

MODEL NAME:

Dyson Pure Hot+Cool™ purifying fan heater

PRODUCT CODE:

248812-01

Instore ticket and catalogue copy

COLOUR:

Black/Nickel

PRODUCT DESCRIPTION:

3-in-1: purifier, fan and fan heater with connectivity

RRP:

\$899*

* Price is at the sole discretion of the retailer, actual prices may vary.

MANDATORY FEATURES:

- Dyson's latest purifying fan technology. Automatically purifies the whole room¹. Cools you in summer.² Heats you in winter.
- Automatically detects airborne particles and gases then diagnoses and reports them in real time.
- Activated carbon filters remove gases.³
- Sealed HEPA filters capture 99.95% of fine particles such as allergens and pollutants.⁴
- Only the new Dyson purifying fans and heaters have Air Multiplier™ technology and 350° oscillation to project air around the whole room.⁵
- Detects and reports air quality using the Dyson Link app.⁶

MANDATORY CAVEATS:

1. Tested for filtration efficiency at 0.1 microns (EN1822), air projection (DTM801), and purification coverage (TM-003711) in a 81m³ room.
2. Product is a fan, not an air conditioner.
3. Tested to JEM 1467 (acetic acid, acetaldehyde, ammonia), GB/T18801 (formaldehyde, benzene) and DTM-003282 (NO₂). Capture rates vary.
4. Tested for filtration efficiency at 0.1 microns (EN1822).
5. Tested for air projection (DTM801), purification coverage in a 81m³ room (TM-003711), and heating performance in a 35m³ room (DTM 961).
6. Requires device to run app, Wi-Fi or mobile data, Bluetooth 4.0 support, and iOS version 10 or Android version 5 (or above). Standard data and messaging rates may apply.

INSTRUCTIONS ON CLAIM USE:

Please ensure when using these claims you call out the model number "HP04", so it is clear these claims do not apply to the old range.



INSTRUCTIONS ON LOGO USE:

Advanced Technology' logo to be used when advertising the Dyson Pure and Dyson Pure Hot+Cool range. 'Dyson Pure' logo to be used when advertising the complete Dyson Purifier range (Pure Cool Link and Pure Hot+Cool Link).

dyson pure hot+cool

ADVANCED TECHNOLOGY

LOGOS TO BE INCLUDED:

PLEASE USE APPLICABLE FILE RESOLUTION AND COLOUR SPACE. I.E.

WEB USAGE
FILE NAMES ENDING '72_RGB'

PRINT USAGE
FILE NAMES ENDING '300_CMYK'



ASTHMA_FNDTN_NZ_CMYK.EPS

ASTHMA_FNDTN_NZ_RGB.JPG



QUIETMARK_CMYK.EPS

QUIETMARK_RGB.PNG



ASTHMA_ALLERGY_AIRCLEAN_CMYK.EPS

ASTHMA_ALLERGY_AIRCLEAN_RGB.PNG