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PRESS RELEASE FOR IMMEDIATE RELEASE

Allergy Standards Ltd announce new standard for in-vehicle air filters

Dublin, Ireland. (November 28, 2017) - International standards body Allergy Standards Limited (ASL) announced today that they have developed a new certification standard for air filters used in passenger cars.

This latest standard is the first vehicle-based standard developed by ASL, and it complements their suite of existing certification standards that help consumers to identify everyday products that are more suitable for them. ASL's standards address in-home air quality by providing standards to which vacuum cleaners, air cleaners, furnace filters, in-duct air cleaners, etc. can be tested and certified to be more suitable for people with asthma and allergies.

It is estimated that people in industrialized countries spend more than an hour a day in vehicles. This can make a substantial contribution to a person's daily exposure to air pollution, but also to pollen. In-cabin air filters are widely available, but it is difficult for a consumer to tell which filters provide sufficient performance in terms of removing allergens such as pollen from the air.

The ASL standard for in-cabin air filters tests filters to ensure that they can remove a range of pollen particles of different sizes and with different seasonality. The ability of a filter to withstand loading with allergen while maintaining its performance is tested. In order to pass the standard, a filter must be shown not to shed its fibres above established limits while in use.

This new standard will enable ASL to certify in-cabin air filters as **asthma & allergy friendly**[®]. Companies whose products pass the standard will be able to join one of [ASL's Certification Programs](#), run with patient advocacy groups in the USA, Canada or internationally.

"It's exciting to move our suite of standards beyond the traditional home, into a space which is increasingly forming part of peoples' everyday lives", said John Ryan, Chief Strategy Officer at ASL. "People are spending more and more time in their vehicles, and this standard will enable them to ensure that they are choosing air filters that remove allergens such as pollen."

The scientific standards behind the **asthma & allergy friendly**[®] Certification Program, developed by ASL, serve two mutually reinforcing objectives. They help consumers identify products more suitable for people with asthma and allergies. And they allow manufacturers and stakeholders reach for meaningful targets and be reassured that they can stand over the promises they are making.

About Allergy Standards Ltd.

"The Application of science to solve allergy labelling challenges": Allergy Standards Limited (ASL) is an international certification company that prepares independent standards for testing a wide range of products to determine their suitability for asthmatics and individuals with associated allergies. ASL has devised a series of proprietary testing protocols and suitability specifications for products to meet in order to be eligible for certification as **asthma & allergy friendly**[®]. ASL has developed these protocols to identify products that consumers can trust have been subject to rigorous testing to determine their relative suitability for people with asthma and allergies. <http://www.allergystandards.com/>