

**modu
lyss®**

PURE AIR100

FINE DUST WITHOUT



FINE DUST
WITHIN

PARTICULATE MATTER

When the dust won't settle

While the modern world moves at a breakneck pace, it is also gathering (fine) dust. Particulate matter (PM), a mishmash of microscopic substances, pervades our 21st-century skies, and there is no escaping its impact and effects.

Some types of particulate matter are organic and a fact of nature, like sand or sea salt blown in from distant shores. Other airborne particles are man-made and potentially noxious, the backwash of traffic and industry. These include chemicals, acids, metals, and VOCs, which can take the form of solid particles or tiny droplets of liquid.

4

Why pure air matters

Particulate matter comes to us through friction, combustion, emission, evaporation, and molecular migration. When fine dust infiltrates the air, it creates pollution. A rule of thumb when dealing with air pollution is this: the smaller the aerodynamic diameter of the particles, the bigger the risk they pose to our health.

High concentrations of particulate matter can harm:

- The air, suffering the brunt of the pollution.
- The climate, growing increasingly hazy and fickle.
- Our public health, which is taking imperceptible hits.

So, particulate matter is a reality, and a real problem. It affects people. It hurts the planet. Don't take our word for it. This is raw data from the international guidelines of World Health Organisation, whose findings and admonitions have been corroborated and echoed by researchers around the globe*.

(* World Health Organisation, Global Update of Air Quality Guidelines for Particulate Matter, 2006.

See also, inter alia, Concerted European Research Action (CRA), Particulate Matter: Properties related to Health Effects; EU Focus on Clean Air Programme (Clean Air Policy Package, 2013), Directorate-General Environment, Nuclear Safety and Civil Protection.



THE HUMAN EYE CAN PERCEIVE PARTICLES UP TO PM 40

All about PARTICULATE MATTER (PM)



HAIR
PM 50-70



CHALK
PM 1-5

FLOWER
PM 1-100

POLLEN
PM 10-100

PLANT SPORES
PM 10-30

PM 10

PM 2.5



PM 10

CEMENT DUST
PM 50-90

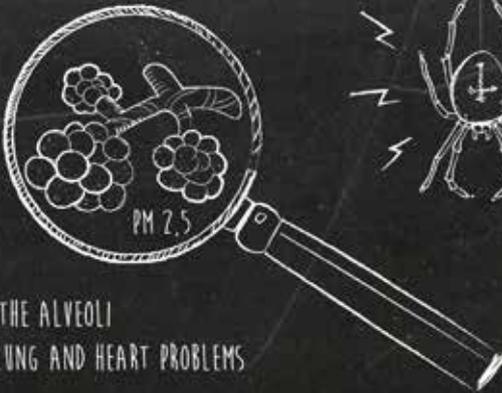
BEACH SAND
PM 90



SUPERFICIAL PENETRATION
EXPULSED SPONTANEOUSLY

PM 2.5-10

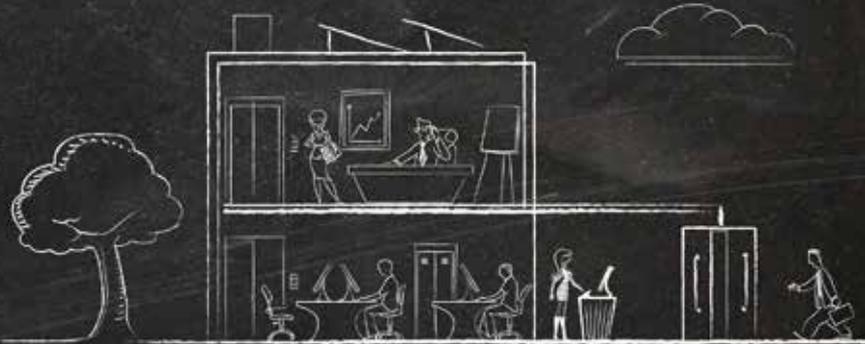
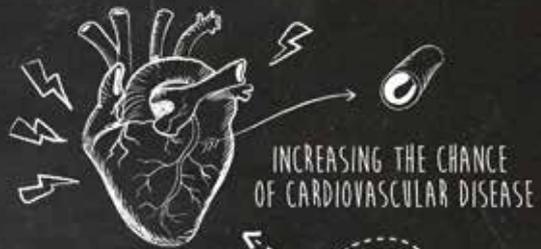
PM 10



PM 2.5

PENETRATES THE ALVEOLI
CAN CAUSE LUNG AND HEART PROBLEMS

PM 2.5



PM CONCENTRATIONS INSIDE: UP TO 10X HIGHER

INDOOR AIR QUALITY

What goes around, comes around

All in all, we spend more than **85% of our time indoors**. Inside, however, the air quality is **five to ten times worse** than it is outside, showing an exponential increase in the levels of air pollutants and allergens. Why? More hustle and bustle, less square footage and ventilation. Walls and windows offer surprisingly little protection: unbeknownst to most of us, fine dust has filtered through into our daily lives.

On average, we're fed **two teaspoons*** of fine dust. Per person. Per day. Young children, the elderly, sufferers of asthma or chronic conditions, ... They could really do without those spoons. Finer particles (\varnothing 10 - 2.5 μm) have no trouble infiltrating the respiratory system. When they do, they can do some serious

damage: headaches, fatigue, shortness of breath, irritation, inflammation, allergies, the list goes on. Prolonged exposure to ultrafine dust, moreover, can cause severe respiratory and cardiovascular disease, as well as cancer.

So, even indoors, we are under siege from invisible intruders. Short of wearing dust masks, how do we protect our indoor environment against these airborne hazards? Or: how do we close the door on fine dust?

(* Both Hyla, IQAir and CleanAir Plus, international manufacturers of high-performance vacuum cleaners and air purifiers respectively, support this claim. See www.hyla-us.com, www.aeropure.be and www.cleanairplus.com.



REL

BREATH

THE SOLUTION IS



AX.

E EASY.

PURE AND SIMPLE.



PURE AIR100

Clean-air innovation, breath-taking designs

Good riddance to bad dust. modulyss introduces Pure Air100, the innovative and eco-friendly follow-up to our In-groove range of carpet tiles.

Pure Air100 offers performance-driven solutions that are sustainable, comfortable, functional and stylish to boot. The easy-to-fit carpet tiles come in seven unique variations and looks, begging to be arranged into one show-stopping floor pattern.

All our Pure Air100 applications were engineered to trap dust and purge the indoor air.

Improving the quality of your everyday air / life / work / play / style /projects, Pure Air100 aims for a healthy and happening environment.

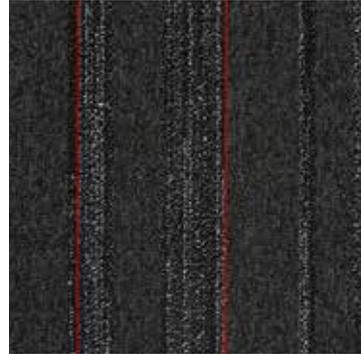
Pure and simple.



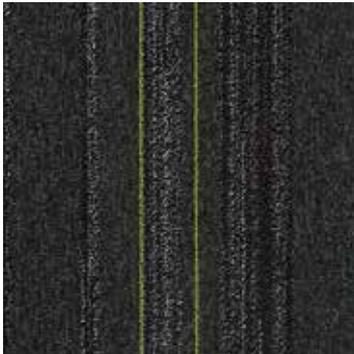
PURE AIR100 224



PURE AIR100 322



PURE AIR100 316



PURE AIR100 609



PURE AIR100 504



PURE AIR100 314



PURE AIR100 900

**7 colour variations,
countless opportunities**

Psychology & Counselling
Speech & Language Therapy
Waiting Area



SUSTAINABLE INNOVATION

Pure Air100 comes equipped with a special blend of high-grade yarns, all in the ECONYL® version, engineered by Aquafil, Europe's premier manufacturer of PA6 carpet fibre. They offer distinct technologies and advantages, developed to meet the exacting standards of today's commercial interiors.

ECONYL®: champion of sustainability

ECONYL® yarns are made from 100% regenerated materials that have been extracted from pre and post consumer waste streams. While the overall quality and performance features of these sturdy yarns are on par with those of conventional nylon, their positive environmental impact is far greater. Redirecting waste streams back into the manufacturing process, Aquafil is able to produce yarns that achieve a significant reduction in our consumption of precious fossil fuels, energy and raw materials.

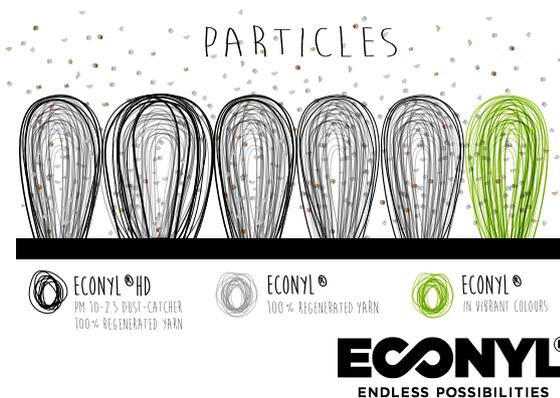
ECONYL® HD: dust-defying prowess

HD is a thick, elastic and durable yarn, whose rough and serrated surface effectively acts as a miniature

dust trap. When particulate matter traverses HD's sequence of tiny loops, it is ensnared and retained, never to rise again.

A dynamic duo

Anti-dust technology meets eco-friendly innovation in one breathtaking design? In the flooring business, this is what's known as a clean sweep.





Proven efficiency
against
PM₁₀ & PM_{2.5}

GOLD STANDARD(S) IN CLEAN AIR

Rigorous tests

The **GUI** is an independent research institute in Germany that tests different floor coverings, analysing their immediate impact on the quality of the indoor air. GUI also put our Pure Air100 carpet tiles through their paces: simulating day-to-day use, the GUI testers release a cloud of dust into a closed environment, allowing the particles to settle on the floor. The dust is then fanned by a controlled current of air, a process that is intermittently repeated. Readings of the air quality are taken to determine the reduction in airborne particles, arriving at the dust-binding potential of the floor under scrutiny.

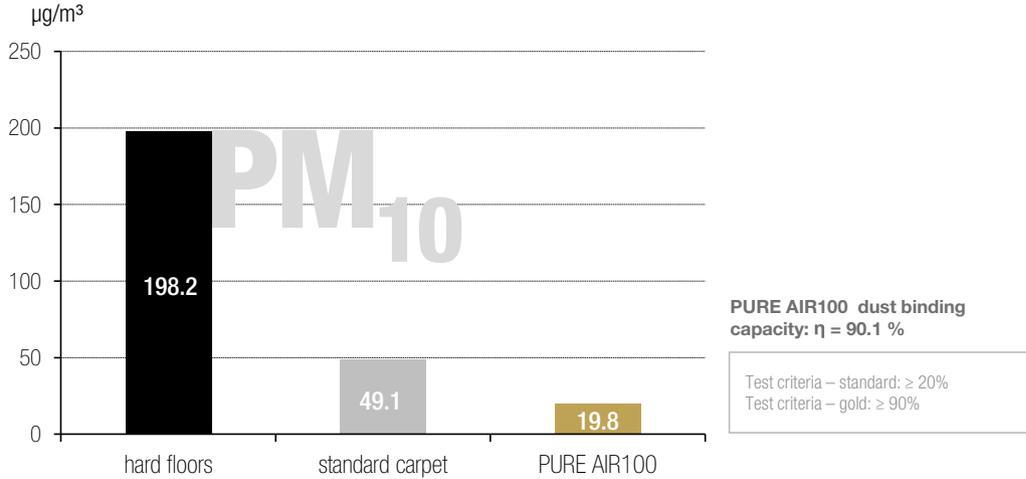
Remarkable results

What did GUI engineers record? The test showed an impressive **90%** and **75%** drop in the concentration of fine dust (for PM₁₀ and PM_{2.5} respectively), resulting in a marked improvement of the indoor air quality. In fact, the highest measured score of Pure Air100 trumped that of hard floors by a factor of 10 and 4 respectively*. Compared to conventional carpets, moreover, the dust binding capacity of Pure Air100 was found to be twice as effective. The result? A certified winner and proud recipient of the **GUI Gold Certificate**** (PM₁₀ and PM_{2.5}) in indoor air excellence!

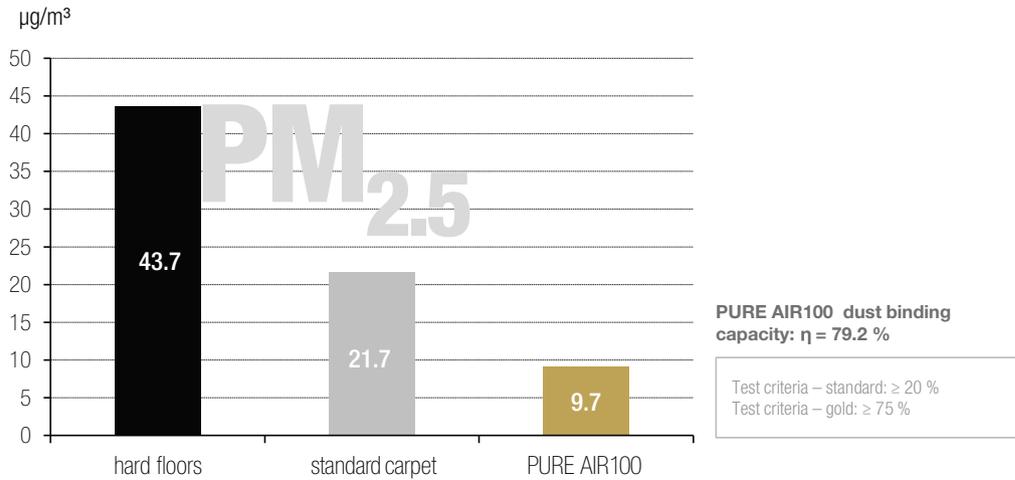
(*) See graphs p. 15, based on data acquired from one test performed by GUI.

(**) The GUI Gold Certificate is awarded to products with a fine dust retention efficiency score of $\geq 90\%$ and $\geq 75\%$ (PM₁₀ and PM_{2.5}) after sedimentation of 3 hours.

Pure Air100 carpet tiles are up to 10 times more effective in capturing and retaining fine dust than hard floors (PM₁₀).

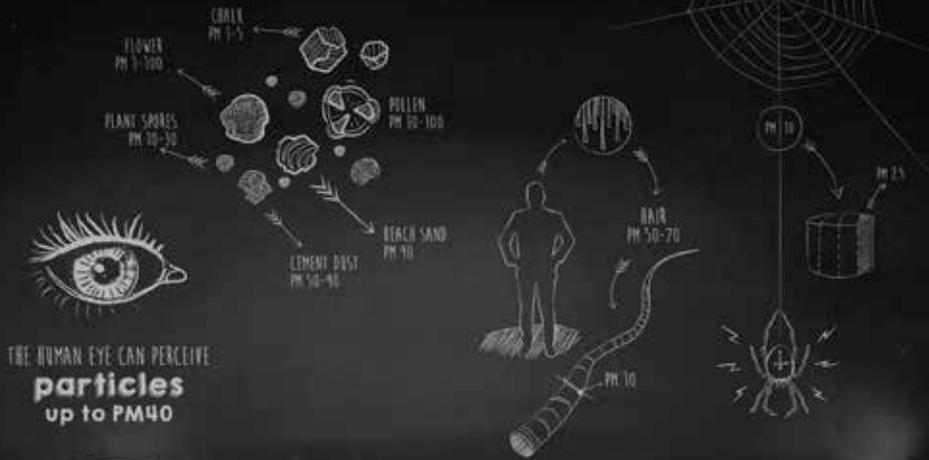


Pure Air100 carpet tiles are up to 4 times more effective in capturing and retaining fine dust than hard floors (PM_{2.5}).



PARTICULATE MATTER (PM)

POSES A SERIOUS RISK TO PUBLIC HEALTH



PURE AIR100 ACROSS THE BOARD

Our trendy collection of Pure Air100 carpet tiles is perfectly suited to places and spaces that are highly vulnerable or sensitive to the negative effects of particulate pollution. Heavily trafficked areas in public and professional sectors, in particular, will greatly benefit from a floorcovering that can deliver a breath of pure air.

Pure Air100 safeguards the indoor air quality and makes for an elegant and informed choice in:

- Offices
- Schools and education
- Airports
- Hospitals and health services
- Social housing
- Hospitality sector
- Retail (lobbies, corridors, entrance halls, ...)

BEAUTY & FUNCTION. SQUARED.

Mix & match

A breeze of pure air caressing pure aesthetic delights. Catching dust. Mixing and matching colours and designs. modulyss specialises in stylish carpet tiles, combining the down-to-earth elegance of classic tones with the go-getting playfulness of vibrant colours.

Pure Air100 carpet tiles offer a choice of seven trendy and subtle designs, which can be combined and coordinated to suit any style of interior design.

Mix in the character, charm and colours of our complementary In-groove, Millennium Nxtgen or Xtra Cambridge collections and you get a spectacular and dust-free plane of design possibilities, stretching towards infinity.

It really is hip to be square.



XTRA CAMBRIDGE 21F



PURE AIR100 900



PURE AIR100 609



XTRA CAMBRIDGE 55F



PURE AIR100 224



XTRA CAMBRIDGE 60F



PURE AIR100 504



XTRA CAMBRIDGE 30F



PURE AIR100 316



XTRA CAMBRIDGE 25F



MILLENNIUM NXTGEN 965



IN-GROOVE 966



PURE AIR100 322



XTRA CAMBRIDGE 41F



PURE AIR100 314

MIX & MATCH

PURE AIR100

GUI
Gold
Certificat



PM10 &
PM2.5



Beauty & Function

- 7 COLOURS
- MIX & MATCH
- INFINITE DESIGN POSSIBILITIES



ECONYL® 100%
REGENERATED, STRONG,
THICK, CAPTURES
AND RETAINS PM

CARPET TILES
FOR HEALTHY INDOORS

modu
lyss

Average time spent:
85% indoors



KEEPING IT FRESH

Sustaining the performance

Pure Air100 not only improves the indoor air quality. It also inspires confidence and boosts productivity.

To keep the momentum of fashion and function going at full speed, however, we recommend **a regular cleaning regime** for our Pure Air100 products.

Hoovering the carpet tiles with a conventional vacuum cleaner will create optimal air circulation thanks to the corrugated microstructure and spatial distribution

of the HD yarns. This maximised flow will extract the captured particles, wipe the slate clean, and free up the carpet's real estate for another round of unbridled air-filtering.

This simple routine ensures long-lasting beauty and optimum performance, while keeping our carpet tiles in pristine condition and at the top of their pure-air game.

A close-up, low-angle shot of a person's foot stepping onto a dark, textured carpet tile. The background is dark and out of focus, showing the lower leg and foot of the person. The lighting is dramatic, highlighting the texture of the carpet and the skin of the foot.

Decorative flourish
PURE AIR100

CARPET TILES
FOR HEALTHY INDOORS,
Decorative flourish



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