

Contact: Sarajane Sparks
sarajane@sparkscg.com
603-494-2755



FOR IMMEDIATE RELEASE



CERTIFIED Air Cleaner Offers Reduction of Indoor Allergens in the Home

Samsung's Cube Air Purifier earns asthma & allergy friendly® Certification

The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) has announced that Samsung's Cube Air Purifier has earned asthma & allergy friendly® Certification.

The asthma & allergy friendly® Certification Program, an independent program established in the United States by AAFA with their partner ASL, helps consumers identify products more suitable for people with asthma and allergies. The Program performs physical and chemical testing on products

to ensure they reduce allergen exposure and limit irritants and pollutants in the air.

“Samsung is proud that AAFA and ASL have certified the Cube Air Purifier, which removes air impurities with 99.97% efficiency,” said Richard Leonarz, Director of Product Marketing, Home Appliances, Samsung Electronics America. “With the Cube Air Purifier, you don’t have to worry about the air quality in your home—, you can turn it on or off, monitor the filter, and check the outdoor air quality, all from your smartphone or using your favorite voice assistant.”

Design meets function with the virtually silent Cube Air Purifier, reducing dust and allergens for cleaner air in your home.

Many allergens, including pet dander and dust mite allergens, are prone to become airborne. In order for an air cleaner to earn Certification, it is challenged with allergen-containing dust in a controlled environment where its performance to strict standards can be measured. It is important that the air cleaner can remove allergens from the air, and that these are captured in the filter of the air cleaner.

The Samsung Cube Air Purifier has met these standards and is **CERTIFIED** to reduce allergenic and irritant materials in the air.

“At this time of increased focus on healthy indoor air and wellness at home it is vital that all product claims are based on good science. We congratulate Samsung on entering into the Certification Program which involved a robust scientific verification of their product performance, particularly on how it relates to indoor allergens,” said Dr. John McKeon, CEO of Allergy Standards Ltd.

The Samsung Cube Air Purifier was unveiled at the Kitchen and Bath Industry Show 2020 in Las Vegas, where the focus was on the importance of healthier indoor living solutions and human-centric design. The Cube Air Purifier was a Best of KBIS finalist in the smart home technology category.

Samsung's Cube Air Purifier demonstrated that it:

- Reduces allergens from the air
- Captures the removed allergens in the product's filter, rather than redistributing it around the room
- Monitors ozone levels to ensure they remain within the Code of Federal Regulations Guidelines.

“Effective air cleaning devices are part of a multi-faceted approach to managing exposure to airborne allergens and irritants,” stated Kenneth Mendez, AAFA's CEO and president. “It's important for consumers with asthma or allergies to feel confident their air cleaner is capturing allergens and removing them from the indoor air.”

About the asthma & allergy friendly® Certification Program

The asthma & allergy friendly® Certification Program is a unique, groundbreaking collaboration between the [Asthma and Allergy Foundation of America](#) and [Allergy Standards Limited](#). This program helps people make informed purchases for a #healthierhome. We test household products against strict standards. If products pass our tests, they earn the CERTIFIED asthma & allergy friendly® mark. Certified products include air cleaners, bedding, cleaning products, flooring, paints, vacuum cleaners, washing machines, and more. Visit aafa.org/certified for more information.

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), is a recognized innovation leader in consumer electronics design and technology. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA delivers a broad range of digital consumer electronics, IT and home appliance products. Samsung is the market leader for HDTVs in the U.S. and America's fastest growing home appliance brand. To discover more of the award-winning products you love with Samsung, please visit www.samsung.com.