



**New Philips GoPure Style GP5611 car air purifier**  
*Eliminates over 99.9% of airborne bacteria and viruses*  
*with powerful UV-C light*

**Suresnes, France – May 17<sup>st</sup>, 2021** – The Covid pandemic has brought special attention to the issues of air purity and respiratory illness. Our filter systems are designed to filter particles even smaller than viruses.<sup>1</sup> The compact and stylish GoPure GP5611 helps to reduce the risk of airborne transmission of coronavirus and human influenza. In the shortest amount of time, it captures and safely eliminates 99.99% of microbes with UV-C light.<sup>2</sup> Equipped with three advanced technologies – UV-C LEDs, HESAMax cartridge and SaniFilter Plus – it captures toxic chemicals and quickly eliminates harmful bacteria and viruses, so car passengers breathe purified air.

**Ultra-violet light has long been used as a sterilizer**

UV-C light, normally absorbed by the atmosphere, has a short, more energetic wavelength that can destroy genetic material. This light damages the molecular bonds that hold DNA together, so it is highly effective at eliminating bacteria and viruses.

For decades, UV-C light has been used for sterilization in hospitals, transportation, factories and more. It is also a vital part of the process of sanitizing drinking water. Now, it is being used to clean the air inside cars.

*“The effective air purification system of the GoPure GP5611 uses ultra-violet light and advanced filters to eliminate 99.99% of dangerous viruses and bacteria within minutes so car journeys can be safer as part of a plan to protect your family,”*<sup>3 4</sup> said Mark Bülow, EMEA Senior Product Manager at Lumileds.

**Harnessing the microbe-eliminating power of UV-C light**

As bacteria and viruses pass through the Philips GoPure GP5611 and are captured in its HEPA filter, they are blasted with UV-C light. This intense beam penetrates and disrupts the DNA and

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<sup>1</sup> Tested SaniFilter Plus on particle 1-pass removal efficiency at IUTA laboratory in Germany in 2020; sizes of viruses and bacteria published in the World Health Organization (WHO) in 2008 Microbiological Risk Assessment Report are larger than 0.004µm. Depending on usage environment, the actual product performance may deviate from test reports.

<sup>2</sup> Tested on Sars-CoV-2 (COVID-19 causing virus) in KR Biotech Lab in 2020 by applying UV light generated in the UV-C LED module (ULM3) onto the virus in a petri dish, it showed “99.683%, 99.990% and 99.993% virucidal effect for 5, 10, 30 minutes respectively at a distance of 2cm.” The UV light was tested independently from the air purifier. Performance can be influenced by the environment it is used in. The UV light inside the GoPure car air purifier acts on the viruses trapped by the filter. An air purifier by itself does not protect against Covid-19, but can be part of a plan to protect your family and yourself (US Environmental Protection Agency).

<sup>3</sup> Id. (2)

<sup>4</sup> An air purifier by itself does not protect against Covid-19, but can be part of a plan to protect your family and yourself (US Environmental Protection Agency).



RNA of microbes, preventing them from being able to replicate. The result? Over 99.99% of viruses are eliminated<sup>5</sup>. To protect users from exposure to UV-C light, the process occurs securely inside the device<sup>6</sup>.

Traditional UV lamps that do not use LEDs can take longer to eliminate microbes, which is not that useful for short car journeys. Because the Philips GoPure 5611 removes bacteria and viruses within minutes, passengers can breathe safe air on every trip.

*“With the ongoing threat of the coronavirus, people are worried about being in the confined space of a vehicle. Because the Philips GoPure GP5611 eliminates bacteria and viruses, car journeys of families and those that drive for living, can be safer again as part of a protection plan.”*<sup>7</sup> <sup>8</sup>added Bülow.

### **HESAMax cartridge removes harmful chemicals from the air**

The Philips GoPure GP5611 is fitted with a dual-power HESAMax cartridge, designed to remove chemicals and odors from the car, including formaldehyde, toluene, and TVOCs. Containing two types of HESA material, this cartridge neutralizes even small molecule chemicals at a very high efficiency.<sup>9</sup> The white beads contain an active protein enzyme, which draws formaldehyde from the air, breaking it down and safely locking it up in the cartridge. Made of premium carbon that improves absorption efficiency and capacity, the black de-odor beads actively absorb unpleasant smells.

These materials allow the filter to attract harmful particles, without the need for an active flow of air. So, the HESAMax cartridge works 24/7, even when the device is switched off. When it is switched on and has an active airflow, the purification speed is improved.

### **Fitted with the antimicrobial SaniFilter Plus**

As well as the UV-C elimination of germs, the Philips GoPure GP5611 is also fitted with the advanced SaniFilter Plus. This filter has a special antimicrobial layer that inhibits the growth of micro-organisms and other airborne contaminants. This stops microbes recirculating through the air and reduces the likelihood of any bacteria or respiratory viruses spreading.

Most filters cannot capture bacteria and virus particles, which are much smaller than exhaust fumes like nitrous oxide. The SaniFilter Plus effectively captures 99.9% of ultra-fine particles floating in the air in a car, as small as 0.004 µm, including viruses and bacteria.<sup>10</sup>

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<sup>5</sup> Id. (2)

<sup>6</sup> Independent testing of the device demonstrated zero leakage.

<sup>7</sup> An air purifier by itself does not protect against Covid-19, but can be part of a plan to protect your family and yourself (US Environmental Protection Agency).

<sup>8</sup> Id. (2)

<sup>9</sup> Tested at an independent laboratory according to QB/T2761-2006 standard, HESA material without active airflow, on gas removal rate over 24h. Capacity compared to the common activate carbon material of the same weight. Benchmarking test conducted at an internal test lab.

<sup>10</sup> Id. (1)



### **Style series: well designed, works automatically and is easy to maintain**

Drivers need to concentrate on the road, so the Philips GoPure GP5611 works automatically, turning on and off with the engine ignition. It is also very easy to install. The device plugs into the car's power supply via any USB outlet and is designed to fit standard cup holders.

It also requires little maintenance. The LEDs that create the UV-C light beam last much longer than traditional UV bulbs. The HESAMax cartridge absorbs 30x more chemicals than traditional carbon bags, so the filter lasts much longer.<sup>11</sup> The easy to replace SaniFilter Plus only needs changing about once a year.

Drivers also buy the Philips GoPure GP5611 for another reason: it looks great in their car!

To find out more: [philips.com/gopure](http://philips.com/gopure)

### **Glossary**

**µm:** micrometer,  $1 \times 10^{-6}$  meter, or one millionth of a meter

**DNA:** deoxyribonucleic acid, the molecule that contains the genetic code of organisms

**HEPA:** High Efficiency Particulate Air

**HESA:** High Efficiency Sorbent Agent

**LED:** Light-Emitting Diode

**RNA:** RiboNucleic Acid, a polymeric molecule essential in various biological roles the in coding, decoding, regulation and expression of genes.

**TVOCs:** Toxic Volatile Organic Compounds

**USB:** Universal Serial Bus

**UV-C:** Ultra-Violet light with wavelengths between 200 and 280 nanometers

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To learn more about our portfolio of lighting solutions, visit [lumileds.com](http://lumileds.com).

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<sup>11</sup> Id. (1)



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