Swiss Air Purification Leader aeris Expands U.S. Operation, Forges Strategic Retail Partnership with Target.com

aeris Seeks to Bring Increased Access to IoT-Enabled Smart Home Devices

NEW YORK (PRWEB) March 10, 2020 -- aeris, a Swiss company dedicated to improving global health through increased access to clean air, today announced a retail partnership with Target.com, signaling the company’s continued expansion in the United States. According to the World Health Organization, 90 percent of people worldwide breathe dangerously polluted air. To make matters worse, in-home pollution poses a greater threat and can be two to five times worse than outdoors pollution.

aeris filters offer a sleek and modern design, an impressive optimized clean air delivery rate (CADR) and a maximized high-efficiency particulate air (HEPA) rating. In addition, the company has introduced machine learning capabilities into its air purifiers, which learn and adapt to each user’s personal habits and the air quality in their home over time by gathering data with proprietary sensor technology. These sensors track indoor and outdoor air quality over time (hourly, daily, monthly) and control features for power on/off, sleep and fan speed setting.

Thanks to air quality tracking, aeris users can actively monitor the air around them and know when air purification is most needed. After purchasing aeris products, customers across the world have reported relief from respiratory problems and improved energy levels.

Now in its third year of business, aeris has expanded from its Swiss roots into Vietnam, South Korea, Taiwan, France, Mexico and, as of this year, the United States. The company boasts four different products that provide solutions to best suit each customer’s needs and budget, which are now available at Target, QVC, Amazon and on the company’s website:

- Aair lite ($499): A small air purifier that can remove 99.95% of the air-borne bacteria, mold, mildew, odor, and other pollutants from any space up to 350 ft².
- Aair 3-in-1-pro ($999): Using state-of-the-art technology, the aair 3-in-1 Pro eliminates indoor air pollutants while becoming more efficient and effective over time. For rooms 750 ft² and larger.
- Aair Medical Pro ($1,299): Hospital-grade air filtration that prevents even the most difficult airborne health hazards from affecting users.
- Aair Gas Pro ($1,299): Combining the power of our strongest air purifier and a filter designed with the ability to move odors at a molecular level, the aair Gas Pro will ensure that you never have to worry about distracting or embarrassing odors in your home again.

After a trip to the notoriously polluted Beijing from the famously clean Switzerland, aeris Chief Executive Officer Pierre Bi and Chief Operations Officer Constantin Overlack discovered a need for powerful in-home air purifiers. After spending three years researching and studying solutions during their time at Massachusetts Institute of Technology (MIT) and ETH Zürich, they partnered with award-winning industrial designer Etienne Bougeot to reengineer filter materials and iterated hundreds of designs to bring a high-tech air purifier with the cleanest and most powerful airflow to market.

“When developing the ideal air purifier, we focused on delivering a product that is truly customer centric,” said aeris CEO, Pierre Bi. “Currently, the air filters available at most retailers are a generation or two behind and, quite frankly, look out of place in a modern home. By expanding our strategic retail partnerships, we are
bringing increased access to IoT-enabled smart home devices with a sleek design that contribute to the company’s overarching mission of improving global health standards.”

For more information, visit https://aerishealth.com/.

###

About aeris:
aeris is a Swiss company dedicated to improving global health through increased access to clean air. After launching its first purifier in China in 2017, the devices instantly became a hit for its ability effectively dealing with China’s heavy pollution. Customers soon reported relief from respiratory problems and that they were feeling more energized than they had in years and as a result, global health issues related to air quality soon became aeris’ number one priority. By 2018, aeris had expanded into Vietnam, South Korea, Taiwan, France, and Mexico; and, in 2019, the company expanded further to the United States is currently available in four different models at retailers such as Target, QVC, Amazon and on the company’s website.
Contact Information
April White
Trust Relations
http://www.aprilwhitecommunications.com/
+1 3232168589

Online Web 2.0 Version
You can read the online version of this press release here.