

# DE'LONGHI

## AIR TREATMENT

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Product Manager

Induction Meeting, Treviso

**DeLonghi**

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## **AIR TREATMENT**

**Air Conditioners**

**Dehumidifiers**

**Air Cleaners**

**Humidifiers**

# THE HISTORY

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- Pinguino was launched in the '80s, after OF radiators
- Strong TV campaign → THE Portable Air Conditioner
- 2005: Joint Venture in China for Portable A/Cs and Air Treatment with TCL Corp.
- Today DL manufactures 300 k pcs of PACs

# PAC - ADVANTAGES

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- Portable and ready
- Do not need any installation
- Optimal for city centre houses and rented flat
- DL range: Air-to-air (standard) + Water-to-air (specific)

# PAC – PURCHASING CRITERIA

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- Coverage area → BTU/h

British Thermal Unit, a measuring unit used for energy.

The higher BTUs on a device's technical sheet, the larger the surface that can be cooled

- Extra functions

Dehumidifying, Fan only, Smart, Timer

- Price

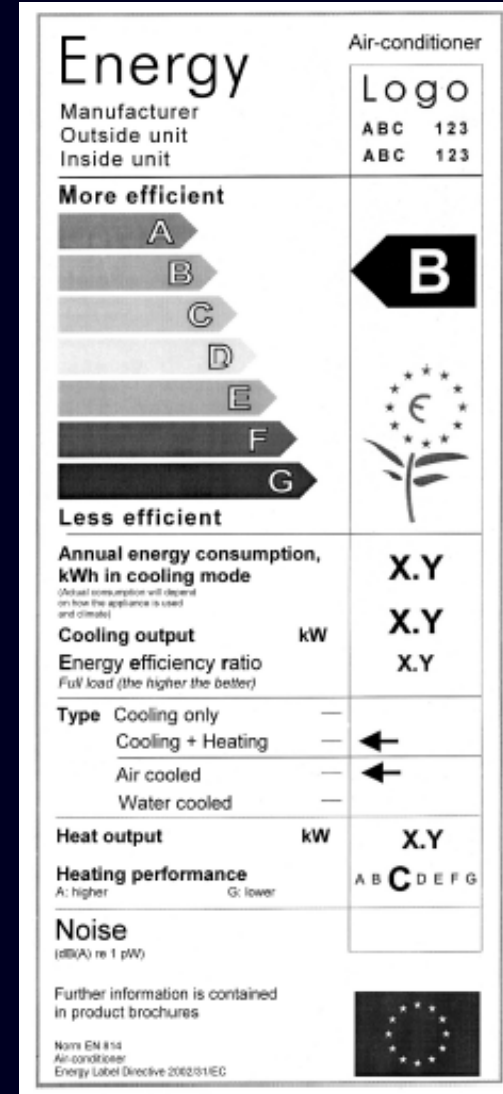
- Energy efficiency (labelling)

# ENERGY LABELLING REGULATION

## NEW LABEL



## OLD LABEL



# ENERGY LABELLING REGULATION

The energy class depends on:

**ENERGY EFFICIENCY RATIO**

$$\frac{\text{Cooling Capacity (W)}}{\text{Input power (W)}}$$

| Energy Efficiency Class | Double ducts                   |                                | Single ducts                   |                                |
|-------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
|                         | EER <sub>rated</sub><br>• 4.10 | COP <sub>rated</sub><br>• 4.60 | EER <sub>rated</sub><br>• 4.10 | COP <sub>rated</sub><br>• 3.60 |
| A+++                    |                                |                                |                                |                                |
| A++                     | 3.60 • EER < 4.10              | 4.10 • COP < 4.60              | 3.60 • EER < 4.10              | 3.10 • COP < 3.60              |
| A+                      | 3.10 • EER < 3.60              | 3.60 • COP < 4.10              | 3.10 • EER < 3.60              | 2.60 • COP < 3.10              |
| A                       | 2.60 • EER < 3.10              | 3.10 • COP < 3.60              | 2.60 • EER < 3.10              | 2.30 • COP < 2.60              |
| B                       | 2.40 • EER < 2.60              | 2.60 • COP < 3.10              | 2.40 • EER < 2.60              | 2.00 • COP < 2.30              |
| C                       | 2.10 • EER < 2.40              | 2.40 • COP < 2.60              | 2.10 • EER < 2.40              | 1.80 • COP < 2.00              |
| D                       | 1.80 • EER < 2.10              | 2.00 • COP < 2.40              | 1.80 • EER < 2.10              | 1.60 • COP < 1.80              |
| E                       | 1.60 • EER < 1.80              | 1.80 • COP < 2.00              | 1.60 • EER < 1.80              | 1.40 • COP < 1.60              |
| F                       | 1.40 • EER < 1.60              | 1.60 • COP < 1.80              | 1.40 • EER < 1.60              | 1.20 • COP < 1.40              |
| G                       | < 1.40                         | < 1.60                         | < 1.40                         | < 1.20                         |

# ENERGY LABELLING REGULATION

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## ENTRY INTO FORCE

1° January 2013

## COEXISTANCE WITH OLD LABEL

Products with new label will coexist and be displayed with products bearing the old label.

Products placed on the market before 1 January 2013 and displaying the old label may still be sold without any time constraints.



# ENERGY LABELLING REGULATION

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## PRODUCERS / SUPPLIERS

- must provide rating label and spec sheets for each model
- prepare technical documentation, in an electronic form, so that can be easily sent to the authorities, if required
  - have to indicate energy efficiency class in any materials
- single duct (our portable air conditioner) will be defined “local air conditioner”, etc.

# ENERGY LABELLING REGULATION

1 January 2013

Portable air conditioner

|                             | Double duct air conditioners |           | Single duct air conditioners |           |
|-----------------------------|------------------------------|-----------|------------------------------|-----------|
|                             | EER rated                    | COP rated | EER rated                    | COP rated |
| If GWP of refrigerant > 150 | 2,40                         | 2,36      | 2,40                         | 1,80      |
| If GWP of refrigerant < 150 | 2,0416                       | 2,1204    | 2,1694                       | 1,6263    |

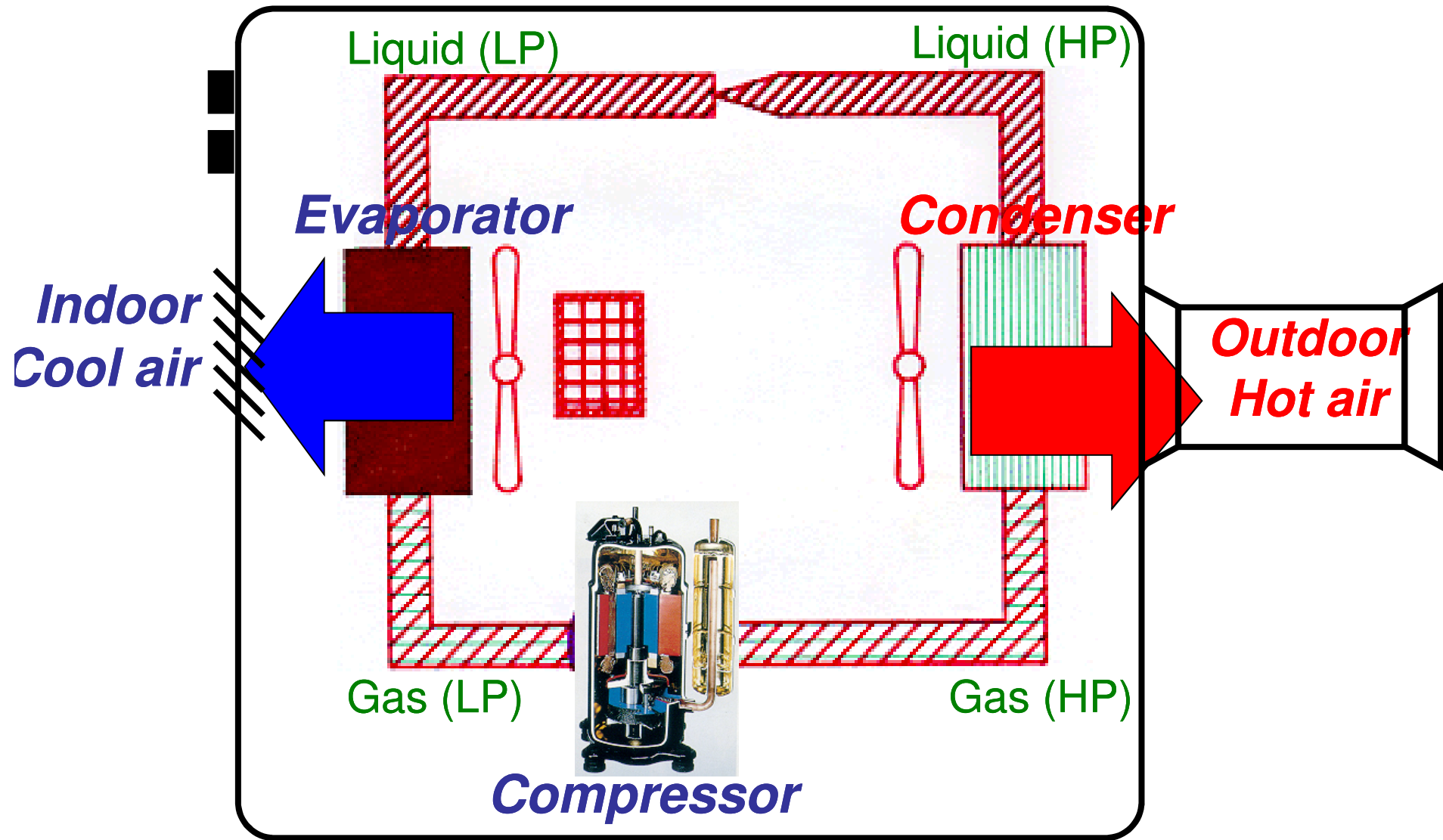
Stand By: 2W (display); 1W - Off Mode: 1 W

Table 3. Requirements for maximum sound power level

Indoor sound power level in dB(A)

65

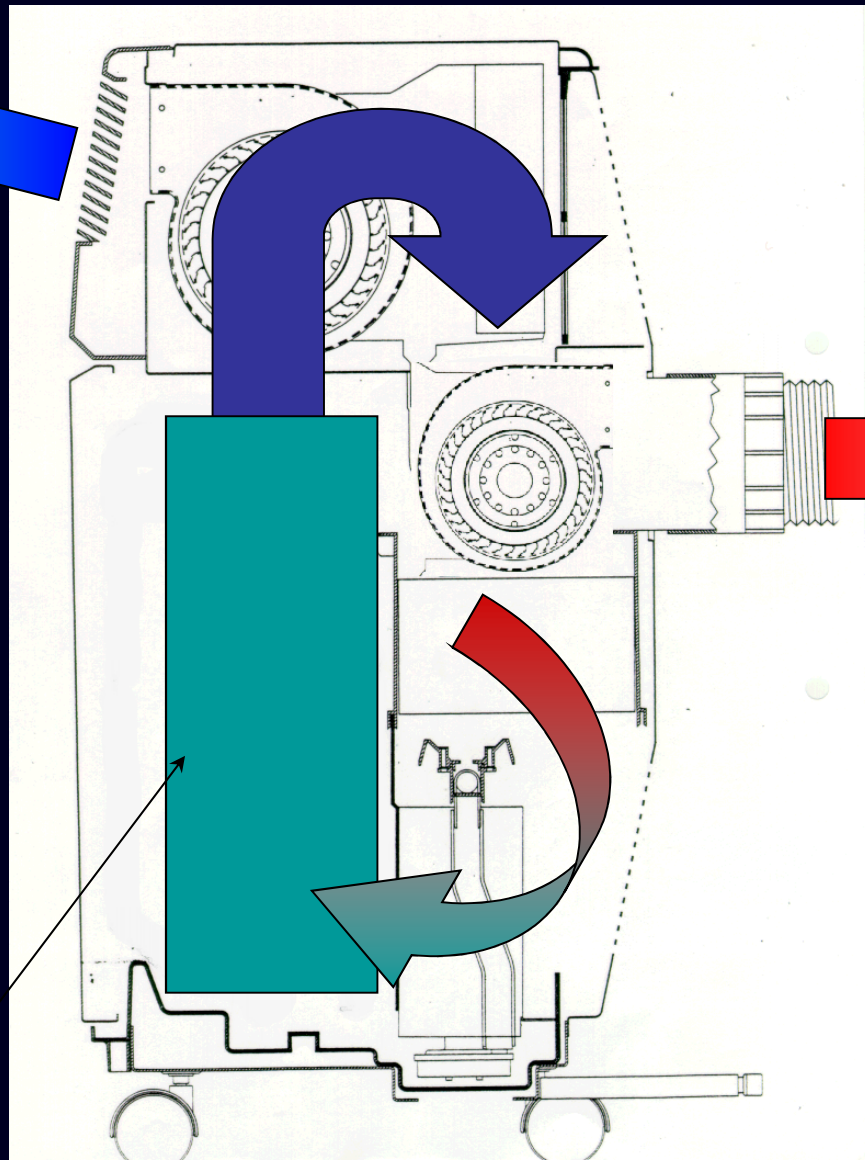
# THE REFRIGERANT CIRCUIT



# WATER-TO-AIR TECHNOLOGY

The whole machine is better cooled by the power of water

Tank filled with water



# DL AIR-TO-AIR AND WATER-TO-AIR : FEATURES

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- Dehumidifying function: the unit can be used as a real dehumidifier
- Timer: to plan the oneself comfort and save energy with reduced working time (12h – 24h)
- Remote control
- Condensate Recycling System: uses the water condensing on the evaporator to cool the condenser coil more efficiently; => higher efficiency and “never empty a bucket”
- “AUTOFAN”: the appliance registers the room temperature and automatically chooses the level of cooling capacity, ensuring the best fan speed

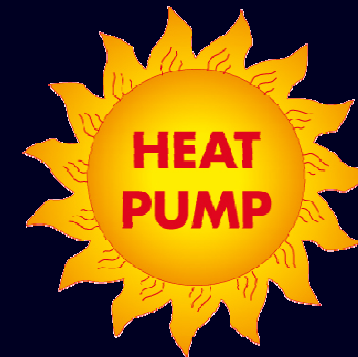
# DL AIR-TO-AIR AND WATER-TO-AIR : FEATURES

- Exclusive BIOSILVER TECH

System: electrostatic silver ions filter to purify the room's air



- Heat Pump: the heat produced is 3 times the energy consumed  
Pinguino becomes a perfect portable product for mid-season times



The energy produced is 3 times the energy consumed

# DL AIR-TO-AIR AND WATER-TO-AIR : FEATURES

- Unique REAL FEEL technology:

simultaneous control of temperature and humidity for ultimate comfort experience



- SILENT technology: complete insulation package to guarantee perfect silent cooling both at minimum and maximum ventilation speed



# WATER-TO-AIR : TURBO POWER

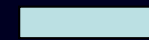
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- Turbo Power function: it's a proper feature of the water to air technology; combining water effect with air effect the appliance is able to perform a boost of cooling capacity, increasing up to 10% the "water-to-air" cooling capacity



- Quick way to reach the comfort level
- Preserving the comfort set



**NO-ONE:**  
Same noise level of air-air operation, same consumption



# PINGUINO RANGE



*N SERIES*



*CN SERIES*

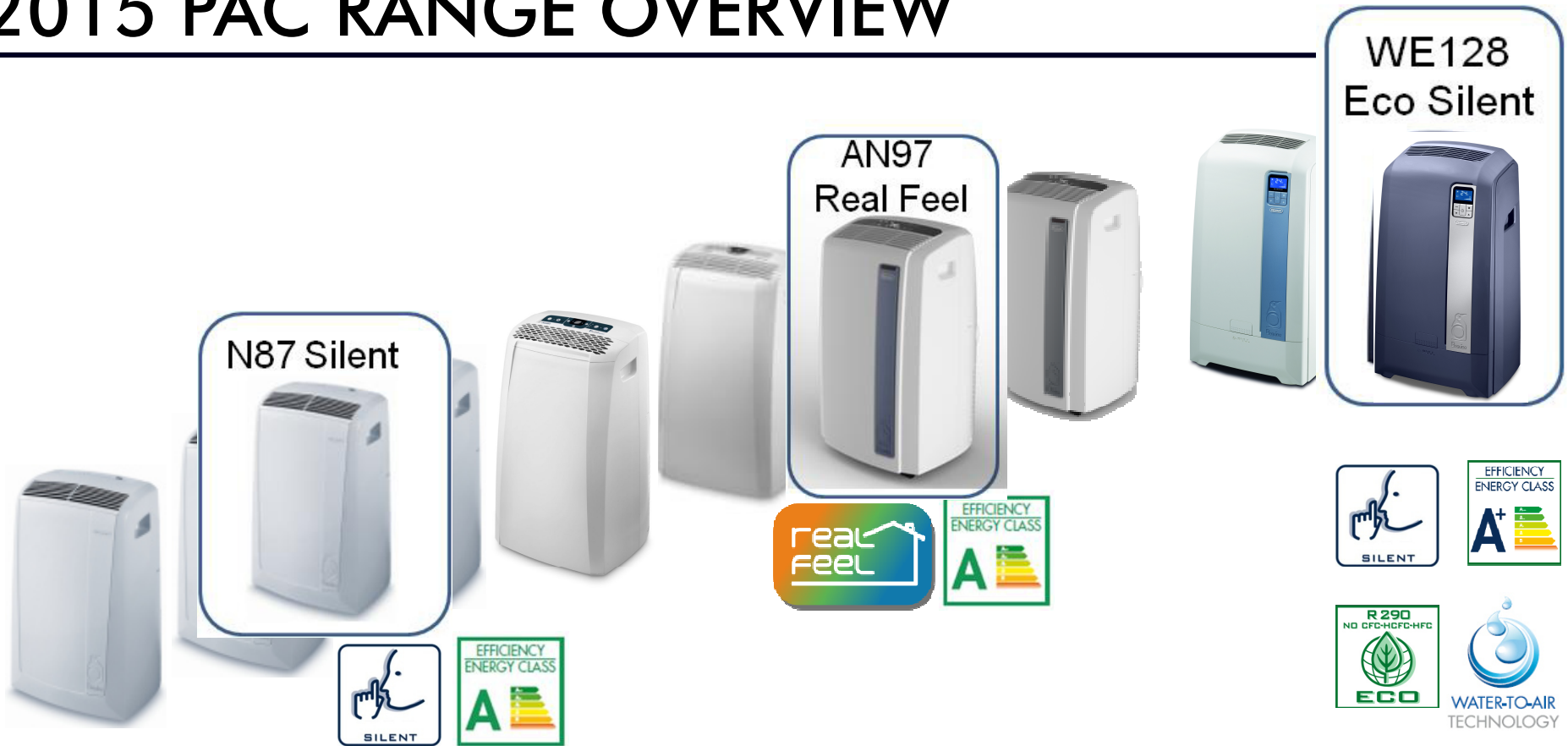


*AN SERIES*



*WE SERIES*

# 2015 PAC RANGE OVERVIEW



GOOD:  
New model

BETTER:  
New features

BEST:  
Reinforce USP

**DISTINGUISHING COMPLETE RANGE**

# N series

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# 2015 NEWCOMERS: N87 Silent

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New entry  
model

A energy  
efficiency

2.5kW

Silent  
Technology

# CN Silent series



## SILENT OPERATION

47 – 52  
dB(A)

Sound Pressure  
1 mt front , 1 mt. high

# 2014 NOVELTIES: CN92Silent

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Silent  
technology

A+ energy  
efficiency

2.6kW

62dB(a)

# AN series

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# 2015 NEWCOMERS: AN97 REAL FEEL

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|           |                     |
|-----------|---------------------|
| Real Feel | A energy efficiency |
| 2.6kW     | 63dB(a)             |



# WE series

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# 2015 NEWCOMERS: WE128 Eco Silent

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Water-to-air  
technology

A+ energy  
efficiency

3.1kW

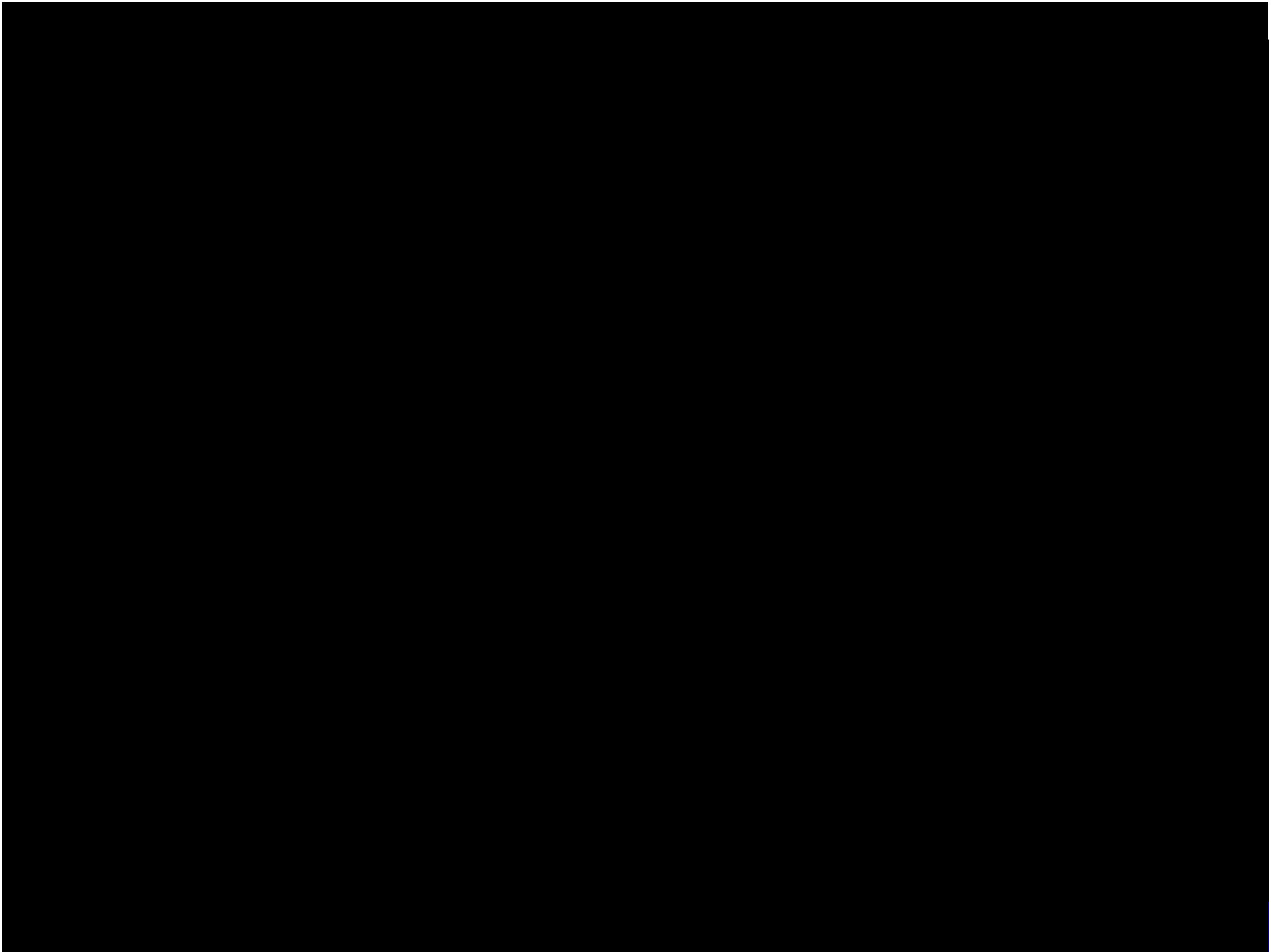
Silent  
Technology

## REAL FEEL : CLAIM

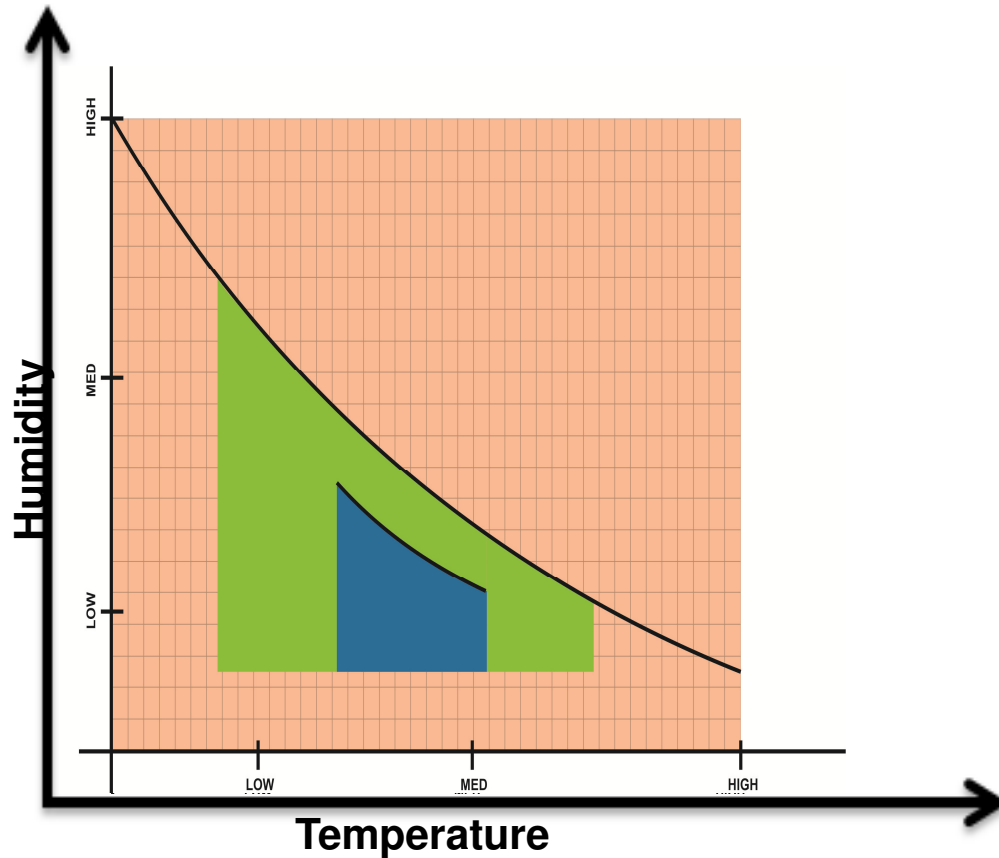
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“ Real Feel” is the innovative De’ Longhi *technology*, securing the best comfort level thanks to the combination of temperature reduction and humidity control.



# DE' LONGHI COMFORT MAP



Comfort conditions based on temperature and relative humidity

3 different status of comfort identified:

-Orange: discomfort



-Green: acceptable comfort

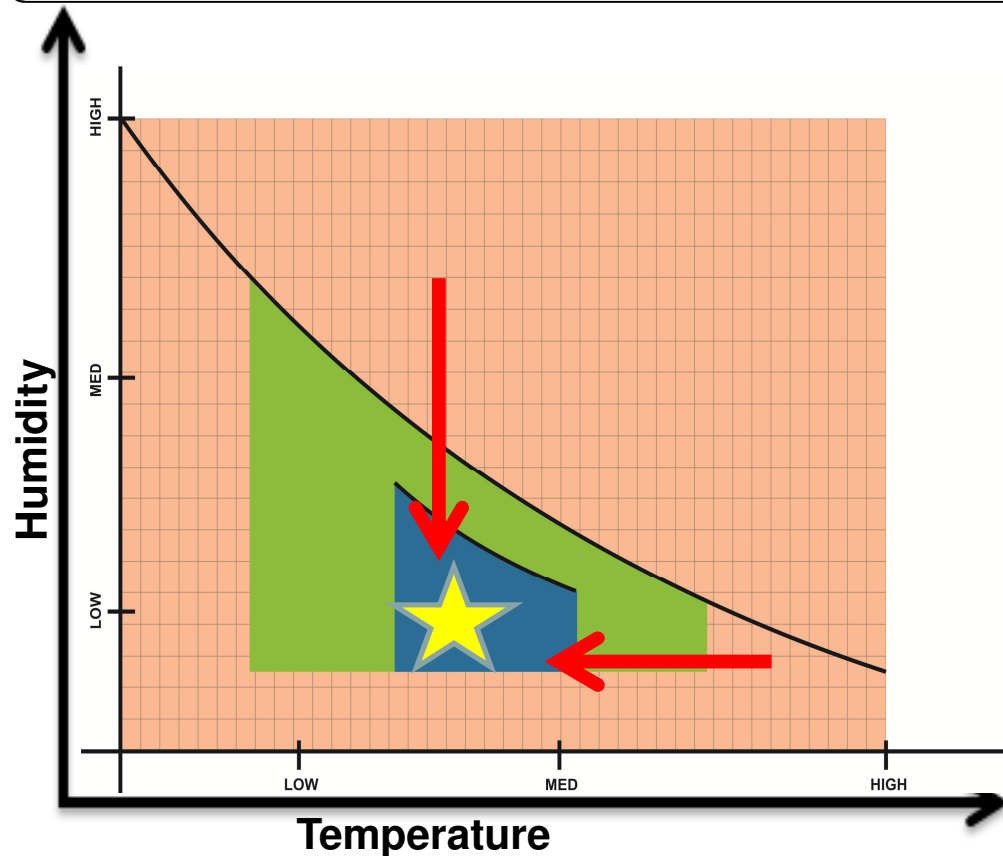


-Blue: optimal comfort



# REAL FEEL UNIQUENESS

## UNIQUE REAL FEEL TECHNOLOGY



PAC to act on temperature and relative humidity simultaneously

Automatic set to reach best comfort conditions & keep them over time

## AUTOMATIC CONTROL OF TEMPERATURE AND HUMIDITY

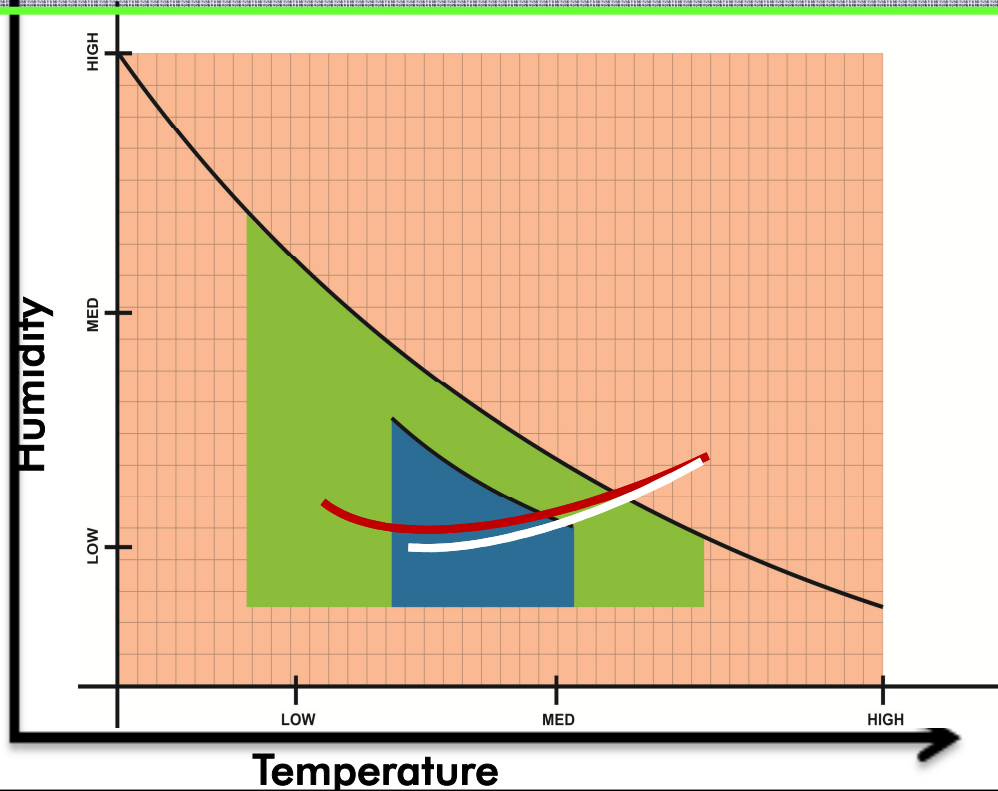
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**DeLonghi**

# REAL FEEL: WORKING METHOD

DIFFERENT FROM TRADITIONAL SYSTEMS

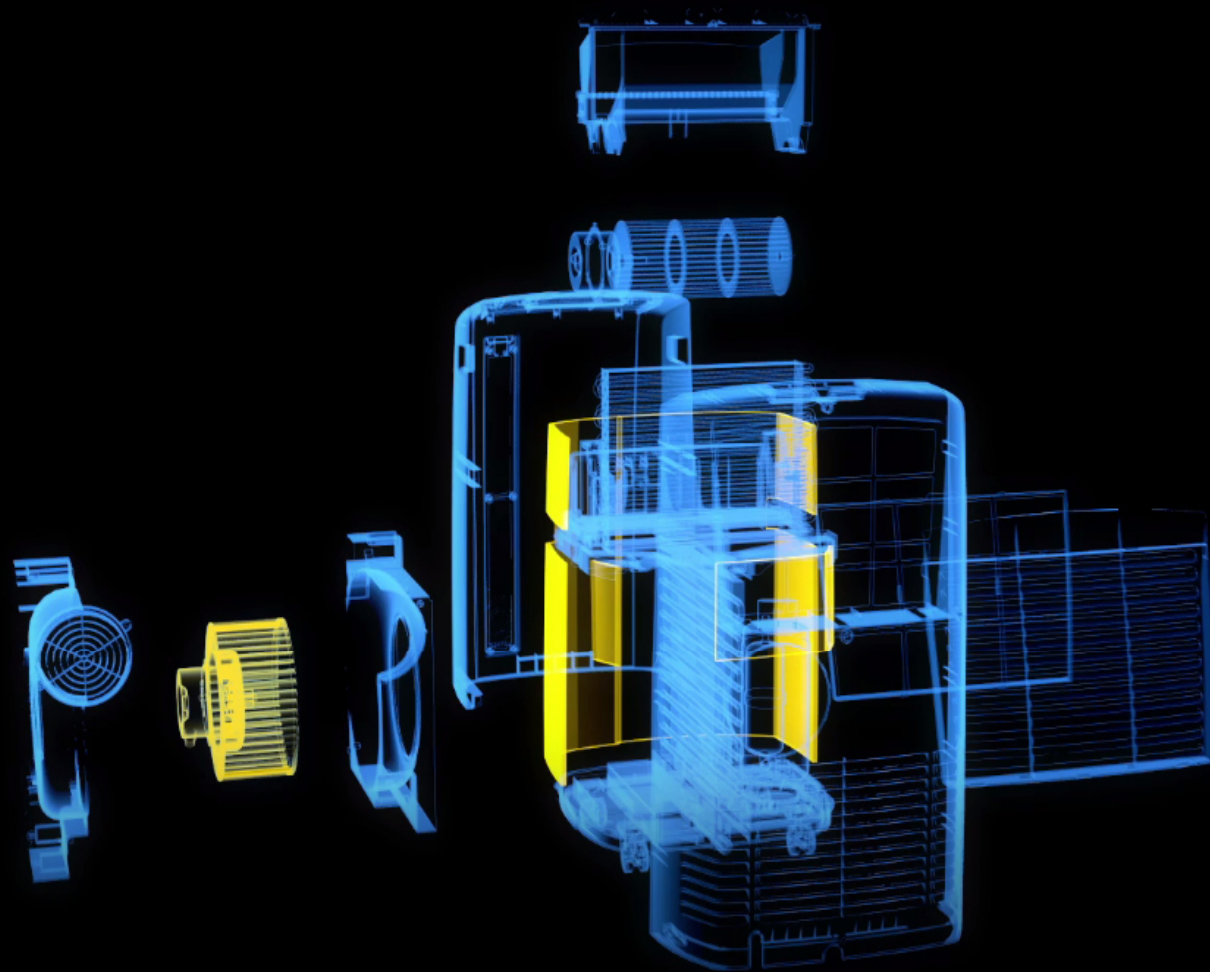
Press "REAL FEEL" button and...



Traditional system

REAL FEEL

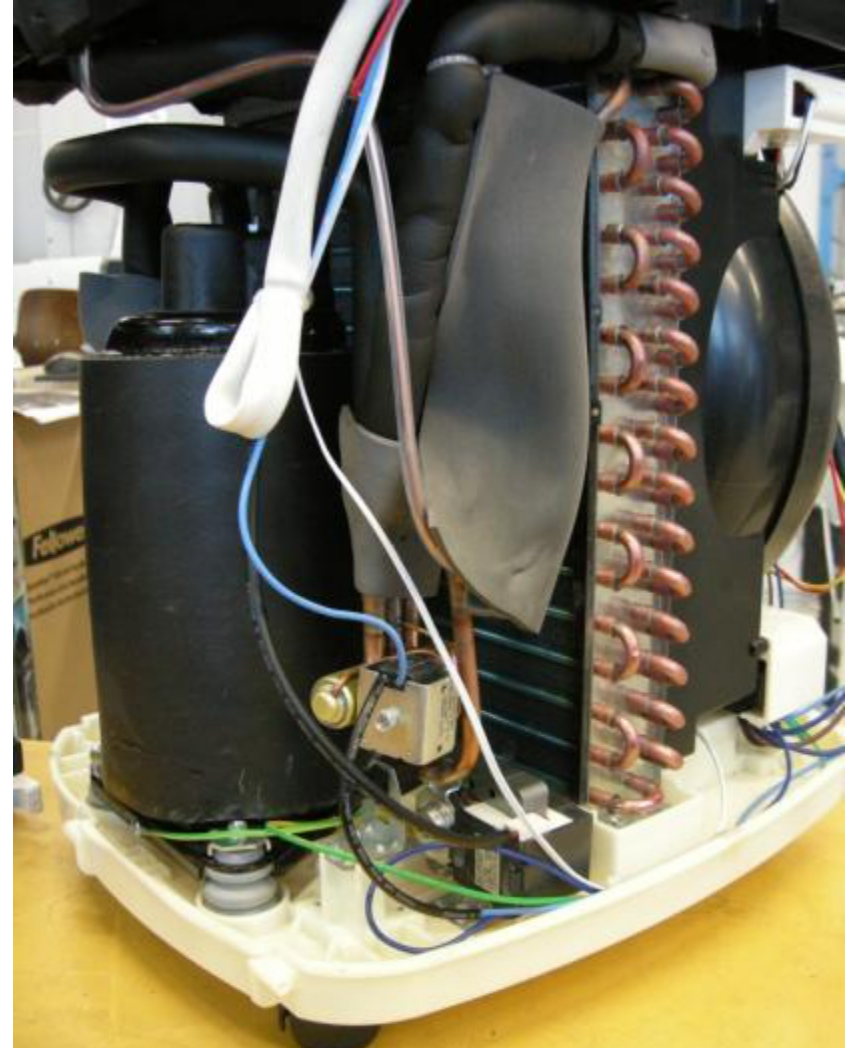
OPTIMAL COMFORT KEPT OVER TIME



DE'LONGHI CONTRIBUTION TO REDUCE NOISE LEVEL:  
INSULATION & TWO-SPEED CONDENSER



# PAC INSIGHT: NOISE INSULATION



**DL UNIQUENESS = COMPLETE SOUND INSULATION PACKAGE  
BOTH FRONT PANEL AND COMPRESSOR**

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# PAC INSIGHT: NOISE IMPROVEMENTS



DL TECHNOLOGY ALLOWS DOUBLE BENEFIT FOR ULTIMATE AIR CONDITIONING EXPERIENCE

NOISE REDUCTION AT MAXIMUM SPEED: EU ENERGY LABEL

NOISE REDUCTION AT MINIMUM SPEED: UP TO 3dB(A)  
=> UP TO 50% REDUCTION IN NOISE PERCEPTION

# PAC INSIGHT: NOISE COMPARISON EU

## SOUND POWER NOISE COMPARISON

| BTU RANGE  | DL                 | Argo Extreme 9 | Argo Snappy | Olimpia Dolceclima Silent | Olimpia Dolceclima Nano |
|------------|--------------------|----------------|-------------|---------------------------|-------------------------|
| 8000-8500  | 60 dB(A) – N76     |                |             | 62.5dB(A)                 | 62.5dB(A)               |
| 8501-9000  |                    | 65.8 dB(A)     |             |                           |                         |
| 9001-9500  | 62dB(A) – N81/86   |                |             |                           |                         |
| 9501-10000 | 62dB(A) – CN92 Sil |                | 70.7dB(A)   |                           |                         |

**SOUND POWER COMPARISON:  
DL SHOWS UNDISPUTABLE ADVANTAGES**

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# PAC INSIGHT: NOISE IMPROVEMENTS



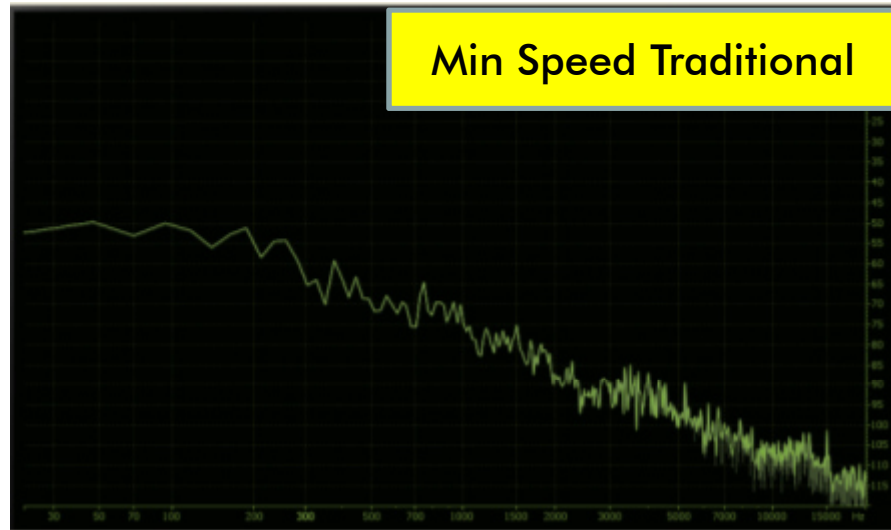
DL TECHNOLOGY ALLOWS DOUBLE BENEFIT FOR ULTIMATE AIR CONDITIONING EXPERIENCE

NOISE REDUCTION AT MAXIMUM SPEED: 62 dB(A) IN ENERGY LABEL

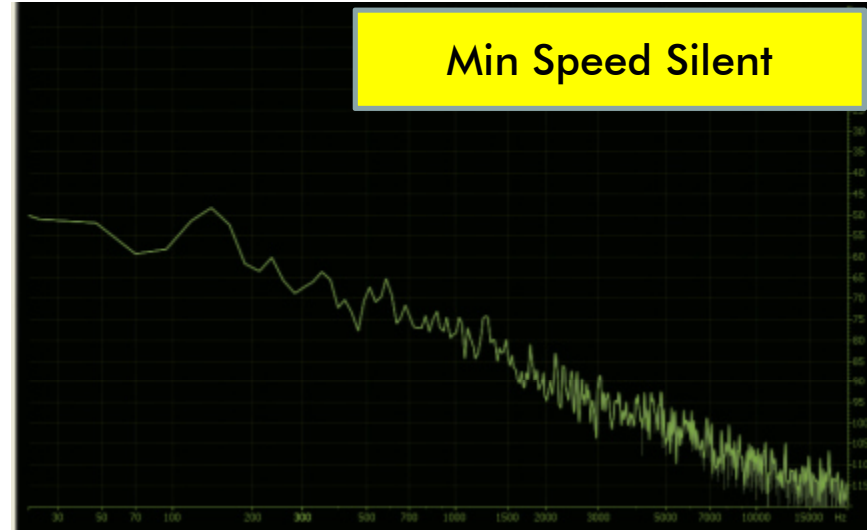
NOISE REDUCTION AT MINIMUM SPEED: UP TO 3dB(A)  
=> UP TO 50% REDUCTION IN NOISE PERCEPTION

# PAC INSIGHT: NOISE IMPROVEMENTS

“Voices” of Silent technology:  
noise at minimum speed (traditional) vs noise at minimum speed (silent)



63 dB(a)\*



59 dB(a)



\*Representative value, may change depending on models

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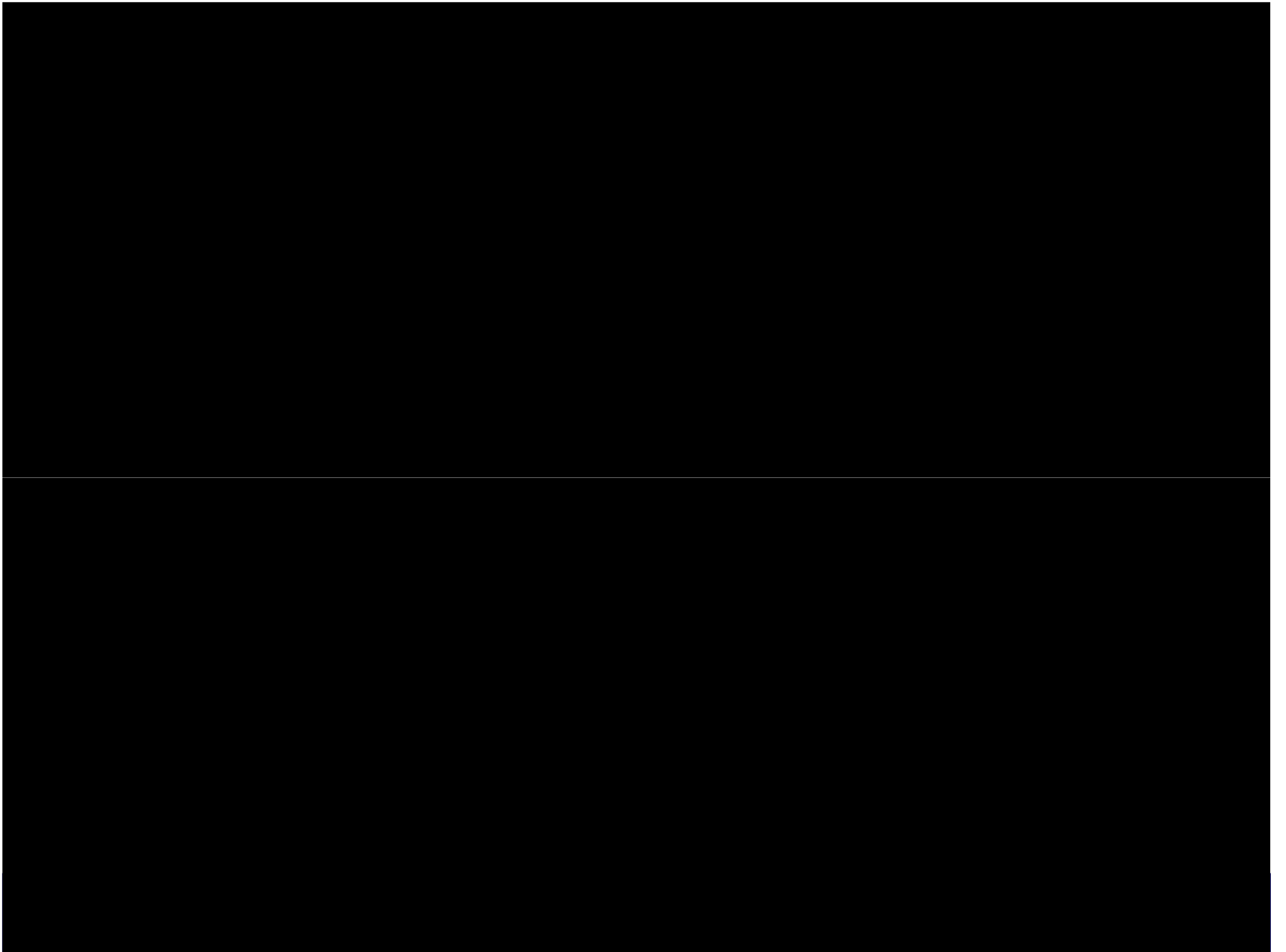
# **AIR TREATMENT**

**Air Conditioners**

**Dehumidifiers**

**Air Cleaners**

**Humidifiers**



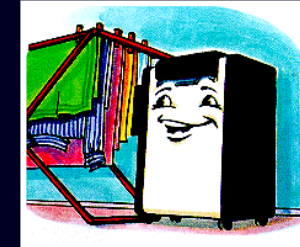
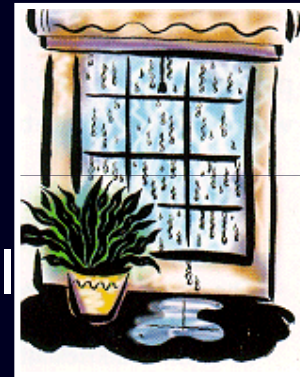
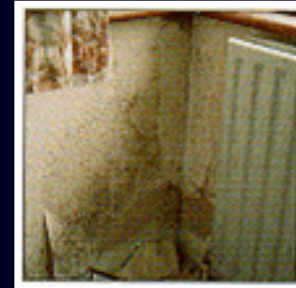
# DEHUMIDIFIERS

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To avoid problems like

- mould
- damage to furniture
- window condensation (kitchens, bathrooms)
- bad smells

And to dry clothes, painting or building material





# DEHUMIDIFIERS RANGE

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## DEM SERIES

ARIADRY

COMPACT AND  
ENTRY ROLE



8 to 10 l/d

## DES SERIES

ARIADRY  
*Slim*

LIGHT AND SPACE  
SAVING  
(WALL MOUNT)



12 to 16 l/d

## DDS SERIES

ARIADRY  
COMPACT

POWERFUL - FULL  
OPTIONAL &  
COMPACT



20 to 30 l/d

# DEHUMIDIFIERS RANGE

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## DNC SERIES

ARIADRY  
LIGHT

**SUPERLIGHT AND  
SUPERSILENT**



## DD SERIES

ARIADRY PUMP SYSTEM

**PUMP  
TECHNOLOGY**



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# DEHUMIDIFIERS INSIGHT

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## DES SERIES

*ARIADRY Slim*

**Manual  
12-14-16 l**



**Electronic  
16 l**



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# DEHUMIDIFIERS INSIGHT

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## DES SERIES



- SPACE saving: only 19cm of depth, making it ideal for all rooms
- AIR PURIFICATION function: biosilver filter system, guaranteeing filtration of dust and harmful bacteria
- WALL MOUNTABLE: to satisfy all customers' needs
- DOUBLE CONDENSATE ELIMINATION: double elimination system, to discharge removed humidity directly into the tank or continuously through the 2mt hose

# NEW COMPACT DEHUMIDIFIER



NEW DES SERIES:

launched in 2015

DES series

energy efficiency:

vs DES series

improved air filtration – biosilver

improved portability

-replacing DES12 ,DES14

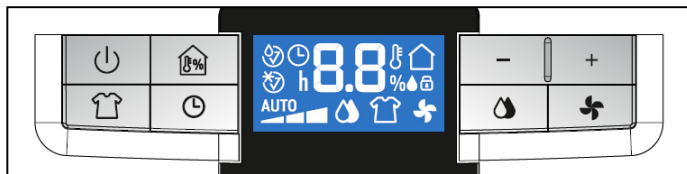
**EFFICIENT, COMPACT, MORE PORTABLE**

# DEHUMIDIFIERS INSIGHT

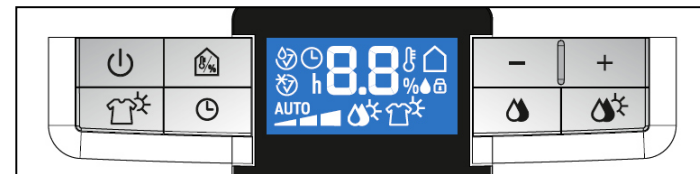
## DDS SERIES



Dehumidify + Purify  
20 - 25 l



Dehumidify & Extra Power  
30 l



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# DEHUMIDIFIERS INSIGHT

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## DDS SERIES



- LAUNDRY function: extremely high dehumidifying performance allowing to even dry the clothes
- AIR PURIFICATION function: advanced filter tested to guarantee up to 99,9% filtration of dust and harmful bacteria (Staphylococcus Aureus and Escherichia Coli)
- EXTRA POWER function: an integrated PTC ceramic heater that when is turned on allows to reach a higher dehumidifying capacity
- AUTOMATIC fan speed: depending on the set level of humidity and the relative humidity of the room, the appliance will automatically chose the fan speed to get the result in the shortest time

# DEHUMIDIFIERS INSIGHT

## DNC SERIES

ARIADRY  
LIGHT



**Silent**

**EXTRA QUIET OPERATION**

34  
dB(A)

**Compact**

**COMPACT AND EXTRA LIGHT**

5,5  
Kg



**Innovative**

**IONIZER & PURIFIER; ZEOLITIC ROTOR**



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**DeLonghi**



# DEHUMIDIFIERS INSIGHT

## DNC SERIES

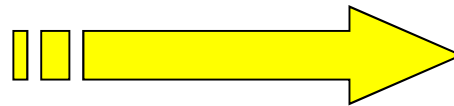


### COMPRESSOR

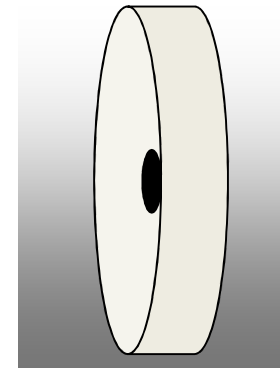


Traditional dehumidifiers work with a compressor and refrigerant gas

ZEOLITIC MINERAL



### ZEOLITIC ROTOR



It traps the moisture in the environment and releases it in a liquid state when it is heated up. It doesn't work with refrigerant gas and compressor

# DEHUMIDIFIERS INSIGHT

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## DNC SERIES



- ZEOLITIC TECHNOLOGY: using its zeolitic rotor, DNC65 removes humidity from environment without compressor and refrigerant gas
- BEDROOM USE: thanks to its extremely quiet operation mode – only 34db(A), it is particularly suitable for bedrooms and living rooms
- IONIZER: separately controlled ionizer
- SWING function: 3-position oscillating wings, to optimize air distribution

# DEHUMIDIFIERS INSIGHT

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## DD SERIES

ARIADRY



### DL uniqueness



### Main features:

- Triple water draining system: pump, gravity or bucket.
- De' Longhi design
- Full electronic control with blue display and white digit
- Timer, temperature/humidity indicator and mode selection
- Pump button

# DEHUMIDIFIERS INSIGHT

## 3 WAYS TO REMOVE COLLECTED WATER



Empty the bucket conveniently located in the front of the unit.

OR



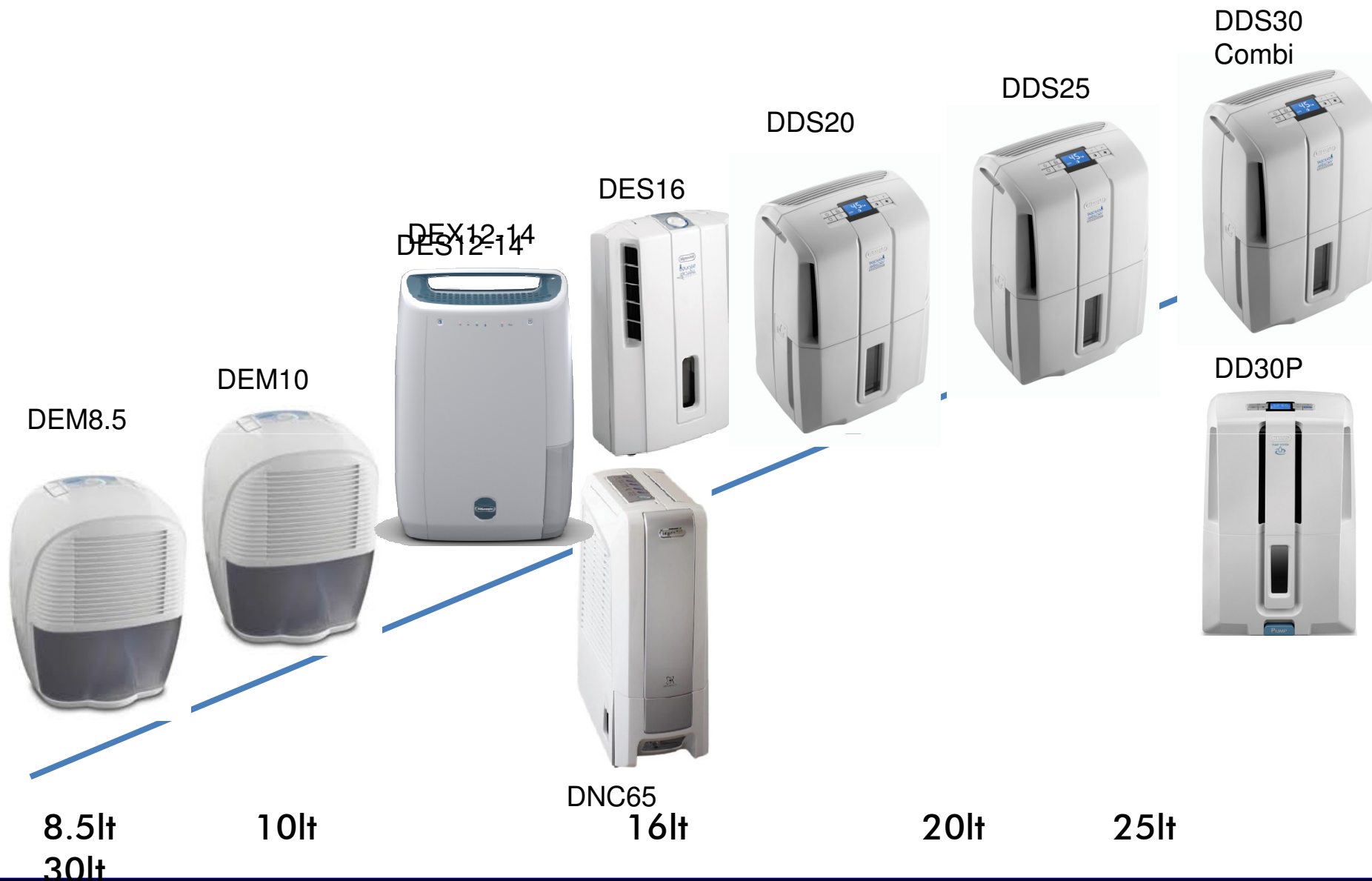
Passively drain moisture through the 3 ft hose - 91.44 cm (included).

OR



Pump moisture upward through the 16 ft hose - 4.88 m (included) using the patented PUMP system.

# DH: NEW RANGE INT



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# **AIR TREATMENT**

**Air Conditioners**

**Dehumidifiers**

**Air Cleaners**

**Humidifiers**

# INTRODUCTION TO THE PRODUCT

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Indoor air pollution is among the top five environmental health risks. The best way to address this risk is to control or eliminate the sources of pollutants, and to ventilate a home with clean outdoor air.

If these measures are insufficient, an air cleaning device may be useful. They may help to control the levels of airborne allergens, particles, or, in some cases, gaseous pollutants in a home.

Remember: air cleaners may not reduce adverse health effects completely in sensitive population such as children, the elderly, and people with asthma and allergies!

Larger particles, which may contain allergens, settle rapidly before they can be removed by filtration, so effective allergen control measures require washing sheets weekly, frequent vacuuming of carpets and furniture, and dusting and cleaning of hard surfaces

**It is important to keep our domestic environment clean and healthy all year round.**

[Source: The Environmental Protection Agency – USA]





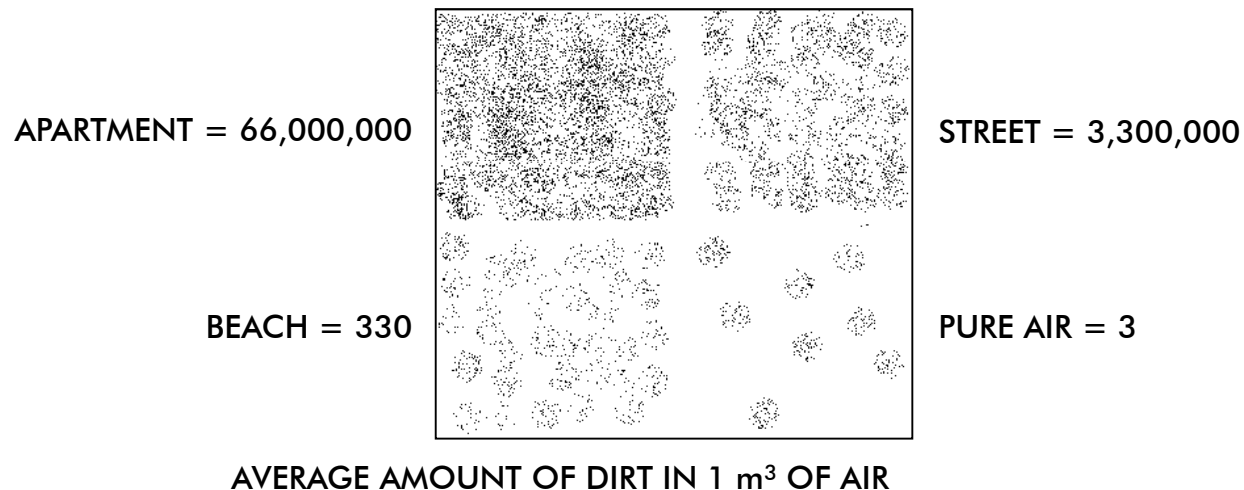
# INTRODUCTION TO THE PRODUCT

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**AIR CLEANERS ARE DESIGNED TO MAKE LIVING SPACES MORE COMFORTABLE.**

We spend more than 80% of our time in a closed environment, where the majority of dust and household pollution is present:

**smoke, dust, bacteria, fungi, pollen, and heavy gaseous particles.**



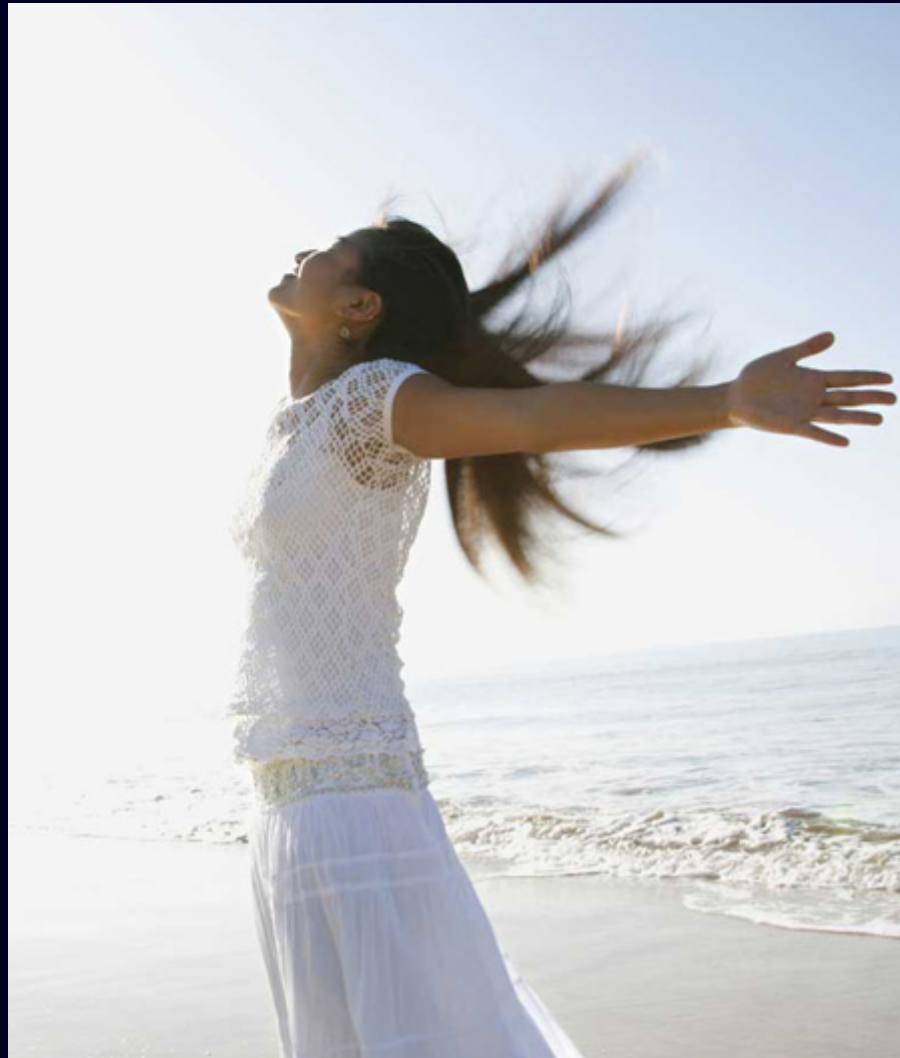
With the advancement in technology, air purifiers are becoming increasingly capable of capturing a greater number of **bacteria, viruses, and damaging particulates.**

[Source: The Environmental Protection Agency – USA]



# CONSUMER TARGET

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# CONSUMER TARGET

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## WHO BUYS AIR PURIFIERS:

- People living in polluted areas
- Sufferers of dust/pet hair allergies and asthmatics
- Smokers (smoking in the office or at home)
- Families with a newly born babies
- People aged 35 – 55 with medium-high incomes

# CONSUMER TARGET

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## AREAS IN WHICH AIR CLEANERS CAN CREATE BENEFITS

- CIGARETTE SMOKE - office / living rooms



- PETS & HUMAN HAIR – bedrooms / living rooms



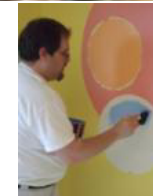
- BABY CARE - bedrooms



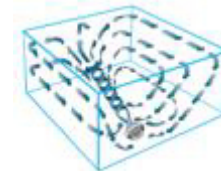
- COOKING SMELLS - kitchens



- PAINTING - whole house / office



- AIR RECIRCULATION - whole house / office



# CONSUMER TARGET

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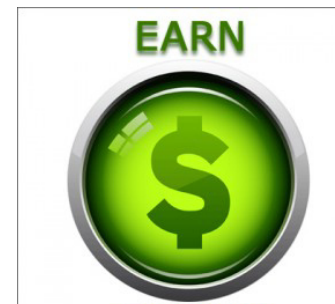
## WHY A NEW AIR-CLEANER RANGE?

### CONSUMER TRENDS

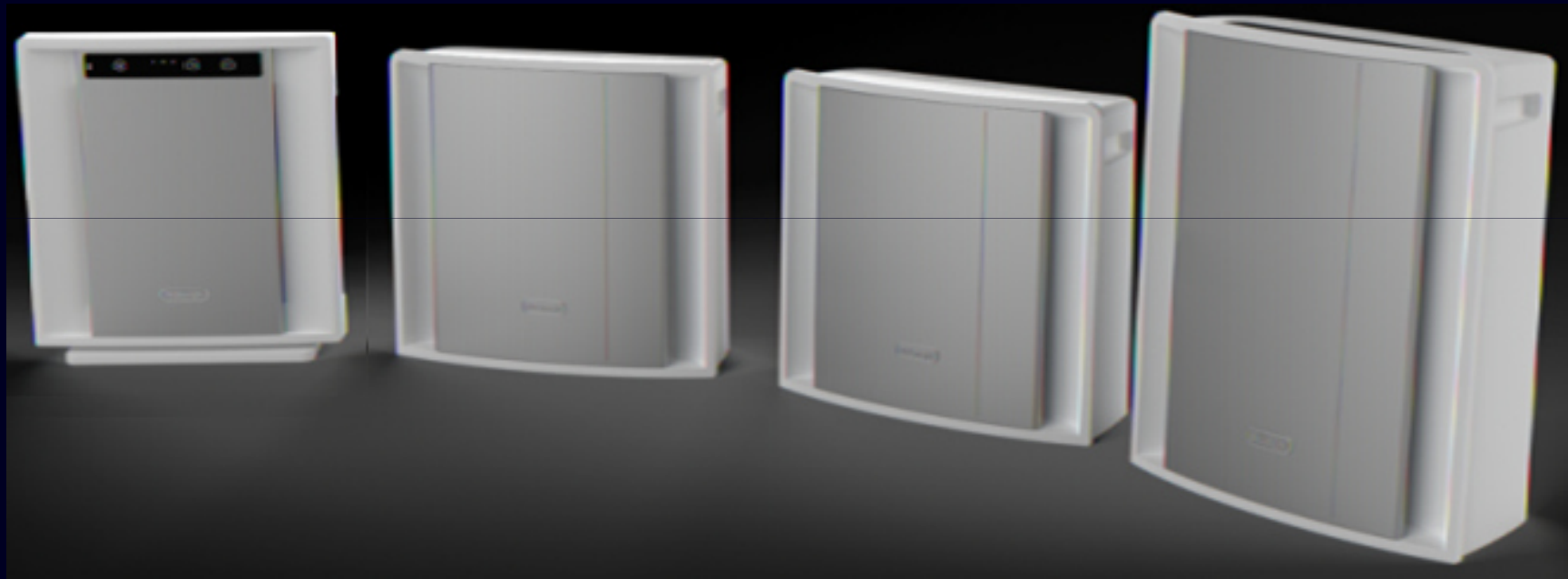
Consumers are more motivated and better educated on air quality issues and indoor air quality

### MARKET TRENDS

Air purifiers are all-year-round products



# AIR CLEANERS – THE RANGE



# AIR CLEANERS – THE RANGE

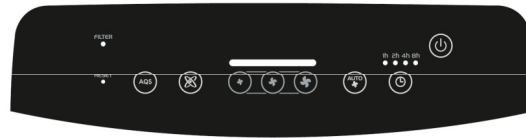
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•De' Longhi air purifiers meet customer needs also in terms of:

A) Intuitive use: innovative air quality sensor



B) Simplicity: easy to use display



C) Quiet operations : fit for baby care and bedroom use



D) Distinctive design: Italian spirit and taste



# AIR CLEANERS – THE RANGE

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DESIGNED FOR INTUITIVE USE

## AQS - AIR QUALITY SENSOR system



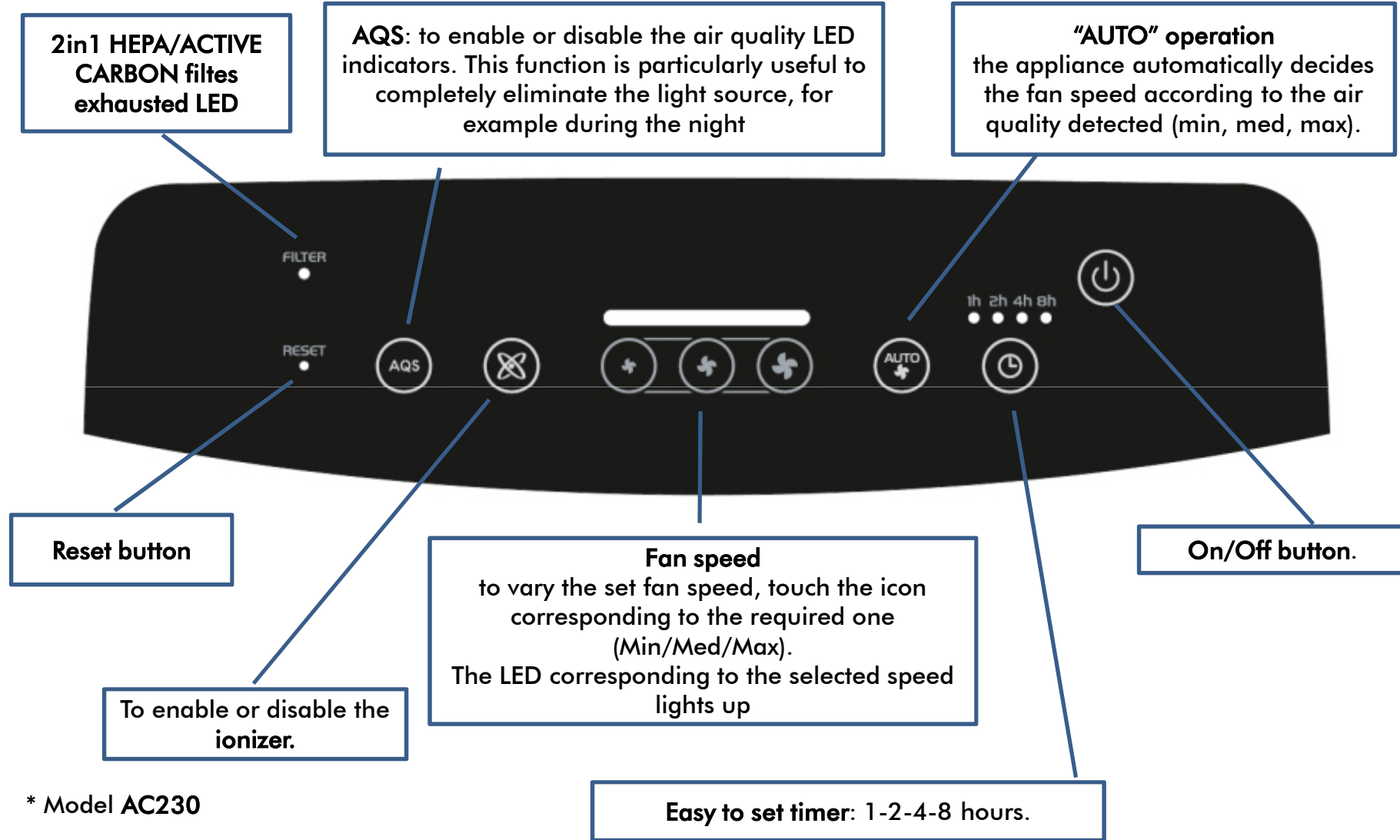
**AIR POLLUTANTS ARE MOSTLY INVISIBLE.**

THE AQS ALLOWS TO ALWAYS CHECK THE QUALITY OF THE AIR AND BECOMES A  
REWARDING DEVICE FOR THE USER WHEN HE SEES AN IMPROVEMENT OF AIR  
QUALITY



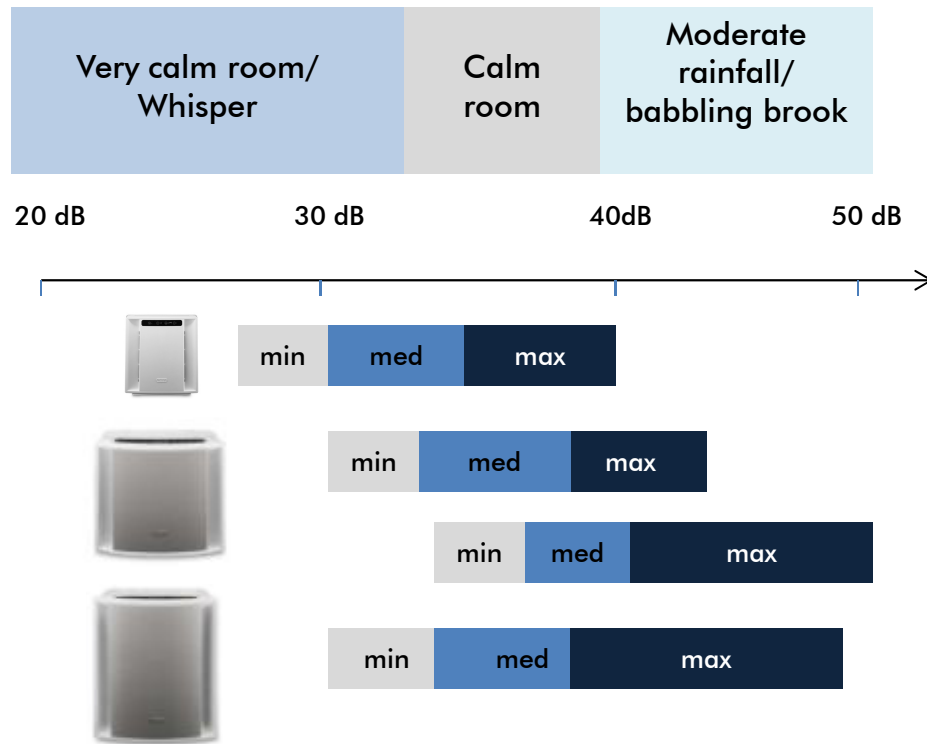
# AIR CLEANERS – THE RANGE

## EASY-TO-USE DISPLAY



# AIR CLEANERS – THE RANGE

## SILENCE



Our purifiers feature very low noise levels and are therefore suitable for adult and children bedrooms (especially with fan set on min speed)



# AIR CLEANERS – THE RANGE

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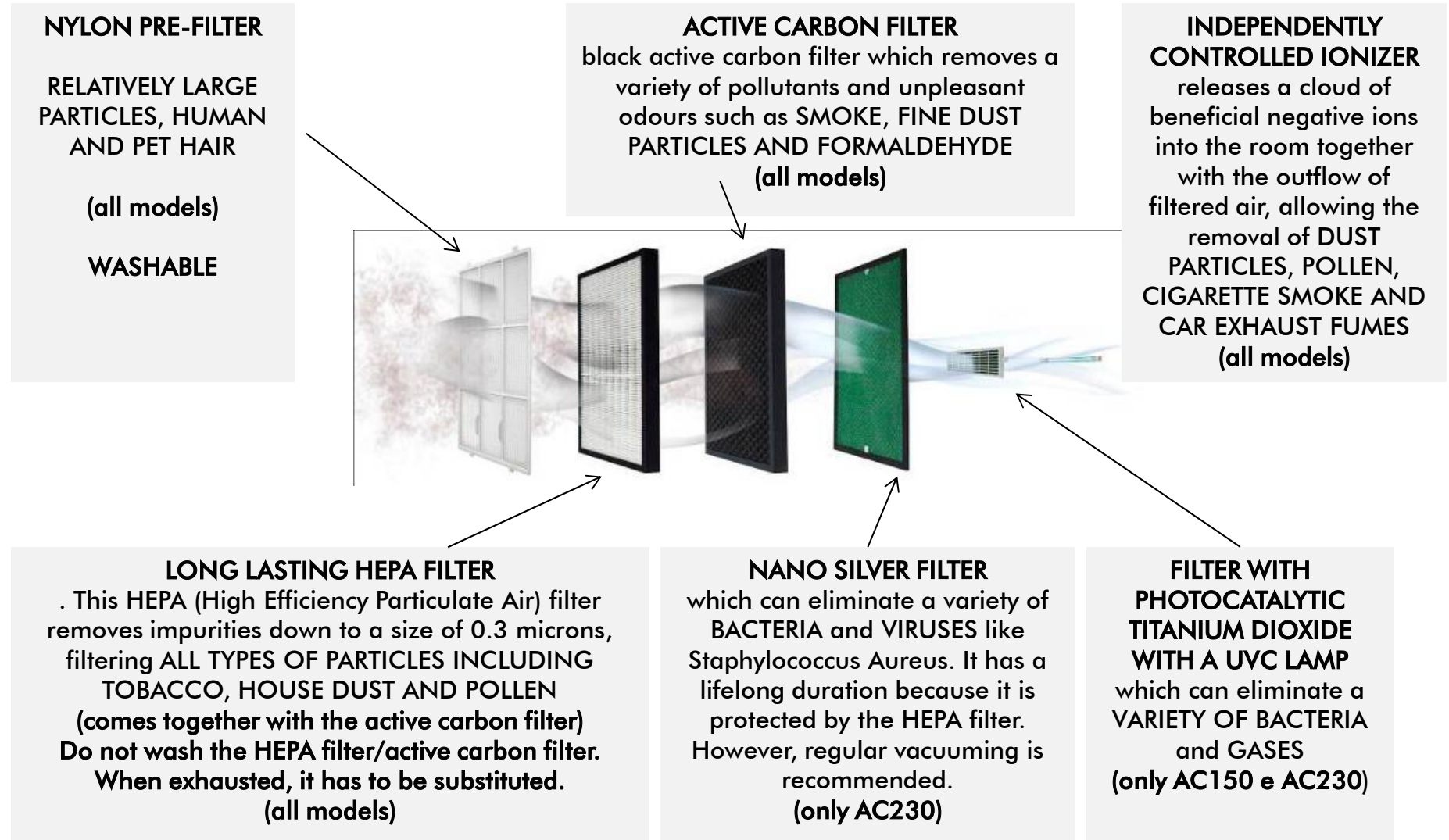


## ITALIAN DESIGN

De'Longhi purifiers are compact, feature an exclusive Italian design that fits with all decor styles.



# AIR CLEANERS – TECHNOLOGY



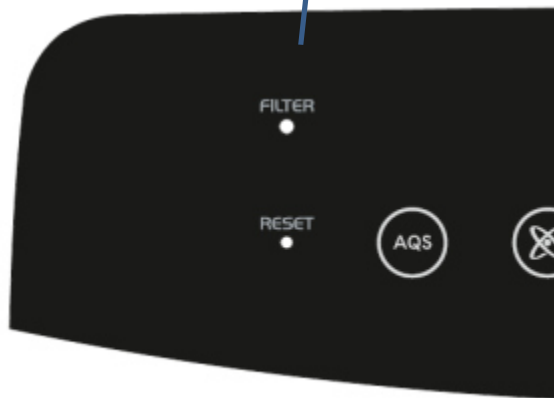
# AIR CLEANERS – THE RANGE

## HEPA FILTER REPLACEMENT

With a large filtering surface, easily recognizable by the special pleated paper .

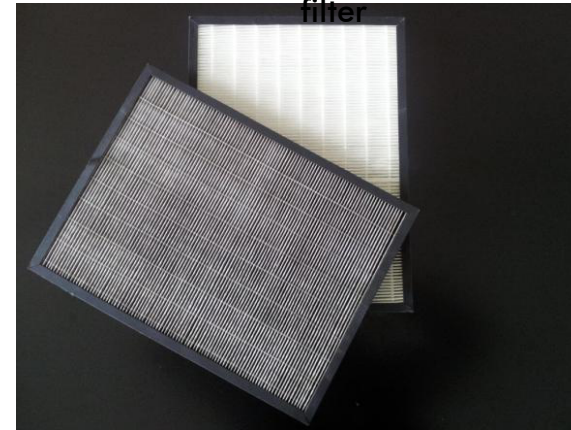
The life of a HEPA filter/active carbon filter depends on the operating conditions of the appliance. When exhausted, it cannot be regenerated.

When the filter LED (X) flashes, the HEPA filter/active carbon filter must be replaced



Replacement De'Longhi filters can be obtained from the manufacturer's Customer Services and household appliances shops.

The difference between a clean and a dirty HEPA filter .

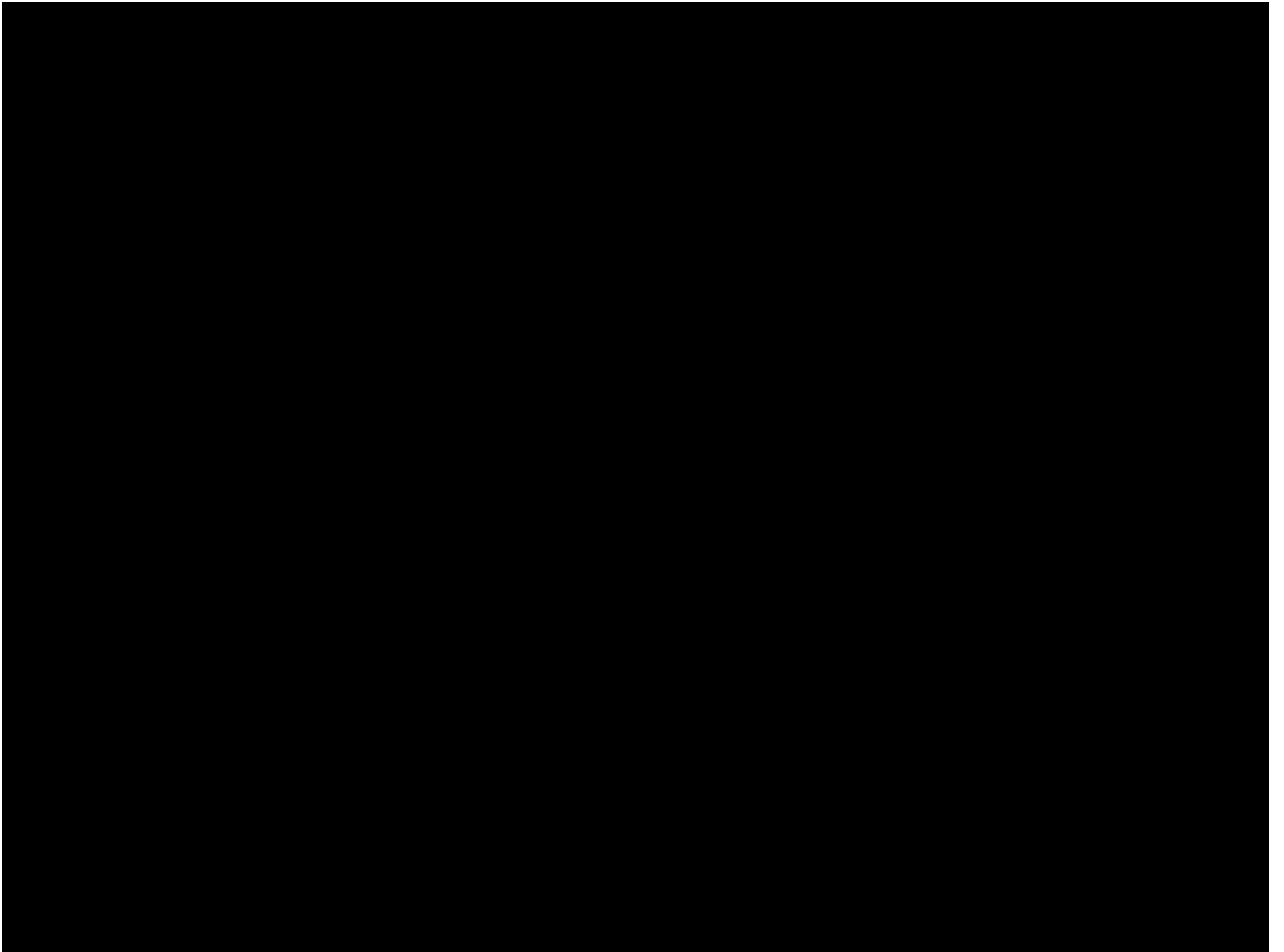


**5513710001**  
SET 1-HEPA+CARBON  
FILTER DL AC75

**5513710011**  
SET 1-HEPA+CARBON  
FILTER DL AC100-150  
(the same filter for two  
models of air purifiers)

**5513710021**  
SET 1-HEPA+CARBON  
FILTER DL AC230





# THE RANGE - VERSATILITY

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**DO YOU OR SOMEONE ELSE IN THE HOUSE SMOKE?**

All models (2in1 filter HEPA + Active Carbon)

**DO YOU HAVE A YOUNG CHILD?**

AC230 (low noise and NANO silver filter)

**DO YOU HAVE HAIRY PETS?**

All models (washable permanent pre-filter)

**ARE YOU SENSITIVE TO POLLEN OR DUST?**

AC150/AC230 (advanced filtration system)

**DO YOU OFTEN FRY FOOD IN YOUR KITCHEN?**

AC100/AC150/AC230 (High Air Flow for big rooms and Active Carbon filter)

**DO YOU SUFFER FROM TIRED EYES?**

AC230 (NANO-silver filter)

**DO YOU NEED TO DECORATE INSIDE YOUR HOUSE?**

All models (depending on m<sup>2</sup>)

**DO YOU HAVE A TOILET WITH NO WINDOWS?**

AC75/AC100 (Low Air Flow for small rooms and Active Carbon filter)

**DO YOU SLEEP WITH THE PURIFIER ON?**

AC75/AC230 (low noise)

**DeLonghi**

# AIR CLEANERS – THE RANGE

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## CADR – “CLEAN AIR DELIVERY RATE”

Portable air cleaners can be evaluated by their effectiveness in reducing airborne pollutants. This effectiveness is measured by the CADR, a measure of a portable air cleaner's **delivery of contaminant-free air**, expressed in cubic feet per minute. For example, if an air cleaner has a CADR of 250 for dust particles, it may reduce dust particle levels to the same concentration as would be achieved by adding 250 cubic feet of clean air each minute.

[Source: The Environmental Protection Agency – USA]





INTERTEK ([www.intertek.com](http://www.intertek.com)) tested them for three parameters: smoke, gas and pollen. Results are as per below:

AC 75: CADR values = 106 - 130 – 74  
AC 100: CADR values = 114- 132 - 121  
AC 150: CADR values = 127 - 143- 108  
AC 230: CADR values = 235 - 238 – 237





# AIR CLEANERS – THE RANGE

|                                    |                   |  |  |  |  |
|------------------------------------|-------------------|--|---|---|---|
|                                    |                   | <b>AC 230</b>  | <b>AC 150</b>   | <b>AC 100</b>   | <b>AC 75</b>  |
| Dimensions (hxwx d)                | mm                | 500x450x23   | 390x450x210   | 390x450x210   | 430x405x138   |
| Weight                             | kg                | 7  | 5.7   | 5.5   | 3.6   |
| Rated Voltage/Frequency            | V~Hz              | 220-240/50   | 220-240/50  | 220-240/50  | 220-240/50  |
| Input power (min. - med. - max.)   | W                 | 42-48-61   | 38-43-55  | 30-34-40  | 34-35-35  |
| Air flow (min/med/max fan speed)   | m <sup>3</sup> /h | 110-160-255  | 75-110-160  | 70-100-130  | 40-80-140   |
| Noise level (min. - med. - max.)   | dB(A)             | 36-43-50   | 33-40-48  | 33-39-44  | 30-35-40  |
| CADR (smoke, dust, pollen)         | m <sup>3</sup> /h | 235-238-237  | 127-143-108   | 114-132-121   | 106-130-126   |
| <b>GENERAL FEATURES</b>            |                   |  |   |   |   |
| Fan speeds                         |                   | high-medium-low  | high-medium-low   | high-medium-low   | high-medium-low   |
| Auto mode                          |                   | ■  | ■   |   |   |
| Timer                              | h                 | 1-2-4-8  | 1-2-4-8   | 1-2-4-8   | 1-3   |
| Filter dirty indicator             |                   | ■  | ■   | ■   |   |
| Gas&odour sensor                   |                   | ■  | ■   |   |   |
| Air quality light display          |                   | ■  | ■   |   |   |
| <b>FILTERS</b>                     |                   |  |   |   |   |
| Filtration layers                  |                   | 6  | 5   | 4   | 4   |
| Ionizer                            |                   | ■  | ■   | ■   | ■   |
| Nylon pre-filter                   |                   | ■  | ■   | ■   | ■   |
| Carbon filter (Hepa+Carbon)        |                   | ■  | ■   | ■   | ■   |
| EPA filter                         |                   | E12 type 99%   | E12 type 99%  | E12 type 99%  | E11 type 95%  |
| TiO <sub>2</sub> filter + UV light |                   | ■  | ■   |   |   |
| NANO Silver filter                 |                   | ■  |   |   |   |

# NEW AC300



- International range
- Technology upgrade: DC motor
- Strong USPs
  - CADR Improvement : +25%\*
  - Energy efficiency
  - Further noise reduction : -30%\*\*

-Launch in 1<sup>st</sup> half 2015

\* Provisional data

\*\* Estimated sound power, min speed

# NEW AC300

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**EFFICIENT, SILENT, HIGHER CADR**

**DeLonghi**

# 2015 AIR PURIFIER RANGE

AC75  
CADR 106-130-126  
4 filters

AC100  
CADR 114-132-121  
4 filters

AC150  
CADR 127-143-108  
5 filters

AC230  
CADR 235-238-237  
6 filters

AC300(TBC)  
CADR 300-TBC-TBC  
6 filters

The image displays five DeLonghi air purifiers of increasing size and capacity, arranged from left to right. Each unit is white with a grey front panel. Blue arrows point from the text labels to the corresponding units. To the right of the AC230 and AC300 units, a separate image shows a rectangular air filter with a white pleated surface and a black frame, with a blue arrow pointing to it.

**RANGE 2015: PERFORMANCE AND AESTHETIC UPDATE**

**DeLonghi**

# ENDORSEMENT APPROACH

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## OVERVIEW:

- Endorsement as top priority from both commercial and concept point of view



## CURRENT SITUATION:

- Basis = Intertek certification, already achieved in 2012
- BAF certification: known worldwide, 'must have' for commercial point of view
- ECARF certification (on AC230 only): ECARF – European Centre for Allergy Research Foundation



## REMARK:

- BAF suggests different calculation of room coverage
- BAF based on bigger NUMBER OF AIR RECYCLE/hour vs DL standard

***=> The bigger the number of air recycle/hour, the lower the size room coverage***

# ENDORSEMENT APPROACH



**•NO unique way to calculate target size coverage across countries**

...more than 850 maps worldwide



# SIZE ROOM COVERAGE

- Updated packaging and POPs, with endorsement logos

220 mm

200 mm

Die cut (do not print)  
white and elettrostatic material  
four colour printing

### POSITIONING



220 mm

200 mm

Die cut (do not print)  
white and elettrostatic material  
four colour printing

### POSITIONING



# DEMONSTRATION IDEAS

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# DEMONSTRATION IDEAS -FIRST USE



- **Unpack the air purifier and place it on a stable flat surface so that the air intake (front panel) and air outlet (top grid) are not blocked. Keep it at least one meter from the wall**
- **Remove the protective film from the control panel**



- Remove the front panel. Inside the purifier you will find pre-filter, HEPA filter/active carbon filter and the nano-silver filter (the number of filters depends on models) in a plastic bag.**
- Remove the plastic bags**
- Place them in the following order: nano-filter, with the silver side adhering to the appliance, HEPA filter with the black active carbon side resting directly on and adhering to the nano-silver, then the pre-filter.**
- Replace the front panel**



**Find the plug underneath the product.**

# DEMONSTRATION IDEAS -WARNINGS

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**3 MINUTES**

**EVERY TIME YOU TURN ON THE APPLIANCE,**  
the machine starts analysing the air quality for 3 minutes. In this phase the light is always orange!



**THE SENSOR IS ALWAYS LOCATED ON THE TOP RIGHT OF THE PRODUCT!!!**

# DEMONSTRATION IDEAS - VERY IMPORTANT

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Dust, Bacteria, smog...  
most of the times  
**ARE NOT VISIBLE**

**THAT IS WHY YOU CANNOT SEE  
"VISIBLE RESULTS" WHEN THE MACHINE IS WORKING.**

You can only "feel" the difference

The sensor is able to analyze the air quality.  
The results are instantly showed by the coloured lights.

*Please find below four different product demonstration ideas.*



# DEMONSTRATION IDEAS - SOLVENTS

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WHAT YOU NEED:

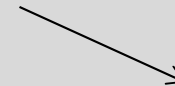
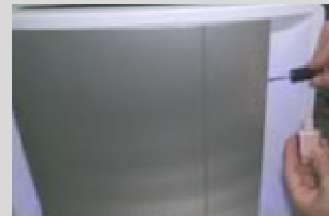


**NAIL POLISH**  
Contains solvents  
(e.g. butyl acetate or ethyl acetate)

1. Switch on the machine (at least 3 min before)  
Wait for the blue light



2. Put the nail polish brush close to the sensor.



After few seconds the light will turn from blue to green or even to orange.

# DEMONSTRATION- ORGANIC COMPOUNDS

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WHAT YOU NEED:



## PERMANENT MARKER

These markers contain volatile organic compounds (such as ethanol)

1. Switch on the machine (at least 3 min before)  
Wait for the blue light



2. Put the marker close to the sensor.



After a few seconds the light will turn from blue to green or even to orange.

# DEMONSTRATION- SMOKE

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WHAT YOU NEED:



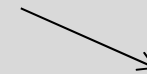
## INCENSE

Use of cigarette smoke is mostly not allowed or is not “politically correct”

1. Switch on the machine (at least 3 min before)  
Wait for the blue light



2. Put the incense close to the sensor (5 cm).  
Make sure there is visible smoke



After few seconds the light will turn from blue to green or even to orange.

# DEMONSTRATION IDEAS - FRIED SMELL

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WHAT YOU NEED:

## SOMETHING THAT IS FRYING

Use a pan with oil and some food or an open deep fryer

1. Switch on the machine (at least 3 min before)  
Wait for the blue light



2. Start frying

After a few seconds the light will turn from blue to green or even to orange.

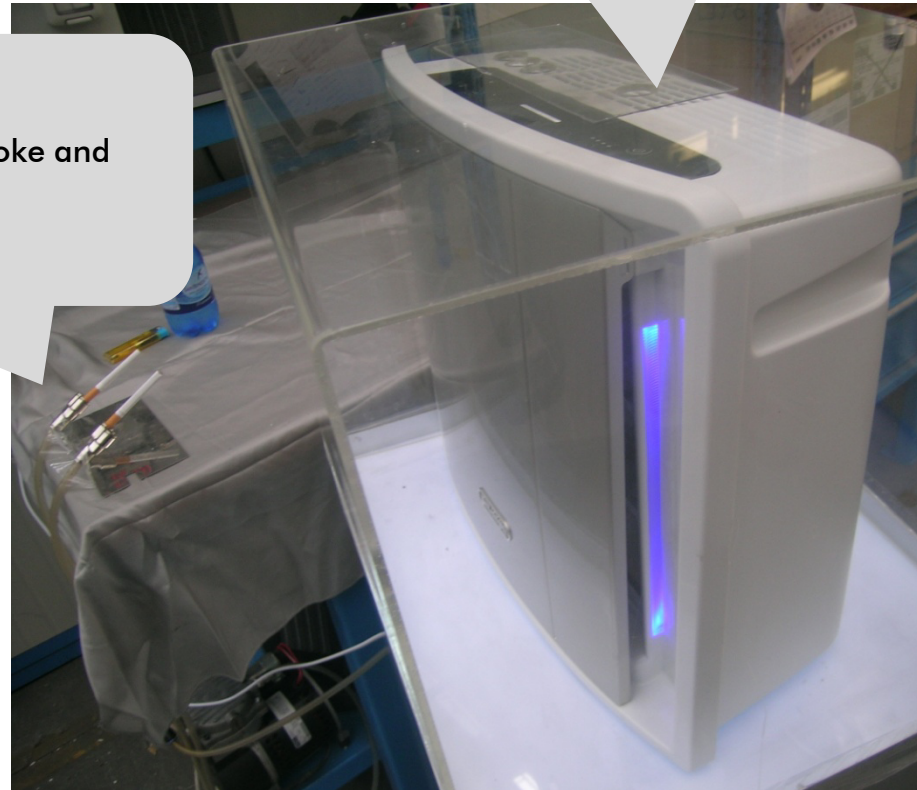


# DEMONSTRATION IDEAS- DEMO VIDEO

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The purifier is placed in a transparent showcase

A small fan aspirates the cigarette smoke and injects it into the showcase





# DEMONSTRATION IDEAS- DEMO VIDEO

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THE MACHINE STARTS WORKING

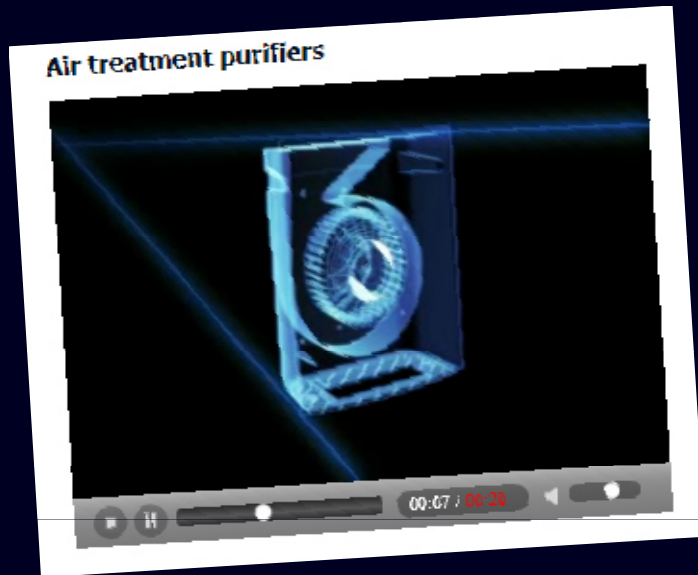


...4 seconds



...8 seconds

# TRADE MARKETING TOOLS



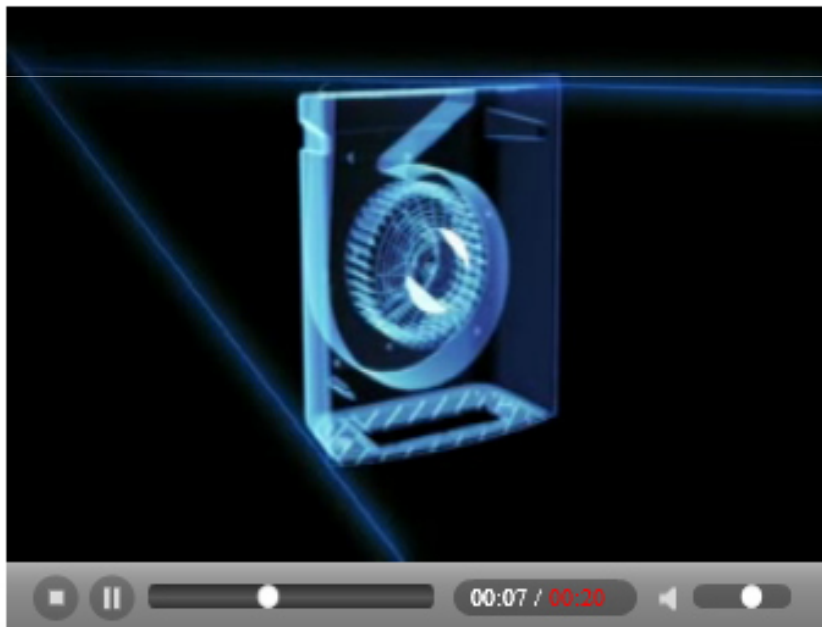
# TRADE MARKETING TOOLS

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Video for in-store demo with the aim to show 3 main features:

- Easy to use and smart sensor-touch control type
- AQS function
- Sequence of up to 6 filters and relative particles that each of them

**Air treatment purifiers**



Available on our image library  
Translations on request.

# TRADE MARKETING TOOLS

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Emotional POP with focus on the filtering system and the AQS function



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# **AIR TREATMENT**

**Air Conditioners**

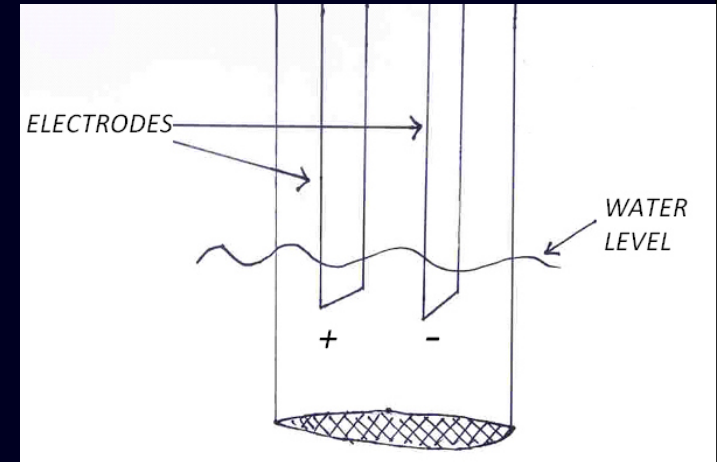
**Dehumidifiers**

**Air Cleaners**

**Humidifiers**

# HUMIDIFIERS

- It's the easiest technology among humidifiers
- The water is the conductor between the +ve and the -ve electrodes. When the current passes through, water warms up to become steam
- Water must not be distilled. Otherwise there won't be any electricity conduction



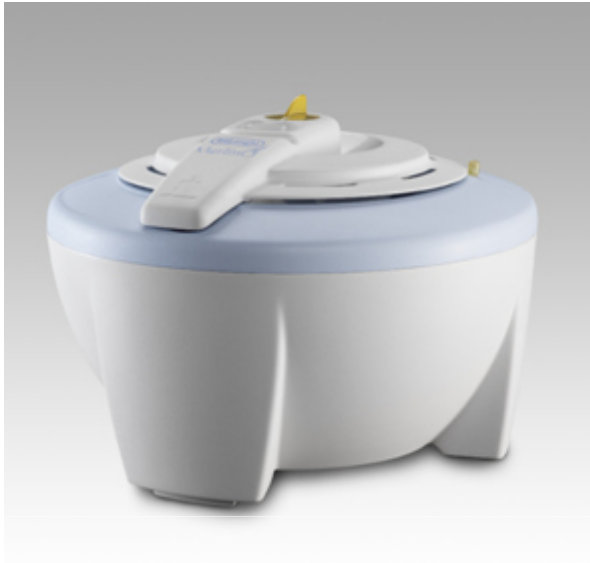
- ✓ Low costs
- ✓ Easy to use
- ✓ Steam is sterile
- ✓ Low noise



- ✓ Steam production is not constant and depends on the water level
- ✓ Easy formation of some limestone

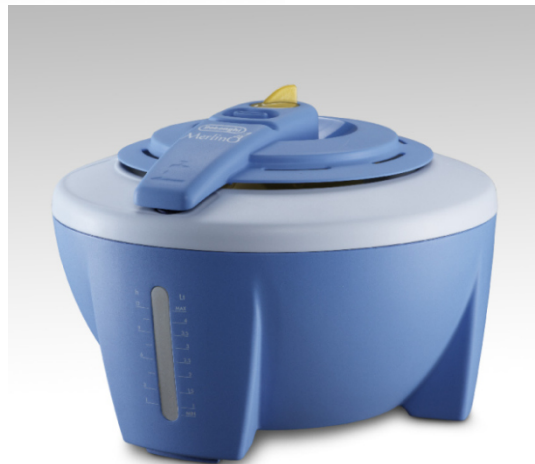
# HUMIDIFIERS

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**VH300**

- Water level indicator
- Adjustable steam emission
- Empty tank automatic shutoff
- Fragrances dispenser
- Continuous tank refill system
- Tank capacity = 4,5 L



**VH400**

- All the features of VH300 plus
- Night light
- Water level window (no water level indicator stick)

# HUMIDIFIERS

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- Water tank + base with controls and heating element
- Some of the water gets collected into a hole on the base, to get directly in contact with the heating element
  - ✓ Constant steam production
  - ✓ Steam quantity can be regulated by a humidistat
  - ✓ Steam is sterile
  - ✓ Easy to clean
  - ✓ Low noise operation



# HUMIDIFIERS

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**UH800E**

- High capacity transparent tank (6.1 L)
- Removable tank for an easy filling
- 20 hours of continuous operation
- Electronic humidistat and electronic hygrometer
- Empty tank indicator
- Fragrance dispenser

Like UH800E but with

- Mechanical humidistat to set the desired humidity in the room

**UH700M**



# HUMIDIFIERS

|                                  |                |  |   |   |   |
|----------------------------------|----------------|--|---|---|---|
|                                  |                |  |  |  |  |
| <b>TYPE</b>                      |                | <b>UH 800E</b>   | <b>UH 700M</b>  | <b>VH 400</b>   | <b>VH 300</b>   |
| Finished product code            |                | 0134103005   | 0134103004  | 0134103007  | 0134103006  |
| <b>TECHNICAL DATA</b>            |                |  |   |   |   |
| Electrical data                  | V~Hz           | 230/50   | 230/50  | 230/50-60   | 230/50  |
| Input power                      | W              | 260  | 260   | 1150  | 1150  |
| Humidification rate              | ml/h           | 300  | 300   | 300   | 300   |
| Tank capacity                    | l              | 6,1  | 6,1   | 4,5   | 4,5   |
| Full tank contin. operation time | h              | 20   | 20  | 15  | 15  |
| Suitable for rooms up to         | m <sup>3</sup> | 75   | 75  | 60  | 60  |

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**AIR TREATMENT**

**THANK YOU**