



**briiv**

**Breathe in. Briiv out.**  
The most sustainable  
air filter on Earth.

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1.0

# The Mission

To improve people's lives through the design and manufacture of sustainable products.

# Certified

Briiv has been recognised as an Efficient Solution by The Solar Impulse Foundation.

This award is given to products, services, and/or processes that combine credible environmental and economic performance, while outperforming the mainstream options.

As a certified B Corporation, Five Create is now recognised internationally as a leader in the global movement for an inclusive, equitable, and regenerative economy.

Five Create's focus on redesigning and re-engineering consumer goods to be more sustainable is recognised as the foundation upon which their certification is built.



2.0

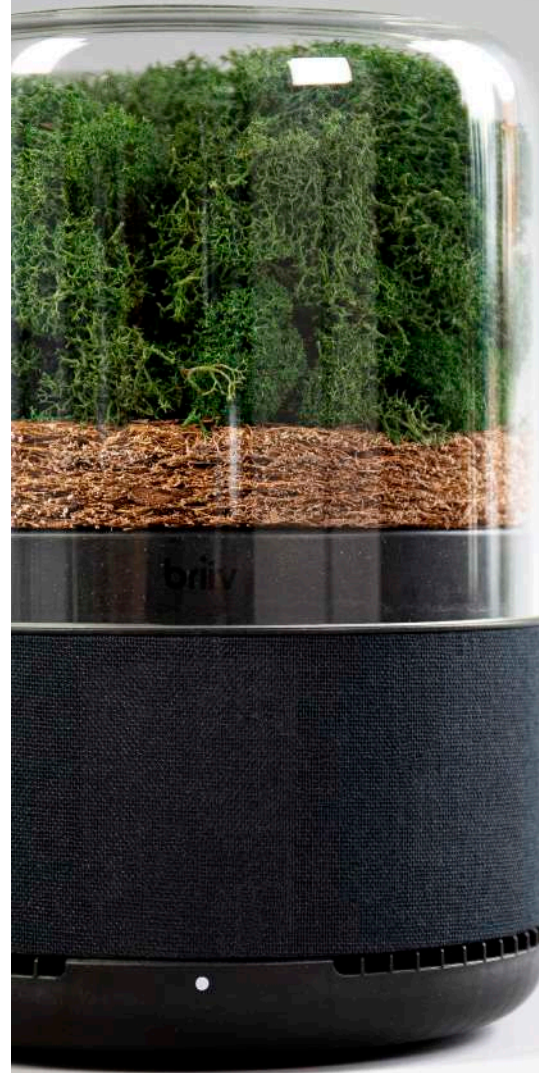
# About Briiv

# Award Winning

Briiv has been awarded both a Red Dot design award and a gold A' design award.

The Red Dot is among the most prestigious design awards in the world. A specially selected jury decides from a short-list of over 5,000 entries to qualify a select chosen few to be worthy of bearing their mark of excellence.

The A' Design & Competition is regarded as one of the industries foremost certification bodies. As part of their criteria, they recognise excellent design, and also consider the wider cultural and social impact of submissions.



reddot winner 2021



# Power of Plants

Briiv uses 90% renewable and natural materials to filter the air in your home or office environment, creating clean, safe air so you can breathe, as nature intended.

Good air quality means better sleep, higher energy levels and improved cognitive function.

Briiv is as powerful as 3,043 medium size house plants.



3.0

# Product Features



# Features



Low Cost  
Filters



Multiple Speed  
Modes



Built for the  
Circular economy



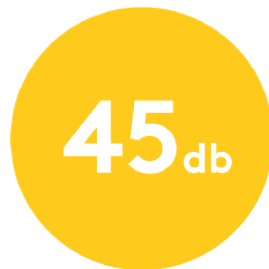
WiFi Enabled  
Smartphone  
Compatible



Cleanse Mode



51 CFM of air  
(Cubic feet per min)



Quiet  
45db at 1m



Pet Friendly

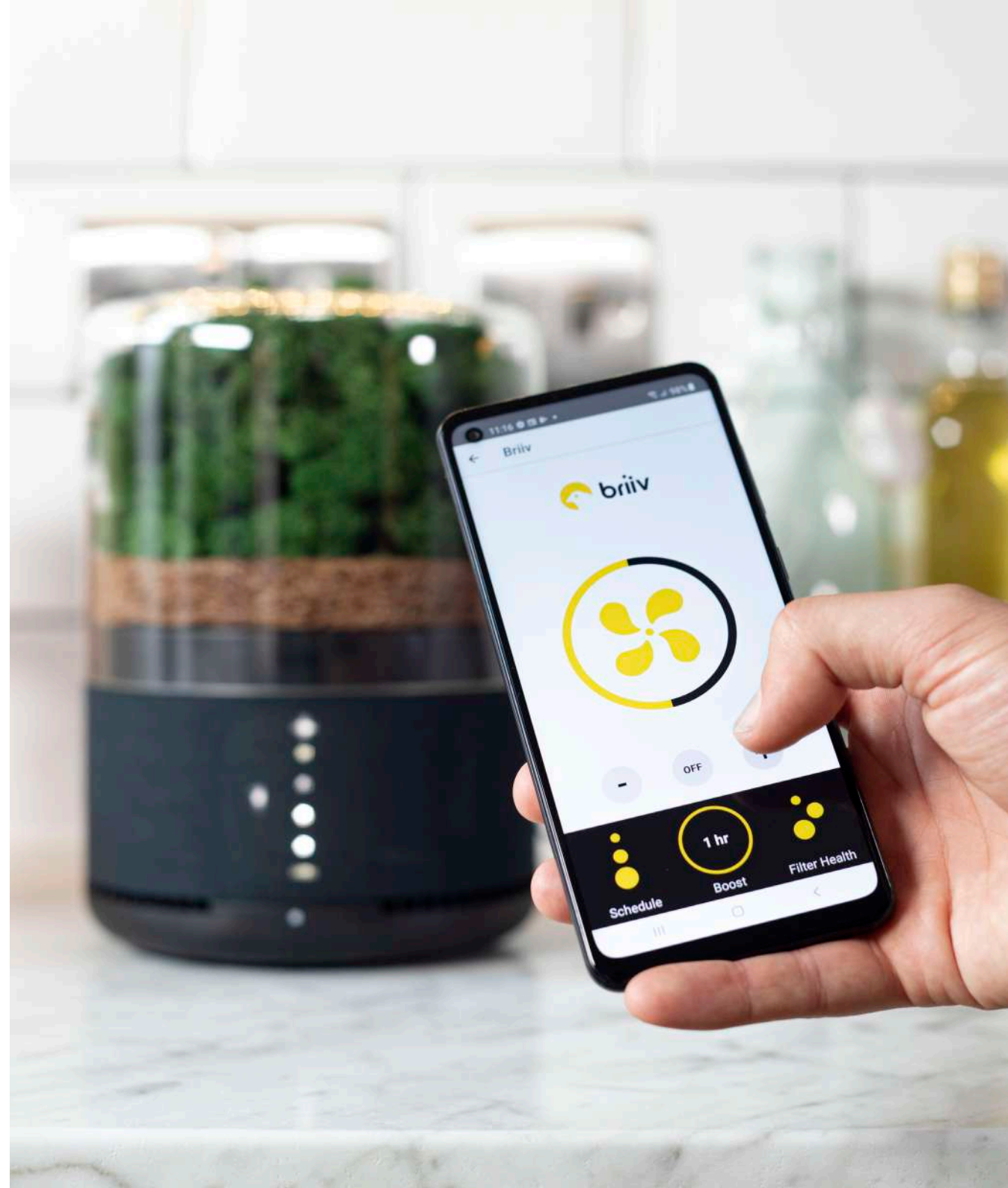


Low cost  
Energy saving  
5V

# Connected

The Briiv app is available for android and iOS devices. The app allows users to remotely control the Briiv unit through the Wifi network with high level hard wired encryption meaning the device is 100% secure.

The app also allows users to schedule Briiv to automate the on and off times, monitor the filter health and order replacement filters.



4.0

# The Filters

# Three Stage Filter

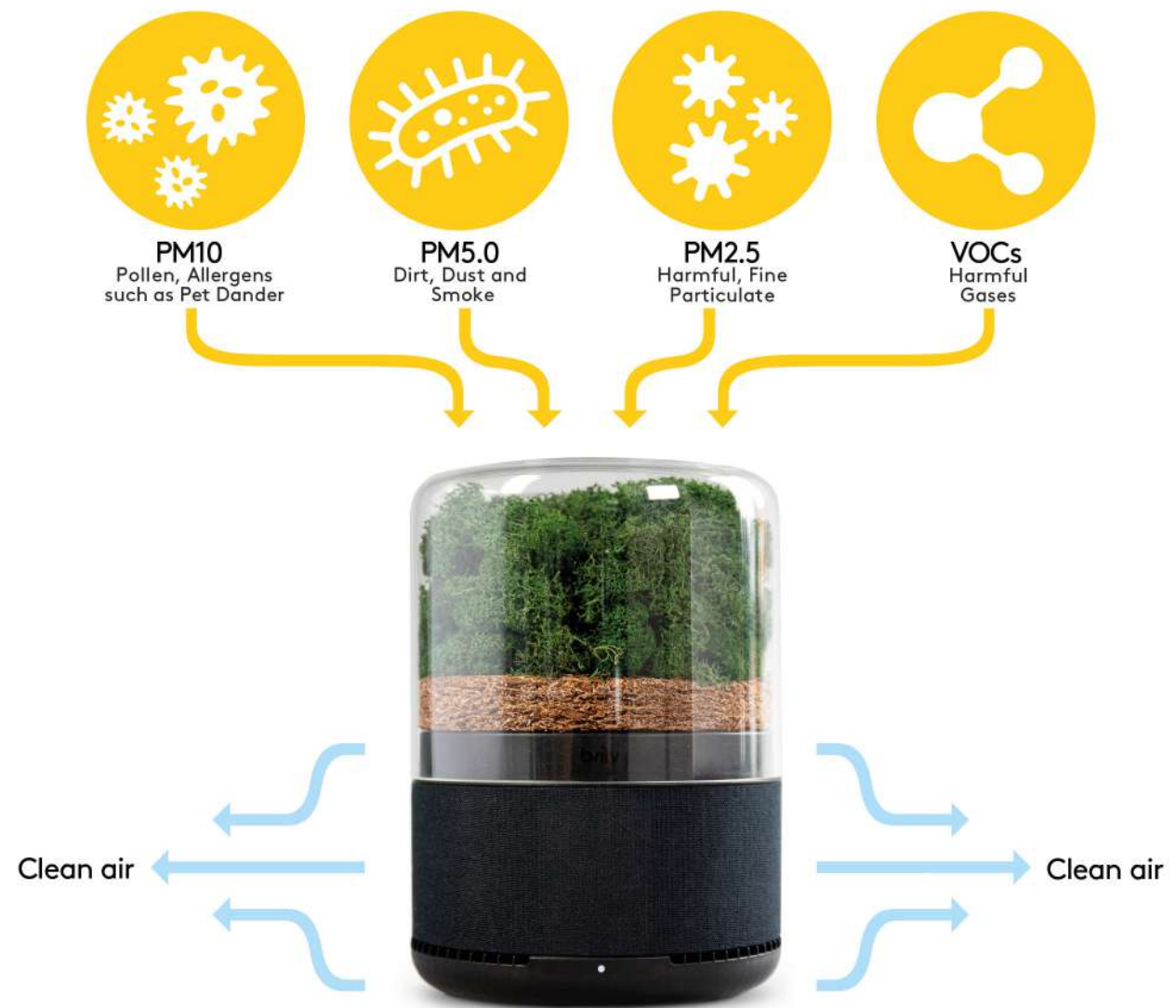
**Moss. Coconut. Nanomatrix.**

**Moss** – The first filter is naturally grown, ethically harvested reindeer moss. This layer will remove PM10 sized particles like pollen and other allergens such as pet dander from the air.

**Coconut** – Taken from waste coconut husk and re-purposed into a fantastic filtration fibre, this dense mesh targets PM5 sized particles including dirt, dust, and smoke.

**Nano Matrix** – Created bespoke for the Briiv Air Filter, this filter contains activated carbon and can trap matter down to the PM2.5 range including fine particles and VOC's.

Our filters, using a nano-scale mesh, capture much finer particles with increased efficiency. Briiv will improve the air quality in a 36m<sup>2</sup> (387ft<sup>2</sup>) living space in just one hour.



5.0

# Science

# What is Clean Air?

Everything we do emits pollutants, dust and allergens. Humans were not designed to remove the level of dust in the modern world. Briiv removes these contaminants.

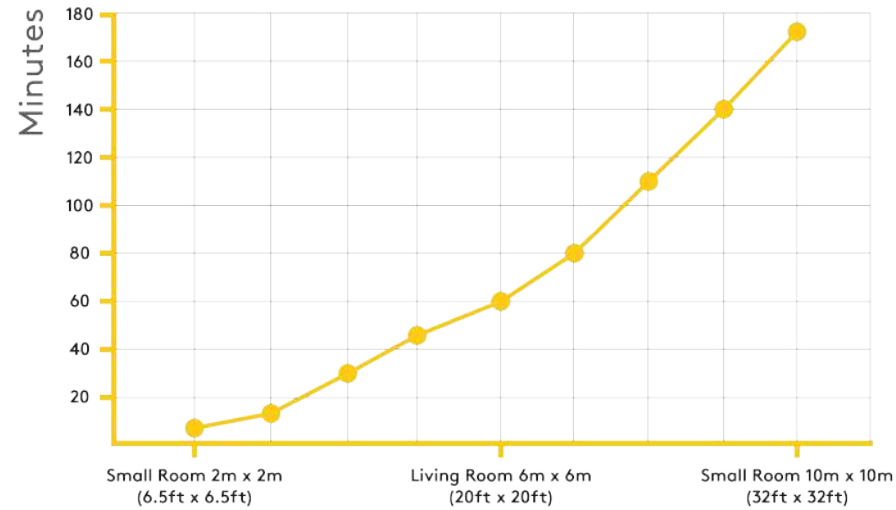


# Testing

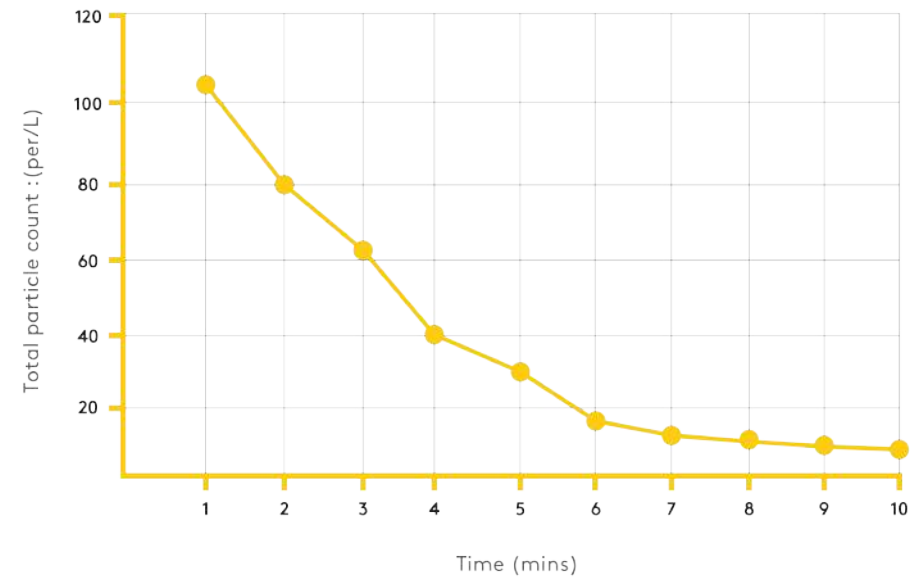
The graph shows the reduction in a 1 cubic meter test chamber over 10 mins with an initial low volume of fine PM2.5 fine particulate. (A similar but slightly larger version of the smoke video above.)

Briiv will effectively improve the air quality in a 36m<sup>2</sup> (387ft<sup>2</sup>) living space in just one hour.

# briiv efficiency



Number of particles: (per/L) 1m<sup>3</sup> sealed unit low particle volume



6.0

# Sustainability



# Sustainability

## Long lasting design:

The design is physically robust and made from durable materials that don't compromise on performance yet are still sustainable and recyclable.

## Re-usability and recyclability:

Most of Briiv's components can be composted or recycled; our packaging is formed from recycled material, our filtration elements are either naturally occurring (moss and coconut) or sustainably sourced and the bioplastic housing is biodegradable.



# Packaging

Briiv is ethically packaged with sustainable plastic-free packaging and has been thoroughly designed to withstand the rigours of the postal services and international shipping.

We focus on plastic free alternatives that can withstand online retail environment and display options for the retail environment.

## **Briiv's packaged dimensions:**

Diameter 206mm

Height 265mm



# Our Commitment

We are a carbon neutral company and commit to this via the purchase of carbon credits and reduction of carbon emissions across the board.

We plant one tree for every product sold through our website.

We eliminate design obsolescence by designing products to last as long as possible without being outdated or engineered to fail after a set amount of usage hours.

We commit to upholding a circular mentality, pledging to help repair and maintain products as long as they are in use and we are able to do so.

We pledge to be animal friendly, either by removing animal-based products or ensuring that textiles come from certified sources where animals are well cared for.



7.0

# Product Specification

# Product Specification

Maximal surface area covered in m<sup>2</sup>: 36m<sup>2</sup>

Clean air flow in cubic feet per min: 51 CFM

Maximum noise level in Db: 45db

Voltage: Input AC 100-240v, 50/60 Hz, 0.4A  
Output 5.0V DC 1.5A

WiFi connectivity: 2.4GHz-2.5GHz frequency

USB adaptor: Micro USB

Power Options: USB cable included

Device connectivity: Apple, and Android device approved.

Internal batteries: No

Country of manufacture: UK



5V 1A Supply  
Regional Plug



1.5m (5ft)  
USB Cable

# Compliance

- UKCA Compliant
- CE Marked
- EPA Regulated
- KC Marked
- Suppliers rigorously checked
- RoHS compliant
- EMI Compliant
- Low Voltage Directive Compliant
- WEEE regulated
- Telec Certified
- Conforms to Testing standard EN1822-5:2009



8.0

# Social Support

# What Customers Say

Hundreds of positive customer reviews have formed an engaged community online.

*"Love my Briiv! It looks so cool and works great. It's quite enough that I keep it next to my bed and use it every night."*

*"We've got 6 of these little babies dotted around the house and we absolutely love them! Everyone that comes round asks what they are and always think they are so cool and wants one. They look lush and do such an awesome job :) they have multiple modes and also an hour setting which is really handy. Would definitely recommend!"*

*"Amazingly pretty air purifier that fits perfectly with the room decorations. It barely makes any noise in the lowest mode so it does not annoy if it's on while sleeping. It also helped with spring allergies maintaining better quality air in the room."*

*"Looks great, sounds nice and quiet, easy to set up a schedule for purifying after cooking. Overall, great product!"*





# Influencers

We have worked with some award winning influencers.

Here's what they have to say:

*"I love the modern design combined with its natural elements and it's comforting to know we're benefitting from the 'countryside quality air' even though we live in a big town."* - Kel Harmer, Oh So Kel

*"I've been using my Briiv for a while now and I can feel the difference in a room when it has been on. The modern design blends in with the other contemporary decorative objects that feature throughout my home."* - Melanie Lissack, Melanie Lissack Interiors

*"I've been using ours for around a month or so now and it's such a valuable addition to our home. Quite possibly one of the most delightful pieces of technology I've seen."* - Lins Drabwell, Boo & Maddie



# Media

Featured in the main stream media, and reviewed by industry experts, here is what they have to say:

**E L L E**  
DECORATION

*"Pleasingly green"*

**WIRED**

*"Briiv is a beautifully different domestic air purifier"*

**FINANCIAL TIMES**

*"Merely glancing at it makes me feel healthier"*

**Forbes**

*"One of Indiegogo's most popular greentech campaigns"*

**design** WEEK

*"House plants without the hassle"*

**Livingetc**

*"A simply brilliant new air purifier"*



9.0

# Product Support

# We Care

Our dedicated in house team of customer service experts are on hand to help your customers set up their devices and help with any questions, so you can get on with running your business.



# Image Libraries & Sales Media

With ongoing support from our in-house content team, we generate on trend image and video assets for you to use, as well as access to our existing assets.



10.0

# Our Story

# How We Started

Founded in 2019 through a hugely successful Indiegogo campaign, we funded the creation of the original Briiv air purifier.

We built a product around what people want and what the planet needs.

Our decades of experience in the design field have allowed us to create iconic designs that are loved by our customers.



# 11.0 Pricing



# How Briiv Is Made

Every Briiv uses cutting edge materials that others in the market are yet to utilise.

Each one is assembled in the UK by a small skilled team of people.



# Investing In A New Way Of Doing Things

We use new and innovative materials that are carefully sourced to avoid harming the environment, but also to avoid using conventional plastics.

The use of these materials means we have developed new production methods to make Briiv successful.





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