

Live Happy Stay Safe



**ipro+ect**  
AIR CLEANING • ANTI MICROBIAL



Anti-Bacterial



Life Time Protection



Air-Cleaning



ANDROID



iOS



WEBSITE



@almahaceramics



# what is iprotect?

Presenting the new, innovative and revolutionary iprotect tiles which are Anti-Bacterial and comes with Self-Cleaning technology to let you enjoy your spaces without any health hazards.

## iprotect Tiles provides solutions to

- Hygiene issues
- Excess Pollution
- Excess Dust and Dirt
- Easy Cleaning





# why we need iprotect?

Air pollution has become one of the major concern in almost every part of the world. Some of the harmful disease due to air pollution are Asthma, Lung Cancer, Brain Problems etc.

Apart from prevention for the factors causing Air Pollution, Protection is also necessary. If you are living in a polluted area, then it become necessary that you take some action to breathe healthy.

Now you might think that one can't live in a room only. One has to go out so why bother. Here's the answer. A person spent majority of the time indoor. If you breathe cleaner air for even 12 hours, your exposure to toxic air is cut by 50%. In other words, you reduce your risk of diseases by 50%.

On an average, we spend  
**about 90%**  
of your time indoors.

Reports estimates that  
indoor air is  
**5x polluted**  
than outdoor air.

Some homes may even have  
**100x more pollutants**  
than outside.

## Quick facts on air pollution

**97%**  
of cities in low- and middle- income  
countries with more than  
**100,000** in habitants do not  
meet WHO air quality guidelines

Air pollution levels in  
**4300**  
cities and settlements in **108 countries**  
has nearly doubled.

WHO estimates that around  
**7 Million**  
people die every year from exposure to fine particles  
in polluted air that lead to diseases such as  
stroke, heart disease, lung cancer

**9 out of 10 people**  
tend to breathe polluted  
air leading to  
**various respiratory problems**

Allergies, asthma, lung cancer  
and heart problems have all  
been linked to poor air quality.

Nearly **2 million** people in world die  
prematurely from illness attributable  
to indoor air pollution

# features



Life Time Protection



Scratch & Stain Resistant



Chemical Resistant



Anti Nicotine & Smoke



Non Toxic



Anti-Bacterial



Air-Cleaning



Anti-Odor



Self-Clean Technology

## Air Cleaning Feature

Presence of NO<sub>x</sub>, VOC's, SO<sub>x</sub>, Particle matter (Pm 10), cigarette smokes and nicotine molecules causes pollution in the air around us. In presence of TiO<sub>2</sub>, natural light and moisture in air induces photocatalytic oxidation process thus producing high concentration of hydroxyl radicals which oxidize these compounds and decompose them into harmless compounds such as nitrates, sulphates and carbonates, thus cleaning the air.

## Anti Odor Feature

The photocatalysis process breaks the molecules causing bad odor and dissolves in air which can be cigarette smoke / nicotine or other unwanted elements in the air.

## Self Cleaning Feature

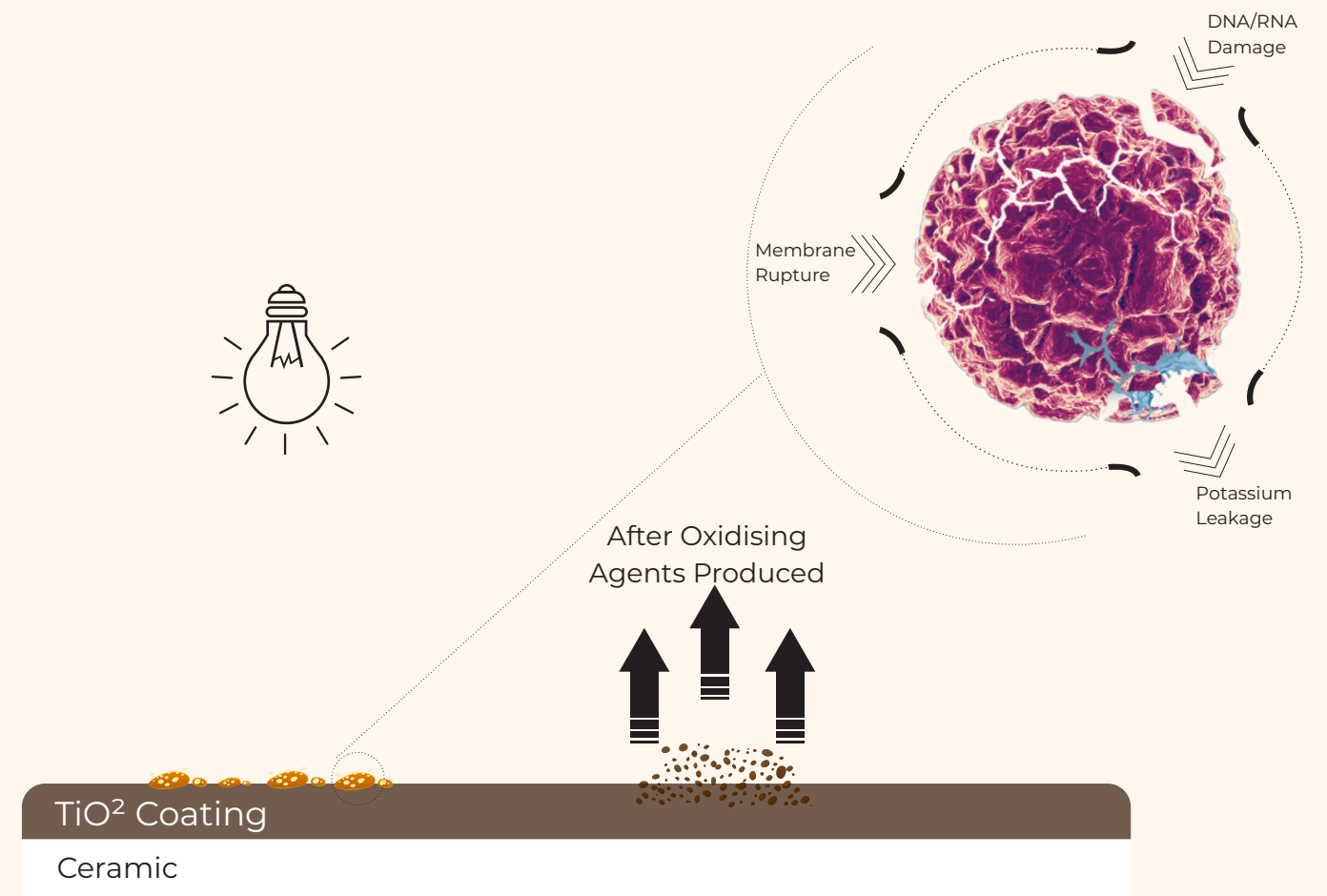
The photocatalytic action creates hydrophilicity and a layer of moisture is formed on the surface of tiles which can be cleaned easily without using detergents.





# how it works

ANTI-MICROBIAL  $\text{TiO}_2$  activates the Photocatalytic process in the presence of light and humidity to create highly reactive hydroxyl radicals this breaks the wall of a bacteria cell and kills up to **99.99%** bacteria to produce harmless  $\text{H}_2\text{O}$  and  $\text{CO}_2$





# applications



HOSPITALS



CHILD CARE AND PLAY CENTERS



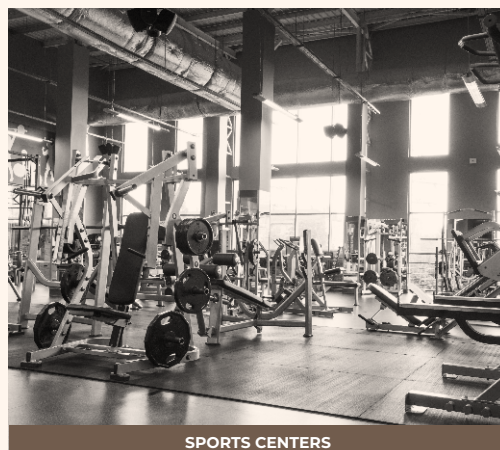
HOMES



SPAS & SALONS



RESTROOMS



SPORTS CENTERS

# test results



Kills  
**99.99%**  
Bacteria &  
Microbes

- Globally Patented technology
- With ISO : 27447:2009
- Cleans Polluted Air





**Reflexon**  
Strength of Porcelain and Finish of Mirror

**UNITILE**  
HEXAGON

**BLACK FOREST**  
originally natural high resistance wooden planks

**HORIZON**  
Premium Spanish Porcelain Tiles

**digiplus**

**BARID**  
Cool Tiles from Al Maha

**iprotect**  
AIR CLEANING • ANTI MICROBIAL

**Diamond**  
Edge  
Rectified Tiles



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