

## PRESS RELEASE

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For immediate release



### EDANA IS PLEASED TO ANNOUNCE THE WINNER OF THE FILTREX INNOVATION AWARD 2017

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**6<sup>th</sup> APRIL, 2017 – Geneva, Switzerland –** The first ever FILTREX Innovation Award was won yesterday evening by Freudenberg Filtration Technologies. Votes were submitted confidentially by industry professionals attending FILTREX™ Europe, the leading nonwovens filter media conference and tabletop exhibition, being held in Geneva on the 5<sup>th</sup> and 6<sup>th</sup> April 2017 in conjunction with INDEX™17.

The FILTREX™ Innovation Award recognize the efforts of all manufacturers of nonwoven based filtration products/elements and celebrate their continuous efforts for excellence and innovation. The occasion marks the first time the sector has officially recognized innovation in the filtration industry.

The five nominees each presented a 10-minute showcase of their innovation during the FILTREX™ conference. Freudenberg were then announced as winners at an award ceremony at the Château des Bois, Geneva, where they received a specially commissioned trophy featuring an artist's view of a filter media performance. It was noted at the event that the award carried significant merit as it was voted for exclusively by industry peers.

Freudenberg were honoured for their brand new *micronAir® blue filter*. The filter is a highly efficient four-layer particle filter that features a patented two layered filter media focusing on PM 10 and PM 2.5 particles as well as a combi-filter that protects against harmful gases and an anti-allergen filter layer. The new product, to be used principally in cars, eliminates almost 100% of occurring allergens and protects against microorganisms such as bacteria and fungal spores.

Freudenberg's Alexander Oelsner stated "There is immense pride in this achievement. I hope this initiative will further innovation and collaboration across our industry. Together we can achieve so much."

**Award nominees, in alphabetic order, were as follows:**

- Ahlstrom Tampere  
Ahlstrom Statguard™: A filter media suitable for bag filters that reduce the explosion risk, because of added conductive properties.
- Europlasma  
Nanofics®: A high-tech finishing process which improves filter performance but reduces the consumption of energy and chemicals in manufacturing.
- Freudenberg Filtration Technologies  
microAir® blue: A cabin air filter consisting of four filter layers for total protection against air pollution, including allergens.
- Johns Manville  
A 3-layer hybrid filter media for the production of bag filters
- Sandler  
sawasscreen® enAIRsave®: A new pocket filter media with improved energy efficiency.



## About EDANA

EDANA serves more than 250 companies across 36 countries in the nonwovens and related industries, helping its members to design their future. The association's mission is to create the foundation for sustainable growth of the nonwovens and related industries through active promotion, education and dialogue. Information about upcoming events can be found at [www.edana.org](http://www.edana.org)

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