

PHILIPS

Car air purifier

GoPure Style

0.004 µm particle filtration

UV-C LED light

HESAMax technology

24/7 air refresh action



GP561EX1



Goodbye airborne microbes. Breathe healthy air

Eliminates microbes by filtration and UV-C light

The GP5611, with its advanced SaniFilter Plus and UV-C light, removes and deactivates viruses and bacteria. In just 5 minutes, it safely eliminates 99.9% of microbes through UVC light*1+2. The HESAMax technology removes chemicals and odours 24/7.

Captures and eliminates viruses and bacteria

- UV-C light eliminates 99.9% of viruses and bacteria*1+2

Powerful UV filtration that's safe for families

- SaniFilter Plus captures >99% of 0.004 µm particles*3
- Advanced design makes UVC technology safe to use
- LED technology means no toxic ozone and mercury

Neutralises gases and odours 24/7

- HESAMax technology neutralises targeted chemicals*4
- Bionic enzyme technology neutralises chemicals 24/7
- Absorbs 30 x more formaldehyde compared with carbon bags

Easy to use and install, with stylish design

- Easily install in a cup holder in just 10 seconds
- Longer-lasting filter requires fewer changes

Highlights

Captures tiny particles



The SaniFilter Plus captures an astonishing 99% of ultra-fine particles floating in the air inside your car, as small as $0.004 \mu\text{m}^3$, 40 x smaller than SARS-causing Coronavirus and 100 x smaller than bacteria. Effectively captures microbes from the air passing through the filter.

UV-C eliminates 99.9% of viruses



Harmful microbes are eliminated by intense UV-C LED light. Focused on the 270–280 nm ultraviolet wavelength, the UV-C beams penetrate and disrupt the DNA and RNA of viruses and bacteria. Tested in an independent laboratory, the UV-C light beam eliminates 99.9% of viruses and bacteria.*1+2

UV light is safe for families

The GoPure GP5611 kills microbes with UV light. It does this safely and effectively because the microbes are destroyed inside the device (laboratory tests prove zero leakage of UV light). With no risk of exposure to UV light,

the device is safe for all passengers in your car, whether they're one month or 100 years old.

Toxin-free LED technology

Ionisers and traditional UVC mercury lamps emit harmful ozone as a by-product of the light-generating process. The GoPure GP5611 uses modern LED technology so emits zero ozone, making it safe to use inside a car. And because of the complete absence of mercury to generate UV light, it is a toxin-free air purification system.

HESAMax neutralises chemicals



The HESAMax technology is designed to specifically target harmful gases and odours in your car. The unique materials used in the HESAMax cartridge neutralise even small-molecule chemicals at a very high efficiency. Tested against industry standards,*4 this advanced HESAMax cartridge is proven to be superior at removing formaldehyde, toluene and TVOCs. So you and your family breathe healthier air when you drive.

Bionics chemical removal 24/7

Containing 2 types of HESA material, the dual-power HESAMax cartridge removes chemicals and odours 24 hours a day, even when the device is switched off. The bionic white beads contain an active protein enzyme, a bionic technology that simulates the human body's reaction to formaldehyde. This draws

formaldehyde from the air, breaking it down and safely locking it up in the cartridge. Black de-odour beads also actively absorb unpleasant smells from smoking or pet hair at a high efficiency. So the cartridge neutralises formaldehyde and odours (toluene, TVOCs and ammonia), 24/7*3

Absorbs 30 x more formaldehyde



Compared to the carbon bags commonly used in other purification devices, the dual-power HESAMax has a much larger capacity, able to absorb 30 times*4 more formaldehyde. This means that the cartridge lasts much longer than standard carbon bags.

Easy to use and install

Simply slide the GoPure Style GP5611 into a cup holder and connect the USB-C power cable. Once connected with this 5 V cable, the device works automatically, turning on and off with your ignition. The stylish, contemporary and compact design will also look great in your car.

Easy-to-maintain filter

You should replace the filter approximately every 12 months, to make sure that the device continues to efficiently clean the air you breathe. The UVC LED lasts so long that you don't even need to worry about changing it.

Specifications

Product description

Designation: GP5611
Technology: Car air purifier
Colour: Black
Voltage [V]: 5 V DC
Automatic On/Off
Certification: CE, RoHS, EMC
Filter replacement indicator: Blue light blinking
Power [W]: <=5.5
Speed settings: 2, Silent and Turbo
Filter Lifetime: Recommended 12 months
Noise level (CA test, Silent): 32.2 dBA
Noise level (CA test, Turbo): 41.8 dBA

Performance

Bacteria elimination rate: 99.9%*1+2
Virus elimination rate: 99.9%*1+2
Captures 0.004 um fine particles: 99%*3

Replacement

Filter dimension: 100 x 60 x 12 mm
Filter name: SaniFilter Plus
Filter type: SNF100
HESA box dimension: 63 x 55 x 51 mm
HESA box type: HESA60
HESA box name: HESAMax cartridge

Weight and dimensions

Product dimensions (LxWxH)(mm):
206 x 90 x 76 mm
Box dimensions (LxWxH)(mm):

211 x 109 x 109 mm
Box weight (incl. product) (g): 745
Product weight (g): 450

Marketing specifications

Expected benefits: Eliminate airborne viruses*1 + 2
Product highlight: UV-C light

Accessories in the box

Power cable length: 1 m m

Logistic data

Quantity in box: 1
Reference (Order entry): GP561EX1
Ordering code GOC: 01368233
EAN1 (EMEA): 8719018013682
EAN3 (EMEA): 8719018013699



* *1 UVC eliminates 99.9% viruses and bacteria. Tested in independent laboratory for H1N1 virus destruction rate of 99.9%, according to National Health Ministry of China, Technical Standard For Disinfection 2002.

* *2 Tested according to GB15981-1995 at an independent laboratory on bacteria destruction rate. Captures 0.004 µm fine particles.

* *3 Tested filter's particle 1 pass removal efficiency at IUTA lab in Germany in 2020: sizes of viruses and bacteria published in the World Health Organization (WHO) in 2008 Microbiological Risk Assessment Report.

* *4 Tested at an independent laboratory according to QB/T2761-2006 standard, HESA material without active airflow, on gas removal rate over 24 h. Capacity comparing to the common activate carbon material with the same weight. Benchmarking test conducted at internal test lab.