



RAPID NEWS

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PRODUCT INFO

N°: RN/Product info/
Date: 02/12/2012
From: Direct Expansion A/C

Pages: 5

SUBJECT: Air Purifier MC707VM and MC70L granted with BAF Certification

Dear Madam or Sir,

By means of this Rapid News we would like to announce that MC707VM, the Daikin Air Purifier model currently for sale, and the new model MC70L, has been granted with the BAF Certification.

1) CERTIFICATIONS: CONCEPT & CONDITIONS OF USE

B) BAF (British Allergy Foundation) Seal of Approval

The British Allergy Foundation (whose operational name is Allergy UK) is the UK's leading national medical charity dealing with allergy. Among other things, BAF endorses products that specifically restrict or remove high levels of named allergens from the environment of allergy sufferers.

With a view to ascertaining the potentiality of our current model for sale, MC707VM, and our new model MC70L a scientific consultant has reviewed the unit and all the evidence (test reports) provided by DENV, with positive result. Our air purifier has been therefore awarded with the BAF Seal of Approval, as being efficient against House Dust Mite Der p1, Cat Feld d 1, Mould, Tobbaco Smoke, Pollen and Formaldehyde. See below logo:

Specifications are subject to change without notice

DAIKIN EUROPE NV - Zandvoordestraat 300 - 8400 Oostende - Belgium

Tel. +32 59 55 81 11 - Fax +32 59 55 88 99

<http://www.daikineurope.com/extranet>



The seal logo can be displayed on all media activities by DENV, its affiliates and distributors. However, some restrictions apply:

a) Permission to use the seal of approval applies **exclusively** to the models tested: **MC707VM & MC70L**. These includes all different versions of the model, i.e. MC707VM-W, MC707VM-S, MC707BFVM, Siesta 7FS (commercial name used by Space Air in UK), MC70L, MC70LB and Siesta 7SL. Under no circumstances shall this seal of approval be used to promote any other Air Purifier model.

b) The **Information Leaflet** shown in **ANNEX 2** (Appendix D of Licence Agreement for Seal of Approval) must be made available for the consumers in the web site of DENV and any affiliate/distributor making use of the seal logo. The information leaflet and its content may not be altered amended, supplemented or abbreviated in any way. See 'Available Materials' later on.

c) DENV, its affiliates and distributors are not authorised to do or to say anything on behalf of Allergy UK and act in a way that depicts Allergy is involved in the manufacturing of the product.

d) DENV, its affiliates and distributors will ensure that the descriptions applied to, claims made for and the conduct of all advertising and promotional campaigns for the MC707VM and MC70L conform to all applicable laws, are not misleading or irresponsible and do not contain any unsubstantiated or unrealistic claims. In particular, no claim will in any circumstances be made that our Air Purifier may cure, reduce, improve or eliminate any allergic symptoms or medical condition.

The non observance of these obligations, will lead to the loss of the seal of approval.

2) AVAILABLE MATERIALS

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The logo of BAF Seal of Approval, as well as the rest of the materials detailed below, can be requested to Marijke Vertongen (DENV Market Planning) via e-mail. A record will be kept of those affiliates/distributors who requested them.

BAF

- Seal of Approval Logo ► It can be displayed on websites, on leaflets/brochures and other advertisement materials. Available formats: PDF, JPEG and EPS.
- Certificate ► Permission to use the Seal of Approval. It can be exhibited (preferably framed) in the premises of affiliates/distributors. Available in PDF format. The original document will be exhibited at DENV. See **ANNEX 1**.
- Information Leaflet ► **To be published, unaltered** on the websites of DENV and those affiliates/distributors making use of the logo. Available in PDF format.

Attention: Please keep these logos and certificates for your exclusive use. Do not transfer to any other company/organization.

For further information, please contact desmet.e@bxl.daikineurope.com

ANNEX 1: BAF Seal of Approval Certificate

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SEAL OF APPROVAL CERTIFICATE

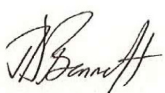
This is to certify that

DAIKIN EUROPE NV

Have been awarded the British Allergy Foundation
Seal of Approval for reduction in exposure to House Dust Mite,
Cat Allergen, Mould, Tobacco Smoke, Pollen and Formaldehyde
for their product

Air Purifier Model No's:

**MC707VM-S, MC707VM-W,
MC707BFVM, Siesta 7FS,
MC70L, MC70LB & Siesta 7SL**

Signed: 
Jim Bennett, Chief Executive
Licence No: 200514
Valid until: 19th June 2012



Allergy UK is the operational name of The British Allergy Foundation, a charitable company limited by guarantee and registered in England and Wales. Company No: 4509293. Charity No: 1094231
Registered in Scotland – Charity No: SC039257

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ANNEX 2: Information Leaflet (Appendix D of Licence Agreement) to be published on website of DENV and on website of affiliates/distributors making use of the Seal of Approval logo.

APPENDIX D

Information Leaflet

Daikin Europe NV

Air Purifier Model No's: MC707VM-S, MC707VM-W, MC707BFVM & Siesta 7FS

Allergy UK considers that this product may, in proper use, reduce exposure to House Dust Mite (Der p 1), Cat Allergen (Fel d 1), Mould, Tobacco Smoke, Pollen and Formaldehyde.

Assessment carried out by AUK indicate that an individual's exposure can be reduced but this does not mean that an individual's allergic symptoms will necessarily diminish. AUK's opinion applies only to the products and allergen stated. The product should be used only for its intended purpose and strictly in accordance with the manufacturers instructions at all times.

Exposure to allergen can be dangerous. If you believe that you may suffer from an allergy you should seek medical advice.

Allergy UK (the operational name of The British Allergy Foundation) is a national charity (Charity Reg. No. 1094231, Company Number 4509293) founded in 1991 with the aim of improving awareness, prevention and treatment of allergy. Allergy UK encompasses all types of allergy and is managed by medical specialists from a variety of disciplines including dermatology, ENT surgery, respiratory medicine, paediatrics, ophthalmology, immunology and gastroenterology.

Allergy UK is continuously striving to help sufferers to help themselves, often seeking ways to avoid, or reduce exposure to, relevant allergens. The Seal of Approval Scheme forms a part of this initiative and tests have been carried out on bedding covers, vacuum cleaners, carpets and flooring, electro-static dusting systems, air cleaners, washing machines and cars that are likely to benefit allergy and asthma sufferers.

A full list of Seal of Approval Holders is available by contacting

Allergy UK

01322 619 898

www.allergyuk.org

(THE BRITISH ALLERGY FOUNDATION SEAL OF APPROVAL IS A EUROPEAN COMMUNITY REGISTERED TRADEMARK)

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