

# Why PurAire Differs

A Practical Approach to Better Indoor Air



There are many ways to improve indoor air — bipolar ionisation, filtration, activated carbon, photocatalytic oxidation (PCO), UV, ozone for suitable unoccupied spaces, and air-quality monitoring. Each has genuine strengths and real limits.

The important question isn't which one sounds most impressive. It's which one is right for the problem you need to solve.

**After 20 years solving air-quality and odour problems in real commercial buildings, PurAire starts with the problem — not the product.**

## THE SHORT VERSION

- 1 Understand the problem. Choose the right treatment. Check the result when it matters.
- 2 Specifications tell you about the machine. Results tell you whether it solved the problem.
- 3 The number that matters isn't how many ions a device makes — it's what the treatment does in the room.
- 4 Bring the treatment to the air — not only the air to the treatment.
- 5 Size the system to the job — the right amount of ionisation, not the biggest unit.

## 1 We Start With the Problem — Not the Product

- Indoor air quality is never a one-product-fits-all business.
- We work across bipolar ionisation, ozone for unoccupied spaces, conventional purifiers and filters, ozonated water, and professional monitoring — not just the one thing we happen to stock.
- We measure when it helps us understand or confirm a problem.
- When a hotel room plainly reeks of smoke or must, we don't need a monitor to prove what your nose already knows — we fix it.

**Understand the problem. Choose the right treatment. Check the result when it matters.**

## 2 We Care What Happens in the Room — Not Just Inside the Machine

- Lab numbers matter — but a small test chamber is nothing like a real hotel room, office or commercial building.
- Airflow, humidity, distance, HVAC equipment, furniture and surfaces all change real-world performance.
- This matters most with ionisation: a high ion reading beside the generator doesn't mean enough ions are reaching the space to actually reduce odour.
- What counts is whether the treatment reaches the occupied area, spreads through it, and fixes the problem.

**Specifications tell you about the machine. Results tell you whether it solved the problem.**

### 3 Not All Bipolar Ionisation Is the Same

- "Bipolar ionisation" is a category, not a single technology.
- Needlepoint systems (NPT) use small metal points or electrodes to generate ions.
- PurAire uses glass-tube Dielectric Barrier Discharge (DBD) — a plasma discharge across a large glass tube (often 320–520 mm, and sometimes several tubes) that produces positive and negative oxygen ions.
- Needlepoint has its uses — charging airborne particles so a filter can catch them.
- But making ions next to the generator is not the same as delivering useful treatment across an entire room.

**The number that matters isn't how many ions a device makes — it's what the treatment does in the room.**

### 4 We Bring the Treatment to the Air

- Most air cleaners pull dirty air into a machine, treat it, and blow it back into the room.
- A HEPA purifier only works once a contaminant reaches the filter; PCO and similar systems likewise depend on air being drawn into the box by a fan.
- PurAire glass DBD works the other way — it releases positive and negative ions into the moving air, so the treatment travels out into the space being treated.
- The aim is to bring the treatment out into the room — especially useful when odours and other contaminants are spread throughout a space.

**Bring the treatment to the air — not only the air to the treatment.**

### 5 We Size the System to the Job

- A small hotel room, a fan-coil unit and a large commercial air-handling system don't need the same amount of ionisation.
- With a range of 30 bipolar-ionisation systems, we match the equipment to the room, the airflow and the application.
- Smaller spaces: the portable PurAire DUO or the wall-mounted MiniPro series. Larger areas and HVAC: the SG-BPI series, using one or several glass DBD tubes.
- As the treated area grows, the ionisation grows to match it — sizing the system to fit the space, saving money and energy.
- The goal is never the biggest unit. It's the right amount of ionisation for the job.

**Correct sizing is a big part of getting good results.**

