

Clean & healthy air with Daikin air purifiers



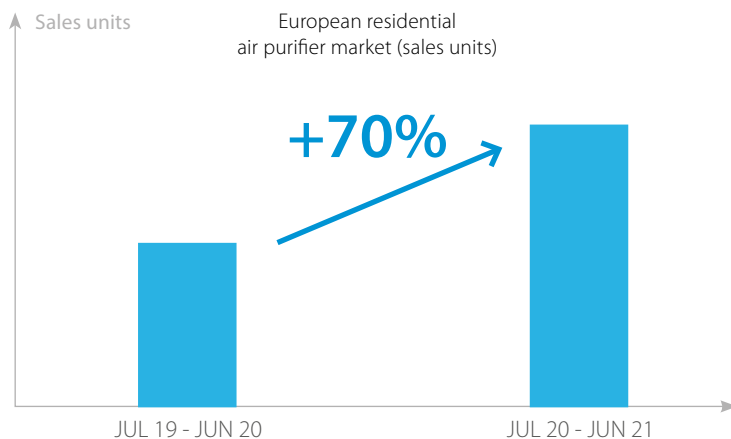
MC55W/VB
Pure air purification



MCK55W
Humidification and
air purification in one

Why sell a Daikin air purifier?

Take profit from strong market demand for Residential Air Purifiers



Source: GfK market report, total sales (pcs) in GE, FR, UK, IT, ES, NL, SW.

The European residential air purifier market is booming for the last 2 years, due to the Covid-19 pandemic.

From 2019, the air purifier market has grown with 70%, offering a new opportunity for your business: **plug-and-play units without any service or maintenance for the next 10 years.**



99,98%
of coronavirus removed
in 2.5 minutes*.

According to tests performed in the laboratories of the **Institut Pasteur de Lille**, Daikin's air purifiers remove more than **99.98%** the human coronavirus HCoV-229E in **2.5 minutes**. This virus is of the same family as SARS-CoV-2, the coronavirus behind the COVID-19 pandemic.

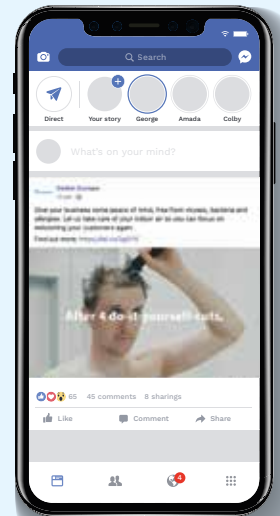
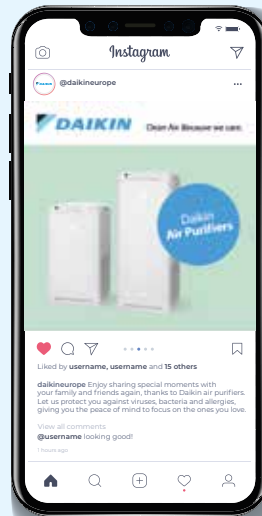
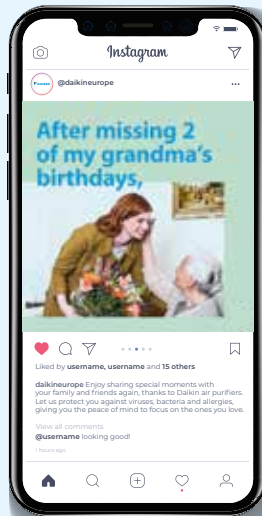
*Daikin device MCK55WVM (commercial name MCK55W), tested by Institut Pasteur de Lille, removes 99.996 % of Human Coronavirus HCoV-229E in 2.5 minutes running time at 'turbo' speed in laboratory conditions (air-tight chamber with inner volume 0.47 m³, no air renewal). Human Coronavirus HCoV-229E is different from the virus responsible for COVID-19, SARS-CoV-2, but belongs to the same family of coronaviruses. | Daikin device MC55WVM (commercial names MC55W/VB), tested by Institut Pasteur de Lille, removes 99.98 % of Human Coronavirus HCoV-229E in 2.5 minutes running time at 'turbo' speed in laboratory conditions (air-tight chamber with inner volume 1.4 m³, no air renewal). Human Coronavirus HCoV-229E is different from the virus responsible for COVID-19, SARS-CoV-2, but belongs to the same family of coronaviruses. | Daikin device MCK55WVM (commercial name MCK55W), tested by Institut Pasteur de Lille, removes 99.986 % of Influenza A virus subtype H1N1 in 2.5 minutes running time at 'turbo' speed in laboratory conditions (air-tight chamber with inner volume 0.47 m³, no air renewal). | Daikin device MC55WVM (commercial names MC55W/VB), tested by Institut Pasteur de Lille, removes 99.93 % of Influenza A virus subtype H1N1 in 2.5 minutes running time at 'turbo' speed in laboratory conditions (air-tight chamber with inner volume 0.47 m³, no air renewal).

The Allergy UK Seal of Approval reassures that the product is efficient at reducing small particulates which may include allergens, bacteria and viruses.



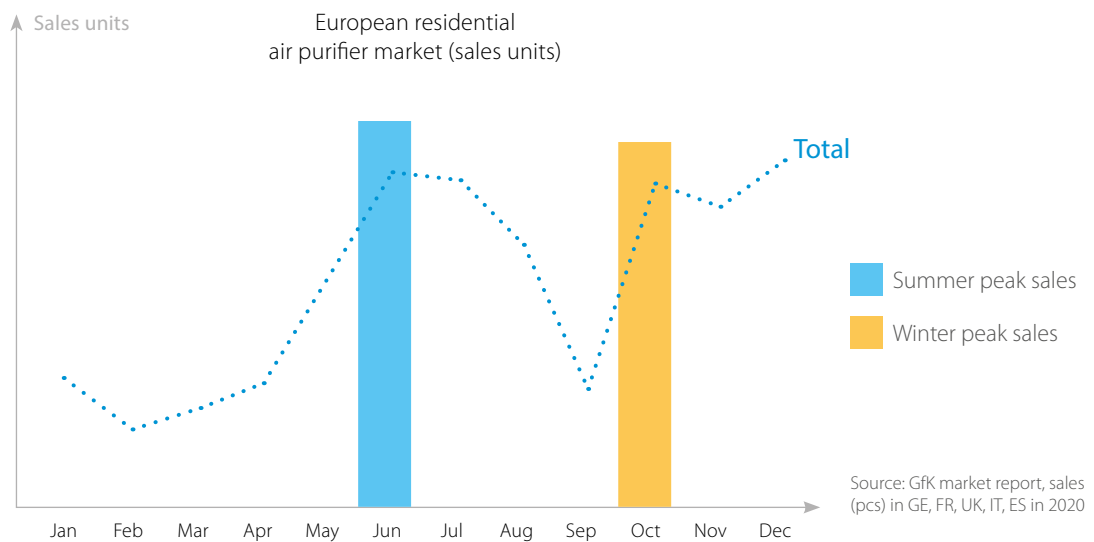
Marketing support from Daikin

Extensive pan-European social media marketing campaign throughout 2021, further support in 2022 planned.



Co-promote with Daikin residential air conditioning and heating solutions

Unique opportunity for co-promotion thanks to seasonal synergy with the core business.



Total solution approach

Possibility to provide a **2 in 1 solution** to Daikin customers:

