



purepro®
professional air purifier

PP051408



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Owner's Manual

purepro®

professional air purifier

Thank you for purchasing the PurePro® Tower Professional Air Purifier and congratulations on taking this important step in improving the quality of air in your home, office and other environments. Customer satisfaction is our number one goal. Your PurePro® Tower Professional Air Purifier is a premium air purifying appliance which comes with a limited one-year warranty.

Enjoy your PurePro® Tower Professional Air Purifier and visit our website for more exciting quality products and upgrades at www.thepurepro.com.

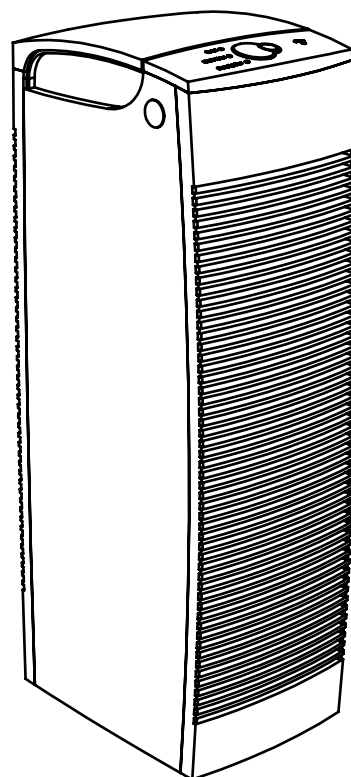


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SAFETY INSTRUCTIONS

EXTREMELY IMPORTANT INFORMATION: Safety precautions should always be used when operating this or any electrical appliance. Decrease the risk of electrocution, electric shock, injury or fire by reading and following all the warnings below:

1. Use only as described in this PurePro[®] Tower Professional Air Purifier Owner's Manual. To reduce the risk of electric shock, do not attempt to service the product in any way other than in the manner described in the "CLEANING & MAINTENANCE" section of this manual.
2. Do not use the PurePro[®] Tower Professional Air Purifier outdoors.
3. Do not use the PurePro[®] Tower Professional Air Purifier in bathrooms or other humid environments, near fireplaces or in areas where flammable or combustible vapors or products may exist.
4. The PurePro[®] Tower Professional Air Purifier operates at 120v AC and 60Hz only.
5. To reduce the risk of electric shock, this product has a grounding-type plug that has a third grounding pin. This plug will fit only into a grounding-type power outlet. If the plug does not fit into the outlet, contact qualified service personnel to install the proper outlet. Do not alter the plug in any way.
6. Always turn off all controls before unplugging the PurePro[®] Tower Professional Air Purifier from outlet.
7. Always turn off and unplug this product from outlet before removing or inserting the electrostatic filter (ESP cell), pre-filter and Oxygen Plus[™] filter.
8. Never touch the electrodes, ionizing wires or any other internal part except the filters within the PurePro[®] Tower Professional Air Purifier with your hand or with any object. Do not open the outer casing of the PurePro[®] Tower Professional Air Purifier. Attempting to open the unit will cause the warranty to be voided and could cause serious personal injury to the user and/or result in considerable damage to the unit.

9. Do not place the PurePro[®] Tower Professional Air Purifier cord near a heated surface.
10. Never operate the PurePro[®] Tower Professional Air Purifier if the plug or cord is damaged or appears damaged. Only qualified service personnel should ever replace or attempt to replace a damaged power cord.
11. Never use the power cord to pick up, carry, drag, pull, or lift the PurePro[®] Tower Professional Air Purifier. Do not pull the cord against or around sharp corners and edges. This could result in injury to the user and damage to the cord.
12. Always remove the plug from its power outlet by holding onto the plug itself and pulling gently. Never pull on the cord itself to unplug it from its power outlet.
13. Use care when operating the PurePro[®] Tower Professional Air Purifier by keeping all fingers, body parts, hair, loose clothing and jewelry away from openings.
14. Never touch the PurePro[®] Tower Professional Air Purifier or its plug with wet hands.
15. The PurePro[®] Tower Professional Air Purifier is an electrical appliance. The PurePro[®] Tower Professional Air Purifier should be operated by adults only.
16. After removing the electrostatic filter (ESP cell) from the unit, immediately discharge residual electricity by touching blades to an electrical ground such as a water pipe or metal faucet.
17. The ESP cell should be inspected frequently and cleaned regularly to prevent excessive accumulation that may result in an electrical flashover or risk of fire.
18. Always re-insert the ESP CELL, pre-filter and Oxygen Plus[™] filter in a vertical manner. See the "FILTER INSERTION" Section of the manual for more information.

PRODUCT BENEFITS

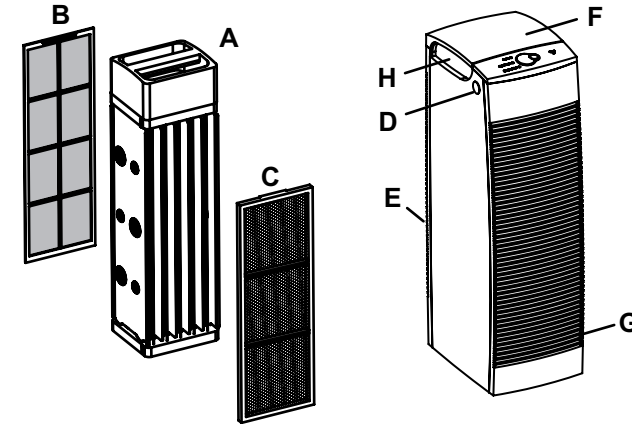
Your PurePro[®] Tower Professional Air Purifier boasts:

- 5 stage purification
- Whisper quiet operation
- ENERGY STAR[®] certification
- Compact tower design that sits on a table or floor
- ESP cell never needs replacing
- Cleans the air in a 30 x 30 room in a little over an hour*

* The PurePro[®] air purifier generates enough contaminant free air to completely fill a 30' X 30' X 8' room in 71 minutes based on CADR measurements as defined by ANSI standard.

MAIN PARTS

Before using your PurePro[®] Tower Professional Air Purifier, please read all the information contained in this manual.



A. ELECTROSTATIC FILTER (ESP CELL)

This is the ESP cell. It's a vital part of this amazing air purifying system. This is where smoke, dust, allergens, germs, and irritants are trapped when the PurePro[®] Tower Professional Air Purifier is in use.

B. PRE-FILTER

This filter traps large particles such as hair and lint.

C. OXYGEN PLUS™ FILTER

The Oxygen Plus™ filter converts ozone into oxygen thereby decreasing the concentration of the ozone that is emitted by the air purifier.

D. RELEASE BUTTON

E. AIR INLET GRILL

F. COVER

G. AIR OUTLET GRILL

H. HANDLE FOR LIFTING/MOVING

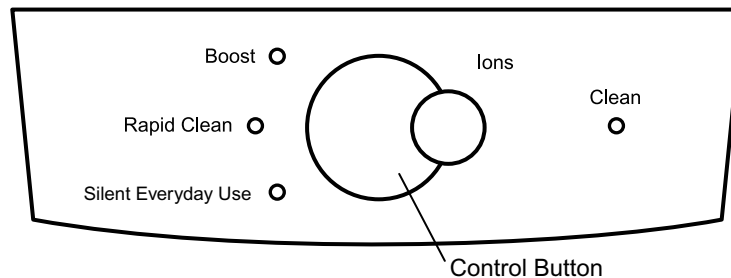
OPERATING THE PUREPRO® PROFESSIONAL AIR PURIFIER

Getting Ready

Locate a level surface on which to place your PurePro® Tower Professional Air Purifier near a grounded 120v outlet. Position your PurePro® Tower Professional Air Purifier at least one foot from the wall. Follow warnings described in the “**SAFETY INSTRUCTIONS**” section of this manual.

Plug in the unit. You are now ready to turn on your PurePro® Tower Professional Air Purifier!

Controls/Settings



1. CONTROL BUTTON
Turns the unit on and off and controls the fan speed.
2. SILENT EVERYDAY USE
Recommended for bedrooms or other quiet places. At this setting the unit will run at low speed with whisper-quiet operation.
3. RAPID CLEAN
Recommended for average-sized rooms where windows and doors are rarely opened. At this setting, the unit will run at medium speed.
4. BOOST
Recommended for large rooms and areas exposed to heavy dust. At this setting, the unit will run at high speed.

5. CLEAN
This red light goes on when your PurePro® Tower Professional Air Purifier needs to be cleaned, or the unit is experiencing some other problem. See the “**CLEANING & MAINTENANCE**” and the “**TROUBLE-SHOOTING**” sections of this manual for more information. **NOTE:** It is recommended to clean the ESP cell every 4 weeks.
6. IONS
Emits negative ions to freshen the stale air, returning clean, pure air into the room.

OPERATION

Selecting a Setting

Set up your PurePro® Tower Professional Air Purifier as described in the “**Getting Ready**” section of this manual. Push the control button to activate your PurePro® Tower Professional Air Purifier and get ready to enjoy clean, ionized air according to the setting you select.

There are four settings controlled by the push button. The different settings are OFF position, SILENT/EVERYDAY USE mode, RAPID CLEAN mode, and BOOST mode. Push the button to cycle through the settings. The LED indicators will light up to indicate your current setting (SILENT/EVERYDAY USE, RAPID CLEAN, BOOST).

The IONS button

Press the IONS button to start the ionizer while the unit is on. The unit will release the proper concentration of ions to keep the air fresh. Pressing the IONS button again will turn off this feature.

Clean Light

If the unit has not been regularly cleaned and an excessive amount of dirt has collected on the ESP cell, the unit will shut down and the red light will turn on. Simply clean the ESP cell, re-insert and start the unit.

CLEANING & MAINTENANCE

The PurePro® professional air purifier is designed to run quietly and requires very little time and effort to maintain in proper working condition. If you hear excessive noise or static coming from your PurePro® Tower Professional Air Purifier it generally indicates that the product needs to be cleaned. Turn off your PurePro® Tower Professional Air Purifier, unplug the cord and carefully follow the cleaning instructions in the “**CLEANING & MAINTENANCE**” section of this manual.

Keep your PurePro® professional air purifier functioning properly by cleaning the ESP cell and pre-filter after every 4 weeks of use as recommended. **More frequent cleaning will be necessary if the unit is located in an area with a high level of airborne contaminants (excessive amounts of smoke, pet dander, etc.).** The Oxygen Plus™ filter needs to be cleaned after about 2 months of use.

Exposing your PurePro® Tower Professional Air Purifier to candle, oil lamp, fireplace soot, and smoke is not recommended and will require the collection blade assembly, pre-filter and Oxygen Plus™ filter to be cleaned more frequently.

HELPFUL TIP: If your unit doesn't work and the CLEAN light is on, it's time to clean the filters.

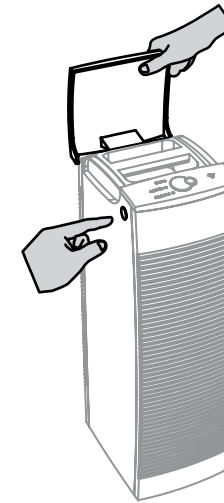


Figure 1

Preparing to Clean:

1. Turn off and unplug your PurePro® Tower Professional Air Purifier and let it rest for 60 seconds.
2. Press the release button to open the cover. See **Figure 1**.
3. Remove the ESP cell by taking hold of the handle and lifting upwards. See **Figure 2**.
4. After removing the ESP cell from the unit, immediately discharge residual electricity by touching blades to an electrical ground such as a water pipe or metal faucet. See **Figure 2**.
5. Remove the Oxygen Plus™ filter by taking hold of the filter and lifting upwards. See **Figure 3**.
6. Remove the pre-filter by taking hold of the top of the filter and lifting upwards. See **Figure 3**.

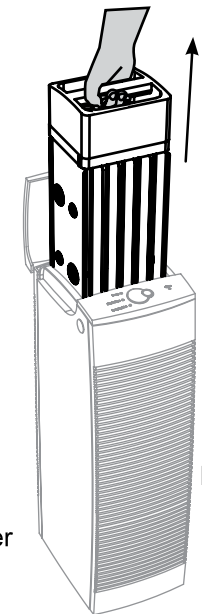


Figure 2

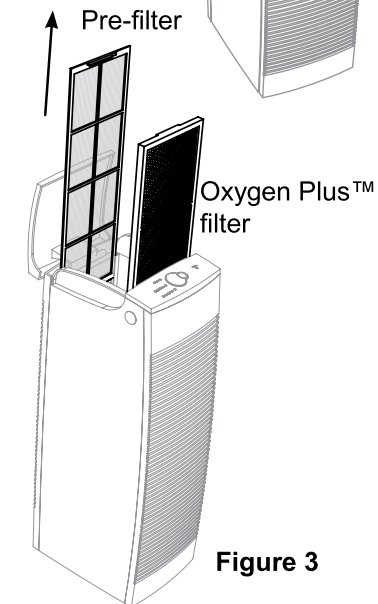


Figure 3

CLEANING THE ELECTROSTATIC FILTER (ESP CELL):

Dishwasher

1. Put the ESP cell into the dishwasher—making sure not to damage or bend the blades or the wire.
2. Remove from dishwasher at the end of the cleaning cycle.
3. **VERY IMPORTANT:** Ensure that the ESP cell is thoroughly dry and read the “FILTER INSTRUCTION” section on Page 12 of this manual, before installing it into the purifier and resuming use.

Handwash

1. Place the ESP cell into warm, soapy water and let stand for approximately 10 minutes.
2. Use the supplied brush to clean the blades. Make sure not to damage or bend the blades or the wire. See **Figure 4**.
3. Remove from water and rinse with warm water. Repeat as necessary. Make sure not to damage or bend the blades or the wires. See **Figure 5**.
4. You may use a household degreaser for severe smoke or grease build up on the ESP cell. Please follow the instructions for the household degreaser.
5. **VERY IMPORTANT:** Ensure that the ESP Cell is thoroughly dry and read the “FILTER INSERTION” section on Page 12 of this manual before installing it into the purifier and resuming use.

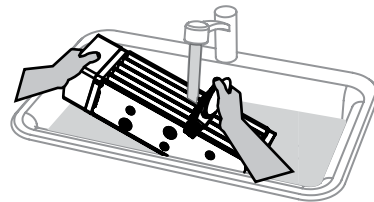


Figure 4

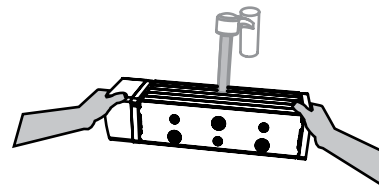


Figure 5

NOTE: If you insert a wet part, the fan will not turn on and the CLEAN light will go on. Simply take out the part and let it dry.
CLEANING THE PRE-FILTER:

NOTE:

The pre-filter sits in the back of the unit, between the inlet grill and the ESP cell.

1. When in use, the pre-filter removes larger particles from the air circulating through your PurePro® Tower Professional Air Purifier.
2. Place the pre-filter on a flat surface.
3. Use a vacuum cleaner hose attachment to clean both sides of the pre-filter making sure that the dust is absorbed into the vacuum cleaner. See **Figure 7**.
4. Note that over time, some discoloration will occur. This will not affect the performance of your air purifier.
5. Make sure you read the “FILTER INSERTION” section on Page 12 of this manual before installing it into the purifier and resuming use.

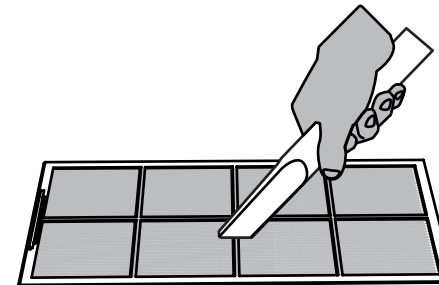


Figure 7

CLEANING THE OXYGEN PLUS™ FILTER

IMPORTANT NOTICE: You must always clean the Oxygen Plus™ filter with a vacuum cleaner. Never use water or any other liquid to clean it. Using water or any other liquid to clean the Oxygen Plus™ filter will deactivate the filter. This could possibly increase the ozone level in your room.

1. Place the Oxygen Plus™ filter on a flat surface.
2. Use a vacuum cleaner hose attachment to clean both sides of the Oxygen Plus™ filter, making sure that the dust is absorbed into the vacuum cleaner.
3. Note that over time some discoloration will occur.
4. Make sure read the “FILTER INSTRUCTION” section on Page 12 of this manual before installing it into the purifier and resuming use.

CLEANING EXTERNAL SURFACES

Over time, some particles and dust may accumulate on the external surfaces of your PurePro® Tower Professional Air Purifier.

To Clean External Surfaces:

1. Turn off and unplug the unit.
2. Use a moist washcloth with a little dishwashing soap to wipe the outer case surfaces.
3. Do not allow water to slip into the internal parts of the air purifier as this could damage its functioning and may result in injury to you.
4. Allow the unit to dry thoroughly before resuming use.

FILTER INSERTION

Please note that the ESP cell and pre-filter cannot be re-inserted when the unit is not in its vertical (upright) position.

1. Always keep your PurePro® Tower Professional Air Purifier vertically upright on a solid surface any time you need to re-insert any of the thoroughly cleaned and dried filters.
2. Always make sure your air purifier is turned off and unplugged before attempting to vertically re-insert the ESP cell, pre-filter, and Oxygen Plus™ filter.
3. First, insert the Oxygen Plus™ filter and pre-filter into the unit along the grooves. See **Figure 8**. Please observe proper orientation when installing the pre-filter and Oxygen Plus™ filter.
4. Next, insert the ESP cell into the unit in the reverse manner in which it was removed previously. See **Figure 9**.
5. Close the cover, plug in and resume use.
6. Note that the tower will not work if the ESP cell and the Oxygen Plus™ filter are not in place.

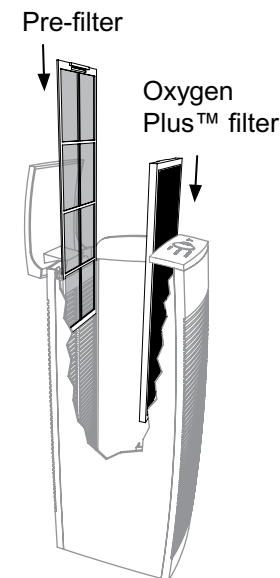


Figure 8

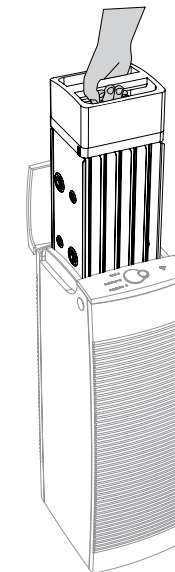


Figure 9

MORE THINGS YOU SHOULD KNOW

Ozone and Your Health

After you activate your PurePro[®] Tower Professional Air Purifier, you may notice a new clean scent. Ozone is the scent you smell. Ozone is a combination of three oxygen atoms. The PurePro[®] Tower Professional Air Purifier utilizes an ionizing process which results in very low ozone emission.

The PurePro[®] Tower Professional Air Purifier complies with U.S. safety requirements for low ozone emission (less than 50 parts per billion) and meets the UL867 standard for consumer products. UL867 is the Underwriters Laboratories Inc. standard for safety for electrostatic air cleaners.

Individuals with a history of respiratory disease, asthma, heart disease, lung disease, breathing problems or concerns about ozone should ask their doctor whether the concentrations of ozone generated by this or other commercial ionic air purifiers are appropriate for their specific health needs.

ORDERING AN EXTRA ESP CELL, PRE-FILTER SET AND OXYGEN PLUS™ FILTER

Enjoy virtually uninterrupted air purification by ordering an extra ESP cell, pre-filter and Oxygen Plus™ filter set today. This way you can always have a clean and thoroughly dry set available to insert into your PurePro[®] Tower Professional Air Purifier whenever the other filters are being cleaned and thoroughly dried.

Visit our website at www.thepurepro.com or call **1.800.875.8577** to order your new ESP cell, Oxygen Plus™ filter and pre-filter today.

TROUBLE-SHOOTING

Trouble	Reason	Remedy
Unit will not turn on	Machine is unplugged.	Check if plug is loose.
	Unit has not been turned on.	Insert plug into socket.
	Control button has not been pushed.	Push control button.
	ESP cell and pre-filter are not completely inserted.	Check to see that the ESP cell and pre-filter are completely seated in housing.
	Oxygen Plus™ filter is not completely inserted.	Check to see that the Oxygen Plus™ filter is completely seated in housing.
Red CLEAN light is on	Too much dust has accumulated.	Turn off, unplug and clean using instructions from the “ CLEANING & MAINTENANCE ” section.
Fan off	ESP cell is wet.	
Excessive noise	Too much dust has accumulated or internal parts are wet.	Clean and dry ESP cell and pre-filter thoroughly. Keep the machine dry.

*SEE “**CLEANING & MAINTENANCE**” SECTION

ONE YEAR LIMITED WARRANTY

Your PurePro[®] Tower Professional Air Purifier is warranted to be free from defects in materials and workmanship for one year from the original purchase date. Should the product have a defect in materials or workmanship, we will repair or replace it without charge to you (a shipping and processing fee may apply). To obtain service under warranty, simply call our Customer Service Center toll-free at **1.800.875.8577**.

This warranty does not cover damage caused by accident, misuse or any use other than as intended and described in this product manual, or damage resulting from failure to maintain and clean this product as specified in this product manual. This warranty applies only to the original purchaser of the PurePro[®] Tower Professional Air Purifier.

Contact Info for Warranty Service:

PurePro
P.O. Box 4136
Los Angeles, CA 90028
1.800.875.8577

www.thepurepro.com
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Patents Pending.

The energy efficiency of this ENERGY STAR qualified model is measured based on a ratio between the model's CADR for Dust and the electrical energy it consumes, or CADR/Watt.



THIS ARBITRATION AGREEMENT (THE "AGREEMENT") AFFECTS YOUR LEGAL RIGHTS AND REMEDIES BY PROVIDING THAT DISPUTES BETWEEN YOU AND THE SELLER OF THIS PRODUCT ("COMPANY"), MUST BE RESOLVED THROUGH BINDING ARBITRATION, RATHER THAN IN A COURT. PLEASE READ THIS AGREEMENT CAREFULLY. YOU ACCEPT THE TERMS OF THIS AGREEMENT BY RETAINING THE PRODUCT(S) SHIPPED IN CONNECTION WITH THIS AGREEMENT (THE "PRODUCT") FOR MORE THAN FOURTEEN (14) DAYS AFTER RECEIPT. IF YOU DO NOT AGREE TO THE TERMS OF THIS AGREEMENT, YOU MAY RETURN THE PRODUCT TO COMPANY WITHIN FOURTEEN (14) DAYS OF RECEIPT AT NO COST TO YOU.

1. RESOLUTION OF CLAIMS OR DISPUTES. ANY CLAIM OR DISPUTE BETWEEN YOU AND COMPANY (OR ANY OF COMPANY'S SUBSIDIARIES OR AFFILIATES) ARISING OUT OF OR RELATING IN ANY WAY TO THE PRODUCT OR THIS AGREEMENT SHALL BE RESOLVED THROUGH FINAL, BINDING ARBITRATION. THIS ARBITRATION OBLIGATION APPLIES REGARDLESS OF WHETHER THE CLAIM OR DISPUTE INVOLVES A TORT, FRAUD, MISREPRESENTATION, PRODUCT LIABILITY, NEGLIGENCE, VIOLATION OF A STATUTE, OR ANY OTHER LEGAL THEORY. BOTH YOU AND COMPANY SPECIFICALLY ACKNOWLEDGE AND AGREE THAT YOU WAIVE YOUR RIGHT TO BRING A LAWSUIT BASED ON SUCH CLAIMS OR DISPUTES AND TO HAVE SUCH LAWSUIT RESOLVED BY A JUDGE OR JURY.

2. LIMITATION OF LEGAL REMEDIES. ALL ARBITRATIONS UNDER THIS AGREEMENT SHALL BE CONDUCTED ON AN INDIVIDUAL (AND NOT A CLASS-WIDE) BASIS, AND AN ARBITRATOR SHALL HAVE NO AUTHORITY TO AWARD CLASS-WIDE RELIEF. YOU ACKNOWLEDGE AND AGREE THAT THIS AGREEMENT SPECIFICALLY PROHIBITS YOU FROM COMMENCING ARBITRATION PROCEEDINGS AS A REPRESENTATIVE OF OTHERS OR JOINING IN ANY ARBITRATION PROCEEDINGS BROUGHT BY ANY OTHER PERSON.

3. ARBITRATION PROCEDURES.

A. BEFORE COMMENCING ANY ARBITRATION PROCEEDINGS UNDER THIS AGREEMENT, YOU MUST FIRST PRESENT THE CLAIM OR DISPUTE TO COMPANY BY CALLING 818-217-2500 AND ASKING FOR THE LEGAL DEPARTMENT AND ALLOWING COMPANY THE OPPORTUNITY TO RESOLVE THE CLAIM OR DISPUTE. IF YOUR CLAIM OR DISPUTE IS NOT RESOLVED WITHIN SIXTY (60) DAYS, YOU MAY COMMENCE ARBITRATION PROCEEDINGS IN ACCORDANCE WITH THE TERMS OF THIS AGREEMENT.

B. THE ARBITRATION OF ANY CLAIM OR DISPUTE UNDER THIS AGREEMENT SHALL BE CONDUCTED PURSUANT TO THE AMERICAN ARBITRATION ASSOCIATION'S ("AAA") UNITED STATES COMMERCIAL DISPUTE RESOLUTION PROCEDURES AND SUPPLEMENTARY PROCEDURES FOR CONSUMER-RELATED DISPUTES. THESE RULES AND PROCEDURES ARE AVAILABLE BY CALLING THE AAA OR BY VISITING ITS WEB SITE AT WWW.ADR.ORG.

C. THE ARBITRATION OF ANY CLAIM OR DISPUTE UNDER THIS AGREEMENT SHALL BE CONDUCTED IN THE STATE OF CALIFORNIA OR THE LOCATION IN WHICH YOU RECEIVED THIS AGREEMENT.

D. ALL ADMINISTRATIVE EXPENSES OF ARBITRATION PROCEEDINGS COMMENCED UNDER THIS AGREEMENT SHALL BE DIVIDED EQUALLY BETWEEN YOU AND COMPANY, EXCEPT THAT: (A) IF THE CLAIM OR DISPUTE THAT IS THE SUBJECT OF THE ARBITRATION PROCEEDINGS IS LESS THAN TEN THOUSAND DOLLARS (US\$10,000), YOU WILL BE RESPONSIBLE FOR NO MORE THAN ONE HUNDRED TWENTY-FIVE DOLLARS (US\$125) IN ADMINISTRATIVE EXPENSES; (B) IF THE CLAIM OR DISPUTE THAT IS THE SUBJECT OF THE ARBITRATION PROCEEDINGS IS MORE THAN TEN THOUSAND DOLLARS (US\$10,000) BUT LESS THAN SEVENTY-FIVE THOUSAND DOLLARS (US\$75,000), YOU WILL BE RESPONSIBLE FOR NO MORE THAN THREE HUNDRED SEVENTY-FIVE DOLLARS (US\$375) IN ADMINISTRATIVE EXPENSES; AND (C) IF THE CLAIM OR DISPUTE THAT IS THE SUBJECT OF THE ARBITRATION PROCEEDINGS IS MORE THAN SEVENTY-FIVE THOUSAND DOLLARS (US\$75,000), THEN YOU WILL BE RESPONSIBLE FOR ADMINISTRATIVE EXPENSES IN ACCORDANCE WITH THE COMMERCIAL FEE SCHEDULE PROVIDED BY THE AAA. YOU ACKNOWLEDGE AND AGREE THAT EACH PARTY SHALL PAY THE FEES AND COSTS OF ITS OWN COUNSEL, EXPERTS AND WITNESSES.

4. CHOICE OF LAW. THIS AGREEMENT SHALL BE GOVERNED BY THE UNITED STATES FEDERAL ARBITRATION ACT AND THE LAWS OF THE STATE OF CALIFORNIA.

5. SEVERABILITY. IF ANY PROVISION OF THIS AGREEMENT IS DECLARED OR FOUND TO BE UNLAWFUL, UNENFORCEABLE OR VOID, SUCH PROVISION WILL BE INEFFECTIVE ONLY TO THE EXTENT THAT IT IS FOUND UNLAWFUL, UNENFORCEABLE OR VOID, AND THE REMAINDER OF THE PROVISION AND ALL OTHER PROVISIONS SHALL REMAIN FULLY ENFORCEABLE.