

## Brio Description

### PRODUCT DESCRIPTION for Brio, the Innovative Air Purifier

#### POINTS TO INCLUDE:

- Name
- Indoor Air Purification
- A new standard
- An innovative alternative to HEPA
- Patented Advanced Particle Removal Technology captures pollutants without reducing airflow or effectiveness
- Designed by air purification experts and scientists at the University of Washington
- Electrostatic technology charges particles and draws them out of the airflow instead of clogging a filter: No performance drop off
- CADR stays high over the APART collection cartridge life
- Fan works efficiently for low energy use and quiet operation
- Low maintenance, low cost to own due to long-life disposable cartridge and energy star certification
- Safe: Catalytic Ozone Filter; CARB certified; Reduces excess ozone indoors
- Sophisticated, contemporary style and compact footprint match the innovation inside

#### SHORT (35 words):

Brio sets a new standard for indoor air purification. An innovative alternative to HEPA-style filtration, Brio captures pollutants without reducing airflow or effectiveness over time. Better indoor air quality that's quiet, safe, has no performance drop off—that's Brio.

#### MEDIUM (75 Words):

Brio sets a new standard for indoor air purification with patented Advanced Particle Removal Technology. An innovative alternative to HEPA-style filtration, Brio captures pollutants without reducing airflow or effectiveness. Designed by air quality experts at the University of Washington, Brio's electrostatic technology charges particles and draws them out of the airflow for a cascade of benefits: constant effectiveness, low maintenance, and low energy use.

Better indoor air quality, quietly, safely, effectively—that's Brio.

#### LONG (125 Words):

Brio sets a new standard for indoor air purification with patented Advanced Particle Removal Technology. An innovative alternative to HEPA-style filtration, Brio removes and traps pollutants without reducing airflow or effectiveness. Designed by air quality experts at the University of Washington, Brio's electrostatic technology charges particles and draws them out of the airflow instead of clogging a filter, so performance stays high. Brio's long-life, disposable cartridges eliminate maintenance and keep the cost to own low. It's safe, too, reducing excess ozone levels in the room. Since it will be integral to your life, we designed Brio with a contemporary style and compact footprint to match the innovation inside.

Better indoor air quality by design—that's Brio.

The Brio Customer	Consumers seeking better indoor air quality
<p>Our audience is primarily consumers, homeowners, and small businesses interested in creating a safer, cleaner indoor environment, both at home and in workspaces. Some may have health concerns or pain points (wildfires, asthma) but most are wellness-focused, aware of basic IAQ issues and with a desire to remedy/prevent the health consequences of poor IAQ. Lessening the dangers of Covid-19 and general virus concerns are also a purchase driver. They are willing to pay for the product with the best price/value relationship in a confusing market and an increasingly dangerous world.</p> <p>They look for:</p> <p><b>Information:</b> Educational, fact-driven and confirmed by industry bodies, outside testing. They want to learn something but not everything. They want numbers and easy comparisons.</p> <p><b>Reassurance:</b> Proof that it works; is a better option; is solving their problem; is safe; is from a company that is reputable, and cares about their needs.</p> <p><b>Clarity:</b> Seeking a clear answer and the real differences between competing products and technologies.</p> <p><b>Guidance:</b> To be told what to buy from a trusted source.</p>	

### Content Style Guide

Say this...	Instead of this...
Agentis Air (always complete name)	Agentis
Agentis Air (skip LLC except for legal documents)	Agentis Air LLC
Brio™ (tm first use)	Brio
APART™ (tm first use) (all caps)	Apart, apart
APART™ technology Advanced Particle Removal Technology (APART)	APAR technology
Brio is a portable air purifier (portable is an adjective, not part of name)	Brio Portable Air Purifier
Brio Air Purifier	Brio Portable Air Purifier (portable isn't in the name)
Brio Air Purifier	Brio Air Cleaner (not interchangeable in name; use Purifier)