



PRESS RELEASE

Milano Design Week 2024

The innovation company **Anemotech** will be at the next Milano Design Week with **theBreath®**, the textile material that purifies the air. From 16th to 21st April at the **Superstudio Più Gallery in via Tortona 27 in Milan**, theBreath® corner will be part of a collective exhibition curated by Materially Now.

Much more than just a fabric A sure ally against pollution

Anemotech is an innovative 100% Italian SME with a strong international presence that designs and develops cutting-edge **technological solutions to improve the quality of the environment**. A long and focused **R&D project has allowed Anemotech to develop Breath®, a revolutionary textile material capable of absorbing air pollutants**.

theBreath® is a patented fabric able to retain and break up harmful particles present in the air of any environment, exploiting their natural movement, and reintroducing purified air.

theBreath® fabric has obtained the **ISO 18184: 2019 certification for its antiviral activity, eliminating up to 98.75% of the viral load in 2 hours**. Its external filtering membrane is in fact made up of **100% modified polyester fiber with activated molecules, that kills bacteria, molds and viruses that come in contact with it**; the structure, thus composed, allows a solid external construction that acts as a case for the adsorbent part contained within the carbon membrane. The external coating allows a first degree of filtration on the powders, in order to use the internal activated carbon technology only for the polluting micro molecules present in the area adjacent to the positioning of the technology.



Adsorbent



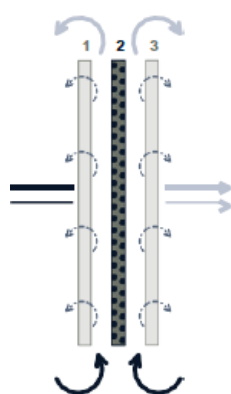
anti-odor



antiviral
bactericidal
fungicide



zero
emissions



It looks like a simple fabric but it is **an innovative multilayer fiber that embodies cutting-edge technology capable of fighting atmospheric pollution and purifying the air of indoor and outdoor environments**, through a passive process and without the need of additional energy sources thus supporting sustainable performance.

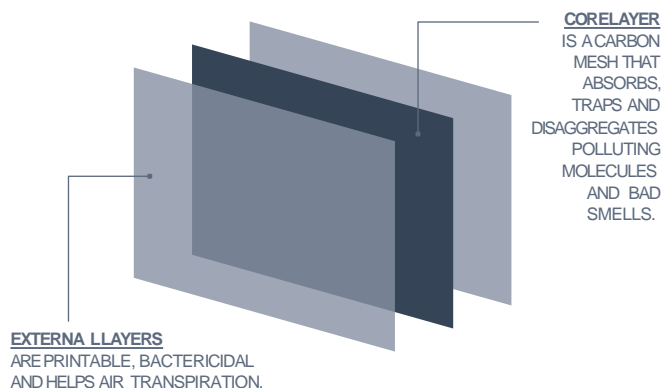
The weft of theBreath® is in fact made up of three thin layers that work in synergy in a virtuous circle: two outer layers in water-repellent material with virucidal, bactericidal, anti-mold and anti-odor properties, breathable and printable, and an intermediate one consisting of a cartridge in adsorbent carbon fiber that is able to attract, retain and break up polluting molecules and bad odors present in the air.

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The purification: 3 layers that work in synergy.

The air passes through the fabric mesh where the nanomolecule-activated heart of this technology traps and disaggregates pollutants. The cleaner, more breathable air then continues its natural circle.



A process as light as air.

theBreath® purification process is completely passive and it uses the natural flow of the air without additional energy sources.

Tests and certifications.

theBreath® passed the tests on product performance and obtained important certifications:

ISO 16000-9

ISO 18184: 2019

UNI 11247

Test ANSI/AHAMAC1-2002

Oeko-Tex®

UNI EN ISO 3071:2006

BVL B 82.02-8 – 2001

RAfPS GS 2014:01

MIP 132:2014 Rev.0

DIN 54232:2010

ISO 18254-1:2016

UNI EN ISO 14184-1:2011

UNI EN 14362-1:2017

ISO 20743:2013

JIS 1902:2002

EN 14119 a-2003-12



ISO 14001
For a better environmental management.

ISO 45001
For occupational safety and health protection.

ISO 9001
For the quality of the business processes.

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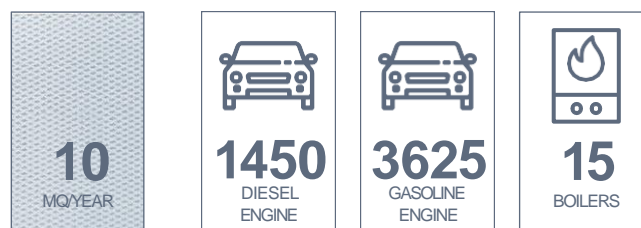
Indoor and outdoor: livin' in a world pollution free.

theBreath® is a technology that can be perfectly used in public and private indoor spaces to reduce the pollutants caused by heating, allergens, chemical products and fine particulates. theBreath® is an indispensable tool for professionals working with ethical contents linked to the environment and the innovation.

theBreath® located also in strategic outdoor places is the ideal ally for a safer air: along the main roads, on advertisement billboards, worksite fences, and maxi-placards, in parks and near street furniture, as well as in the road signs.

theBreath® figures.

Absorption projection with 10 sqm theBreath® fabric on an annual basis.



POLLUTANT		ABSORPTION
Volatile organic compounds (VOC)	Toluene (C ₇ H ₈) Heptane (C ₇ H ₁₆)	Up to 97,2% Up to 96,8%
FORMALDEHYDE (CH ₂ O)		Up to 92, 2%
SULPHUR OXIDE (SO ₂)		Up to 91,5%
NITRIC OXIDE (NO _x)		Up to 86,8%
BENZENE (C ₆ H ₆)		Up to 62 %
OZONE (O _x)		Continous reaction in the atmosphere

Absorption table based on the Standards UNI 11247 / ANSI/AHAM AC-1-2002/ ISO 16000-9