



# New ways to air for allergy sufferers

Jonna's success story was also picked up by the Danish weekly magazine *Familie Journalen*, which visited and interviewed her in her own home. – It was an exciting experience. They were quite amazed to hear that it was actually a smoker's home because they could not smell the smoke. The same goes for our friends and, best of all, our children. I have recommended the machine to an acquaintance whose wife suffers from a bad cough, and they have also benefited greatly from it.

**For a long time, the Dane Jonna Nielsen has had problems with both allergies and COPD, but being presented for a Danish-produced air purifier at the hairdresser changed her life. Now she feels like a whole new person.**

It's been almost a year since Jonna Nielsen found the solution to her health problems. She suffered with severe coughs caused by COPD and allergic reactions to dust mites and mould in her home. But a visit to the hairdresser changed her life. – My hairdresser had an air purifier called Jimco MAC 500 standing in her shop, and she told me that it had solved all their indoor air problems caused by hair products.

Jonna was sceptical at first, but after having seen how the machine had helped others with breathing problems and asthma, she decided to purchase a Jimco air cleaner herself. – It is simply amazing. I can feel the difference as soon as I step outside the door. When I visit other places, I feel heavy in my head because I'm so used to the air being completely clean.

## Indoor climate is crucial

Initial scepticism as with Jonna is sometimes a challenge for the people behind Jimco air purifiers. However, Kirsten Larsen from the dealer AIR TECH in Kolding says that retail customers are becoming more receptive to the product after Jimco has been awarded several prizes, and as more and more people are introduced to air purifiers. – Poor indoor air is a serious problem for many people, especially during winter. People with diseases such as COPD and asthma know the frustration of not being able to find a lasting solution. Therefore, we offer a 14 days' return policy for MAC 500. If you are not satisfied, it can be returned without committal. In practice, fewer than one in ten are returned.

The technology behind the air cleaner is based on ozone formation in air by means of UV light. Jimco has patented the method and was awarded the EU Environmental Prize as a result of successful use in Denmark as well as abroad. Kirsten Larsen compares the effect to a

thunderstorm. – If you step out in a field after a lightning strike, you immediately feel the difference in the air. It smells wonderfully and the atmosphere is quite fresh. It happens because of ozone which triggers the lightning when it hits the ground. MAC 500 works on the same principle.

## Wide adoption

Jonna is just one of many satisfied customers of Jimco, whose products are used by thousands of individuals, businesses and institutions worldwide. – The police uses air purifiers in their patrol cars and dog trailers, it helps especially the dogs' sense of smell. Container ships can keep fruits and vegetables fresh for three to four weeks longer than usually as lysine bacteria are eradicated. And we have had great success with children with breathing problems, with asthmatics and the elimination of smoke and odours in nursing homes and psychiatric wards.

Kirsten Larsen adds that the MAC 500 combats infectious bacteria such as influenza and H1N1. In Jonna's case this has meant that she was able to avoid infection at her workplace. – Everyone knows the feeling when several of your colleagues are sick and you think "oh no, now I'm next." But after purchase of the air purifier, this feeling comes to nothing. The MAC 500 does not cure diseases, but it is preventive and protects against the bacteria that create a bad climate. This is where problems arise, she concludes.

*Read more about MAC 500 on [www.jimco.dk](http://www.jimco.dk)*