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February 12<sup>th</sup>, 2023

### **Healthier Air Dominates the Agenda at FILTECH 2023, the World's Largest Filtration Show, Leading to Innovative New Developments**

Allergy Standards Ltd (ASL) will participate in the upcoming FILTECH 2023, the largest and most important filtration show in the world, which features over 440 exhibitors and an international conference. The event will provide an opportunity for the ASL team to engage with the latest developments in air filtration and connect with key players in the industry.

ASL, experts in healthier indoor environments and the certification of air filtration products, will share their cutting-edge insights at the event.

ASL's attendance at FILTECH 2023 will build on their recent successful presentations at the 2023 AHR Expo co-sponsored by American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc. (ASHRAE) & The Air Conditioning, Heating and Refrigeration Institute (AHRI) show in Atlanta, Georgia, and their CEO, Dr John McKeon's, keynote at the High Performance Zone at the International Builders' Show. FILTECH 2023 will enable them to continue their work in promoting a healthier indoor environment internationally.

The need to address harmful airborne contaminants such as particulates, allergens, bacteria, viruses and mould has driven new developments in filtration systems, with the aim of creating a healthier built environment. The increase in consumer awareness and demand for products that fulfil these criteria has accelerated rapidly in recent years.

ASL certifies products that are scientifically proven to effectively reduce the airborne allergen burden and support a healthier indoor environment. A certified Heating Ventilation and Air Conditioning (HVAC) related solution, such as an air filter, is an attractive option for consumers looking for a validated product that contributes to wellness indoors. Certified **asthma & allergy-friendly**<sup>®</sup> products also include in-cabin car filters, portable air cleaners, and in-duct air cleaners.

Dr. John Ryan, Chief Strategy Officer of ASL, said, "As a leader in the healthier building movement, we are acutely aware of trends and developments in air filtration. Attending FILTECH 2023 will allow us to gain valuable insights, build relationships with key players, and position ASL for continued growth and success on both sides of the Atlantic."

#### **About ASL**

Our mantra is design thinking and innovation for the air aware consumer. As an independent, international certification company, we create peer-reviewed, scientific standards for a wide range of products and services to determine their impact on indoor air quality. ASL's intellectual property portfolio includes unique protocols for products to be CERTIFIED **asthma & allergy friendly**®. Our mission is to make the United Nations human right to breathe clean air a reality, through science (Standards), education (Academy) and innovation (Institute). <http://www.allergystandards.com/>