

New Alen Molecular Conversion Process (MCP) Air Filters Permanently Remove Smoking Odors from Air by Changing the Molecular Structure of Smoke on Contact

Alen Corporation has launched an affordable new line of air filters for home and office that do not “mask” cigarette and cigar odors like competing products – but rather change the physical molecular structure of the smoke odor and eliminate it. In addition to permanently removing smoking odors from indoor air, Alen’s new line of MCP air filters removes pollen, mold, pet dander, dust mites, dust, bacteria pet, bathroom smells, cooking and musty odors.

Austin, Texas – (PRWeb) - July 7, 2008 – Alen Corporation, a leading manufacturer of innovative indoor air quality products, has unveiled a new high tech line of MCP (molecular conversion process) air filters that permanently removes smoke odors as well as numerous other indoor air allergens. Alen’s new MCP odor filters - BF25A-MP MCP Smoke Odor Filter, TF30-MP MCP Smoke Odor Filter, and Gas-MP MCP Max Odor Filter – cost 40% less and use over 50% less carbon than similar competing brand air filters. Excessive use of carbon in air filters, as found in other competing brand air filters, dramatically reduces the air flow through the air purifier thereby vastly reducing its effectiveness. Alen’s MCP air filters utilize only a thin layer of patented odor powder which allows maximum air flow through the air filter for superior air purification.

“We are the first manufacturer to provide the consumer with an affordable line of high performance air filters utilizing the unique molecular conversion process,” said Peter Mann, CEO of Alen Corporation. “Our value-priced MCP Smoke Odor filters feature three layers – a pre-filter, HEPA filter, and odor filter – providing the most complete smoke, allergen and odor removal from an affordable indoor air filter on the market today. Our heavy duty Max Odor filter has a washable pre-filter, twice the amount of MCP odor powder and activated carbon to remove the strongest odors,” concluded Mann.

Alen’s new MCP odor filter line includes the following products:

- **BF25A-MP MCP Smoke Odor Filter:** Contains an all-in-one pre-filter, HEPA filter and MCP odor powder - a concentrated form of the technology that is used with the Alen™ odor sprays. It is designed for use with the Alen™ A350 and A375UV air purifiers. Retail price is \$89.
- **TF30-MP MCP Smoke Odor Filter:** Contains an all-in-one pre-filter, HEPA filter and MCP odor powder. It is designed for use with the Alen™ T100 and T300 air purifiers. Retail price is \$89.
- **Gas-MP MCP Max Odor Filter:** Contains an all-in-one washable pre-filter, activated carbon and MCP odor powder. This filter is designed for maximum odor removal and contains twice the amount of carbon as the BF25A filter for odor adsorption and twice the amount of MCP odor powder for smoke and bathroom odor removal. There is no HEPA media in this filter so the life of the filter is 1-2 years. It is designed for use with the Alen™ A350 and A375UV air purifiers. Retail price is \$179.

Visit www.alencorp.com for more information. For MCP odor filter wholesale inquiries contact Jason Welsh at 727-230-0684.

About Alen Corporation

Privately held, Texas-based Alen Corporation is a leading manufacturer of innovative indoor air quality products including HEPA air purifiers, portable air conditioners, dehumidifiers, and odor sprays.

Media Contact:

RPR Public Relations, Inc.
Tel. 786-290-6413