



Protecting Our Environment

Smog Eaters Are Quietly On The Job

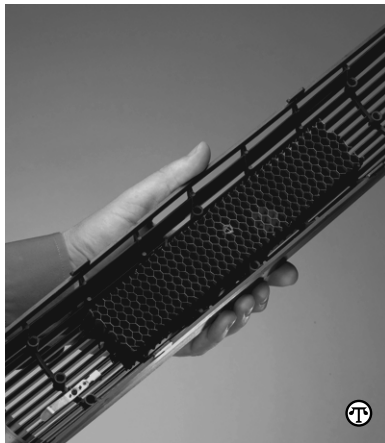
(NAPSA)—You can protect your home and family from an invisible enemy—air pollution. In spite of dramatic reductions in smog levels over the past 25 years, the U.S. Environmental Protection Agency says 150 million Americans live in areas that still do not meet federal clean air standards and one out of every three people in the U.S. remains at a higher risk from ground-level ozone.

Scientists and engineers worry that they might have squeezed as much hydrocarbon and oxides of nitrogen as technologically possible out of auto and factory emissions. Recently, however, a new breed of smog-busting technology has arrived in the form of catalytic coatings that kill smog on contact.

Construction giant Skanska recently announced a project to develop catalytic cement and concrete products coated with a catalyst that destroys pollutants such as oxides of nitrogen on contact.

Engelhard Corporation's PremAir catalyst is the first commercial product that destroys ground-level ozone. Engelhard pioneered the development of the first catalytic converters for automobiles.

Now The Sharper Image has announced it's equipping its best-selling Ionic Breeze air purifier with OzoneGuard grids with Engelhard's PremAir catalyst.



OzoneGuard grid installed on front grill of an Ionic Breeze air purifier.

The company also provides OzoneGuard grids at nominal prices so existing Ionic Breeze owners can upgrade easily.

Ground-level ozone should not be confused with the ozone that occurs naturally in the upper atmosphere and protects earth from harmful solar radiation. Ground-level ozone is formed by a chemical reaction caused when automobile and factory exhaust "cook" in the harsh sun.

The EPA recommends limiting outdoor activities as ozone levels rise but ozone can be found indoors as well. Most of it comes inside through open doors, windows and through air-conditioning

systems but trace levels of ozone also can be generated by common appliances such as hair dryers, TVs, microwaves, computers and fax machines.

The Ionic Breeze silent air purifiers are the first to use the PremAir catalyst. With the front grill in place, a significant portion of ground-level ozone that flows through the unit is converted into oxygen before the cleaned air circulates back into the room.

"The PremAir platform technology is designed to destroy ground-level ozone and convert it to oxygen with 50 to 80 percent efficiency and sustainable effectiveness," said Engelhard spokesman Ted Lowen. "The technology, initially installed on cars and trucks, has now been applied to a consumer product, in order to reduce harmful ozone levels found inside the home."

Added Richard Thalheimer, founder, chairman and CEO of The Sharper Image, "We felt that since we have the nation's most popular air purifier we should do what we can to reduce ground-level ozone."

The catalysts represent an important new approach in the fight for clean air—offering a novel way to attack pollutants and attain the substantial improvement in air quality.

For more information visit www.sharperimage.com.