



Press release

IFA 2022: PHONESOAP AIRSOAP PRODUCT INTRODUCTION, THE INNOVATIVE AIR CLEANER

Almere, August 30, 2022 - Traditionally, the arrival of autumn also heralds the arrival of roaming viruses. Health experts expect a resurgence of the Corona pandemic and to contain it, ventilation is essential. To guarantee fresh, clean and virus-free air indoors PhoneSoap introduces the AirSoap. This innovative air purifier uses Electric Wind™ technology that eliminates 99.99% of airborne viruses. Come autumn it is good to be prepared, so even tiny particles of 14 nanometers - for comparison, the coronavirus measures around 100nm - do not escape removal. And all that without a HEPA filter, using an inexpensive, environmentally friendly and reusable alternative instead.

Filter your way

Good ventilation is important in any indoor environment, the world has become more aware of this than ever because of the coronavirus. Not just viruses, also fine dust, pollen and other small particles floating around can have a major impact on human health. AirSoap filters them all out effortlessly.

Regular air purifiers use HEPA filters, which can remove particles of 300nm and larger from airstreams. Where HEPA filters must be replaced regularly AirSoap works differently. Using groundbreaking new technology, a high-energy plasma field is created that kills 99.99% of viruses. Particles as small as 14nm are filtered from the air and eliminated. To do this, the air purifier uses graphene collection plates that are washable and reusable. Good for your health, your wallet and the planet.

Fresh air of the highest level

Jan Boers, CEO of PhoneSoap distributor IDCP, about the new product introduction: "Ventilation is incredibly important, especially in the months when we spend a lot of time indoors. But when it's cold and bleak outside, we understandably prefer to keep the windows closed. An air purifier offers a solution, especially during the colder months of the year. AirSoap provides clean air of the highest level - fine dust, viruses and other extremely small particles are filtered out in no time. The device is whisper quiet and uses very little energy, which of course is an important fact in this day and age. Creating a clean and healthy living or working environment has never been so effective!"

Price and availability

The AirSoap air purifier is available now at selected European stores and online for the recommended retail price of €475 including VAT. It will be on display in the Phonesoap booth 215 in Hall 3.2 hosted by PhoneSoap distributor IDCP.

About PhoneSoap

PhoneSoap is the brand behind AirSoap and is known for its UV-C based disinfecting products. IDCP is responsible for the representation of PhoneSoap and AirSoap in Europe.

About IDCP

IDCP is an importer and distributor of electronics and computer products, specializing in innovative solutions for mobility, security, connectivity and productivity. The company works closely with suppliers worldwide to bring surprising and relevant products to Europe. For more information, see also www.idcp.eu and www.phonesoap.eu.

Note to editors

Download AirSoap Images [1](#) | [2](#) | [3](#)

For more information, imagery and/or questions, please contact:

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