

Healthy air was the motivation
behind the invention of the
Airwasher over 30 years ago...

venta
AIRWASHER
The Original

Fresh Air. Fresh Start.

venta
MADE IN GERMANY



Alfred Hitzler – President & CEO

„Unique – simple – efficient. These are the factors behind our success. They helped us, the newcomer, beat all the big, established brands. We are now #1 in Europe. Our high growth has helped us become a bestseller in tough mass markets like Japan, the USA and Russia. Roughly 60% of our 'Made in Germany' products are sent abroad. My main concern: Our research and development should be based on our customers' suggestions and desires. After all, it's our customers' trust in the VENTA brand that determines the outcome of this company's future. Our customers should see the Venta Airwasher as a solution to a problem and recommend it to others. I am proud of Venta for clearly reaching this goal. Customer recommendations are the main driving force behind our success.

For this reason, I am convinced that Venta-Luftwäscher GmbH will continue to expand its position as a market leader.“

„The company policies at Venta are consumer-oriented.“

Venta's Guiding Principles

_ Venta products are services. They increase air quality and are oriented entirely on the problems faced by the consumer. This is the sole reason why they are recommended to others.

_ Venta customers are also Venta partners. They are not persuaded in the short run, but convinced in the long run.

_ Venta employees are problem solvers. They consider top Venta quality and the best Venta service to be their own personal matter in every aspect.

"Healthy air was the motivation behind the invention of the Airwasher over 30 years ago. Our user-friendly, low-maintenance, ecological and high-quality products are proven to improve living quality and have made us #1 in Europe and a market leader worldwide."

Venta-Luftwäscher GmbH has developed humidifiers/air purifiers for more than 30 years

Consistency

Venta will tenaciously defend and further expand its position as Europe's #1 and strive to become the worldwide leader in healthy indoor air. Long-standing employees guarantee a maximal transfer of know-how. They stand for the Venta brand's commitment to looking forward. Experienced employees and a strong team spirit are the cornerstones needed to successfully realise our expansion plans.

Ingeniously Simple

All Venta products and services are easy to use, from finding information to consultation to sales and service. This naturally includes the first-time use and operation of the appliances, as well as complication-free post-sale processing. The appliances are robust, long-lasting and have a low-maintenance.

Sustainability

The Venta Airwashers are constructed sustainably. Measures applied to an array of products increase awareness of this issue, for example, when using new materials or manufacturing new products, as well as the packaging types, shapes and materials, which are 100% recyclable. Low power consumption and the steady drive for even better energy efficiency are constantly optimised. Customers can expect a long lifetime and low maintenance when acquiring a Venta product. This is how Venta machines reduce costs in the long run.

- _ **1981:** Founding of
Venta-Luftwäscher GmbH
by the current President & CEO
Alfred Hitzler
- _ **Headquarters:** Weingarten (GER)
- _ **Employees:** 120
- _ **Annual Revenue:** 30 million euros
- _ **Devices sold:** over 2 million
- _ **Subsidiaries:** USA, Switzerland,
Netherlands



The Venta-Luftwäscher GmbH Company

Venta Luftwäscher GmbH is a worldwide leader in the manufacturing of humidifiers and air purifiers for indoor use. The worldwide-patented Venta system for humidifying and purifying air was soon able to attain a market share of roughly 60% in Germany. In a list of the top ten bestselling humidifiers, Venta products ranked 1-5 (source: GfK, Panelmarkt Germany 2010).

The Venta Airwasher has also been successful in Western, Northern and Eastern Europe, as well as in Japan, China and Korea. Strong growth has made the company a best seller in difficult mass markets, such as the USA and Russia. 60% of the „Made in Germany“ products are sold abroad.



LW15
Humidification capacity up to 20m²
Purification capacity up to 10m²



LW25
Humidification capacity up to 40m²
Purification capacity up to 20m²



LW45
Humidification capacity up to 75m²
Purification capacity up to 40m²

Properties:

- > Extremely low power consumption, less than 10 Watt
- > 20% noise reduction when operating at Level 1
- > Automatic switch-off when out of water
- > Reminder when low on water



Products

Venta Airwasher

The Airwasher fulfils two purposes: it humidifies dry air while simultaneously purifying it. Dry indoor air is drawn into the appliance and passes through the disk stacks rotating in water. The air is literally washed. Even the smallest particles up to $10\mu\text{m}$ (10/1000 millimetre) are trapped in the water. At the same time, pure water evaporates on the exchanger surfaces, which is widely recognised as the best method of cold evaporation.

Simple. Healthy. Without filter pads.

Cold evaporation offers decisive advantages. The air is automatically properly humidified. There is no need to worry about over-humidifying or lime deposits and no need for lime cartridges. Aromas and fresheners do not impair the appliance in any way.

The Venta Airwasher is the first appliance to use the principle of humidifying and purifying air for homes and offices without using filter pads. The Venta Airwasher is hygienic, simple to use and easy to clean. The electric components and ventilator can be easily removed for cleaning.



LW80

For rooms up to 300m²

Properties:

> Water level indicator

The Physics of Humidifying

Humidity

Humidity is the proportion of water vapour in the air. There are two kinds of humidity, absolute humidity and relative humidity.

The **absolute humidity** is a measurement for the maximal possible content of water vapour in the air. It is given in grams per cubic meter (g/m^3).

This value depends on the temperature of the air, since warm air can absorb more moisture than cold air can. This is why the maximal air moisture level is higher in the summer than in the winter.

The **relative humidity** (rF) is the ratio of water vapour content to the maximal possible water vapour content. The relative moisture is given as a percentage. When the air is saturated, the relative humidity is therefore 100%.

The following table and figure show how much water (absolute value) can be absorbed by air at various temperatures.

Example:

At 20°C , the air has a maximal water vapour content of $17.3\text{g}/\text{m}^3$.

This means that during the colder times of year in particular, during which there is a major difference between the temperature of the air indoors and outside, water must be actively added to the air. In a room heated to 25°C , the air can absorb $23\text{g}/\text{m}^3$ of water, while 0°C cold air cannot absorb much moisture and only contains $4.84\text{g}/\text{m}^3$ of water. Opening the windows during the colder times of year makes the air inside even drier, since the cold air from outside hardly contains any water and requires more moisture once it has been heated.

The Effects of Dry Air

– Dry heater air causes dry mucous membranes. Bacteria and viruses cannot be trapped and the danger of infection, catching cold and of allergic respiratory disease increases.

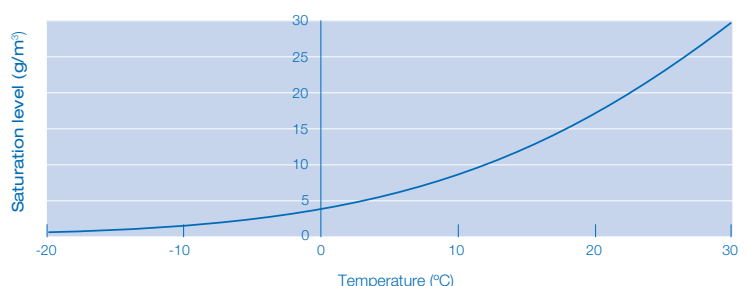
– Breathing dry air is harder on the lungs and makes it more difficult for oxygen to enter the blood. Symptoms can include tiredness, headache and reduced concentration.

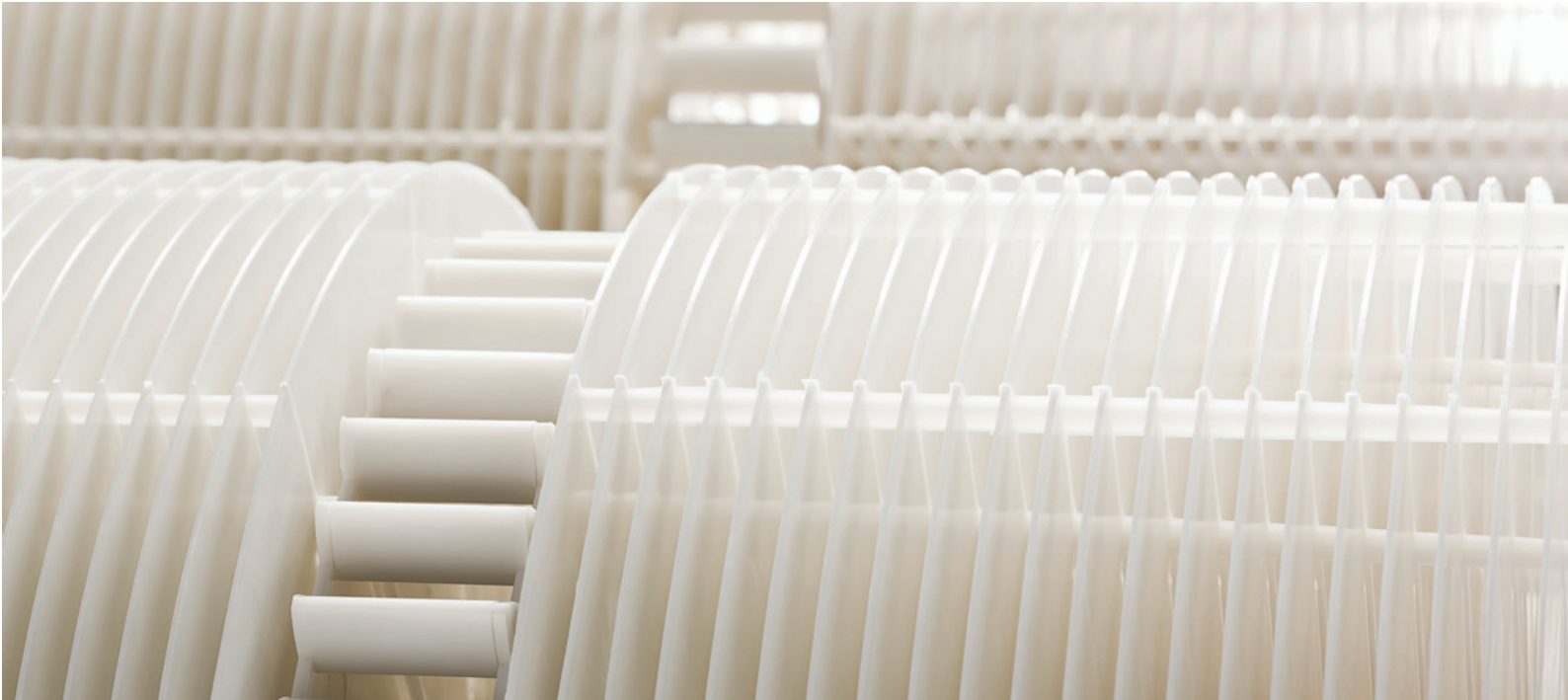
– Wood furniture, parquet floors and musical instruments can crack when exposed to dry air.

– The indoor air can contain millions of fine particles invisible to the naked eye. Dust also rises in dry air.

A heated 30 m^2 room needs approximately 5 litres of water per day to have the medically-recommended humidity level. Water bowls on heaters are much too small and unhygienic. There are various humidifying systems for humidifying the air to the optimal level.

$^\circ\text{C}$ \ rF	40%	45%	50%	55%	60%	65%	70%	75%	80%	85%	90%	95%	100%
-5 °C	1.30	1.46	1.62	1.78	1.94	2.21	2.27	2.43	2.59	2.75	2.92	3.09	3.24
0 °C	1.94	2.18	2.42	2.66	2.90	3.14	3.39	3.63	3.87	4.11	4.36	4.60	4.84
+5 °C	2.72	3.06	3.40	3.74	4.08	4.42	4.76	5.10	5.44	5.78	6.12	6.46	6.80
+10 °C	3.76	4.23	4.70	5.17	5.64	6.11	6.58	7.05	7.52	7.99	8.46	8.93	9.40
+15 °C	5.12	5.76	6.40	7.04	7.68	8.32	8.90	9.60	10.24	10.88	11.52	12.26	12.80
+20 °C	6.92	7.79	8.65	9.52	10.38	11.25	12.11	12.98	13.84	14.70	15.57	16.44	17.30
+25 °C	9.20	10.35	11.50	12.65	13.80	14.95	16.10	17.25	18.40	19.55	20.70	21.85	23.00
+30 °C	12.12	13.64	15.15	16.66	18.18	19.70	21.21	22.73	24.24	25.76	27.27	28.80	30.30





Systems

Steam Humidifier

Water is heated and steam is emitted into the room.

Advantages:

- _ High humidification capacity
- _ Germ-free operation

Disadvantages:

- _ Very high power consumption
- _ Hot steam is emitted (risk of scalding)

Ultrasonic Humidifier

High-frequency vibrations turn water into micro-fine mist dispensed with a fan.

Advantages:

- _ High humidification capacity
- _ Very quiet
- _ Humidity can be set on the device
- _ Choice between warm and cold mist

Disadvantages:

- _ Water-softening cartridges must be replaced often depending on water hardness
- _ Release of lime possible, white dust in the room
- _ Ultrasonic vibrator must be cleaned with a brush regularly to prevent decreased performance
- _ Devices without a humidity regulator can over-humidify

Evaporator With Filter Pads

The filter pads soak up water; air then passes through the pads for humidification.

Advantages:

- _ Purifies air
- _ Over-humidifying is almost impossible

Disadvantages:

- _ Filter pads must be replaced regularly
- _ Very unhygienic

Cold Evaporator Without Filter Pads (Airwasher)

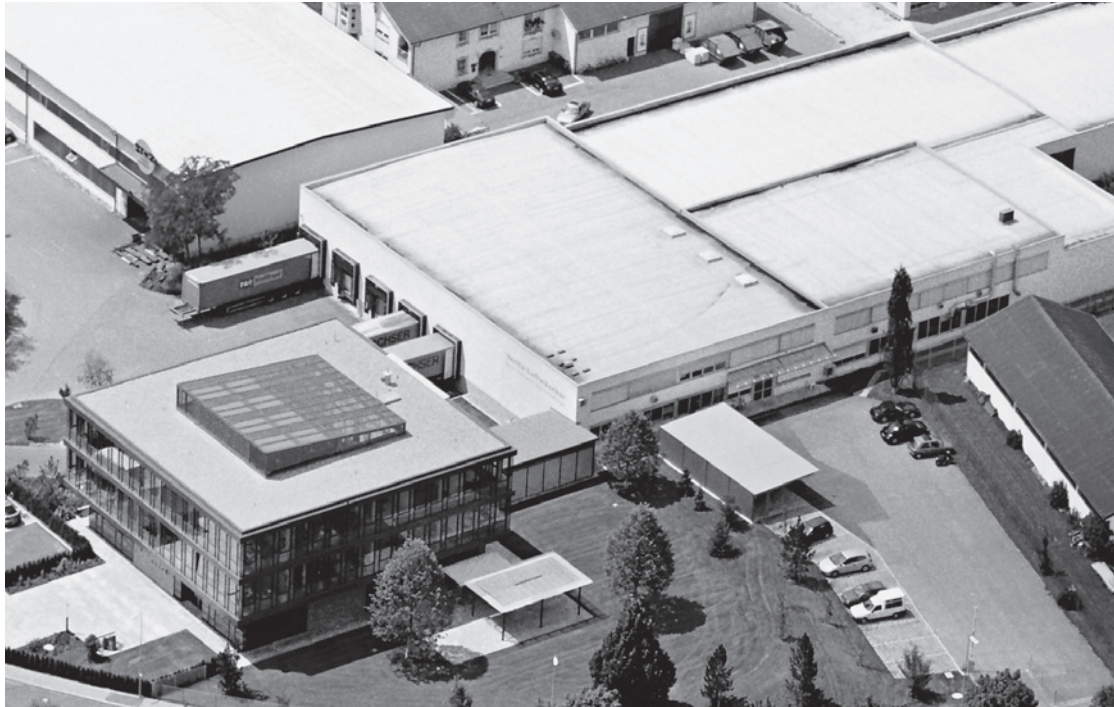
The air is optimally humidified and purified. No filter pads are needed. Dry indoor air is drawn into the appliance and passes through the disk stacks rotating in water. The air is purified and pure water evaporates.

Advantages:

- _ No filter pads
- _ High humidification capacity
- _ Hygienic and low-maintenance
- _ No over-humidifying
- _ Purifies air

Disadvantages:

- _ Higher procurement costs



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