3 - Trace of NO/NO<sub>2</sub>/NO<sub>x</sub> concentration during the ISO test for sample PURETI Coating



Validated real world results in the EU's iScale project (Improving the Smart Control of Air Pollution in Europe)



Proud to be a NASA Dual Use Technology Partner



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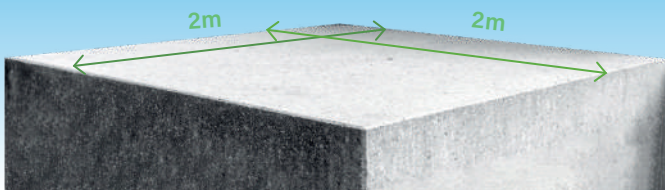
EnhanceAir treatment is ideal for displays in environments with high levels of pollution!

1 ounce of EnhanceAir

2 SQUARE METERS OF TREATED CONCRETE



NOx produced by burning 48 gallons of gas



## EnhanceAir Keeps Ads Cleaner by Destroying Organic Pollution



The two branded sheets of scaffolding wrap were treated with EnhanceAir.

The blank untreated wrap sections show significant soiling after six months.



THIS BILLBOARD IS FIGHTING GLOBAL WARMING

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## We Turn Ads Into Air Purifiers™

Because EnhanceAir lowers NOx and VOC levels, those who use the coating can make the following claims about how they are helping the environment:

- Reduces Air Pollution
- Fights Climate Change
- Cleans the Air
- Improves Air Quality
- Helps the Planet
- Eats Smog
- Makes the Air Healthier

More quantitative claims like car pollution offsets, tree equivalents, or gasoline equivalents can be estimated for each campaign, based on its size and duration.

**IMPORTANT NOTES:** *The EnhanceAir coating does not absorb pollution; it oxidises and destroys it, converting it into less harmful forms. The EnhanceAir coating does not destroy CO<sub>2</sub>, it helps reduce the greenhouse gas footprint, but not carbon footprint.*

**For more information please don't hesitate to contact us.**

iansimmonds@flags.co.uk  
01480 861 678  
www.flags.co.uk

