

CUSTOMER INFORMATION

micronAir® blue

ANTI-VIRAL PROPERTIES OF MICRONAIR BLUE CABIN AIR FILTERS. PRODUCT USE AND USE OF ANTI-VIRAL CLAIMS IN COMMUNICATION

Last year, we published two customer information sheets covering our micronAir® blue cabin air filters and their potential to reduce the viral load in vehicle interiors.

The first was released in April 2020, titled “Cabin air filter protection guidelines against Covid-19 health threats”. The second was headed “Reducing virus infection risks – How micronAir® cabin air filters effectively contribute to reducing health risks associated with the SARS-CoV-2 virus”. This was published in October 2020.

Both customer information sheets went into specific detail about the functioning principle to provide active protection against viral aerosols. micronAir® blue cabin air filters can trap approximately 90 percent of viral aerosols. In addition, the bio-functional layer, impregnated with fruit extract, inactivates almost 100 percent of captured viral load.

Legal conformity

Unlike traditional chemical biocides, many of which are already banned for use in vehicles or labeled “to be substituted”, the fruit extract used in our micronAir® blue cabin air filters conforms to the latest European Biocide Directive (BPR). In accordance with the stipulations of the BPR, where micronAir® blue cabin air filters are used, end-consumers must be informed that they are what is referred to as a “treated article” with biocidal properties. Please see our customer information from October 2020 for a recommendation on appropriate wording.

Regional limits of the claims made

With this latest information, we would like to highlight that all claims made regarding the anti-viral properties of micronAir® blue cabin air filters in the two customer information sheets mentioned above comply with the requirements of the European Biocide Directive (BPR) and thus refer

to use in the European Economic Area (EEA) only. For the USA, the product is not available until the pending registration with the United States Environmental Protection Agency (US EPA) has been completed.

In line with this advice and for the sake of clarity, we have added a disclaimer containing this information sheets to our product information and would like to remind you to only use these new versions.

The disclaimer reads as follows:

Please note that the claims being made in the following communication only apply to European countries. For locations outside of the European Economic Area (EEA) you should first review local regulatory restrictions. For the USA, the product is not available until the pending registration with the United States Environmental Protection Agency (US EPA) has been completed.

Use of product, claims and disclaimer

If you are using micronAir® blue cabin air filters, or are planning to do so and would like to market the product and its benefits in media or via other communication channels in Europe, this is not a problem. However, we encourage you to contact your legal department to determine the appropriate manner in which the product may be marketed and which claims and disclaimers may need to be included.

If you have any questions or would like clarification of any legal or other considerations, please do not hesitate to contact your micronAir® representative or our staff at IAM@freudenberg-filter.com.

Kind regards,
Your micronAir® Team