MCN

WE CONQUER THE WORLD FOR YOU

AGENCY

Since 2017

PRESENTS

AIR/NUM
est.2015

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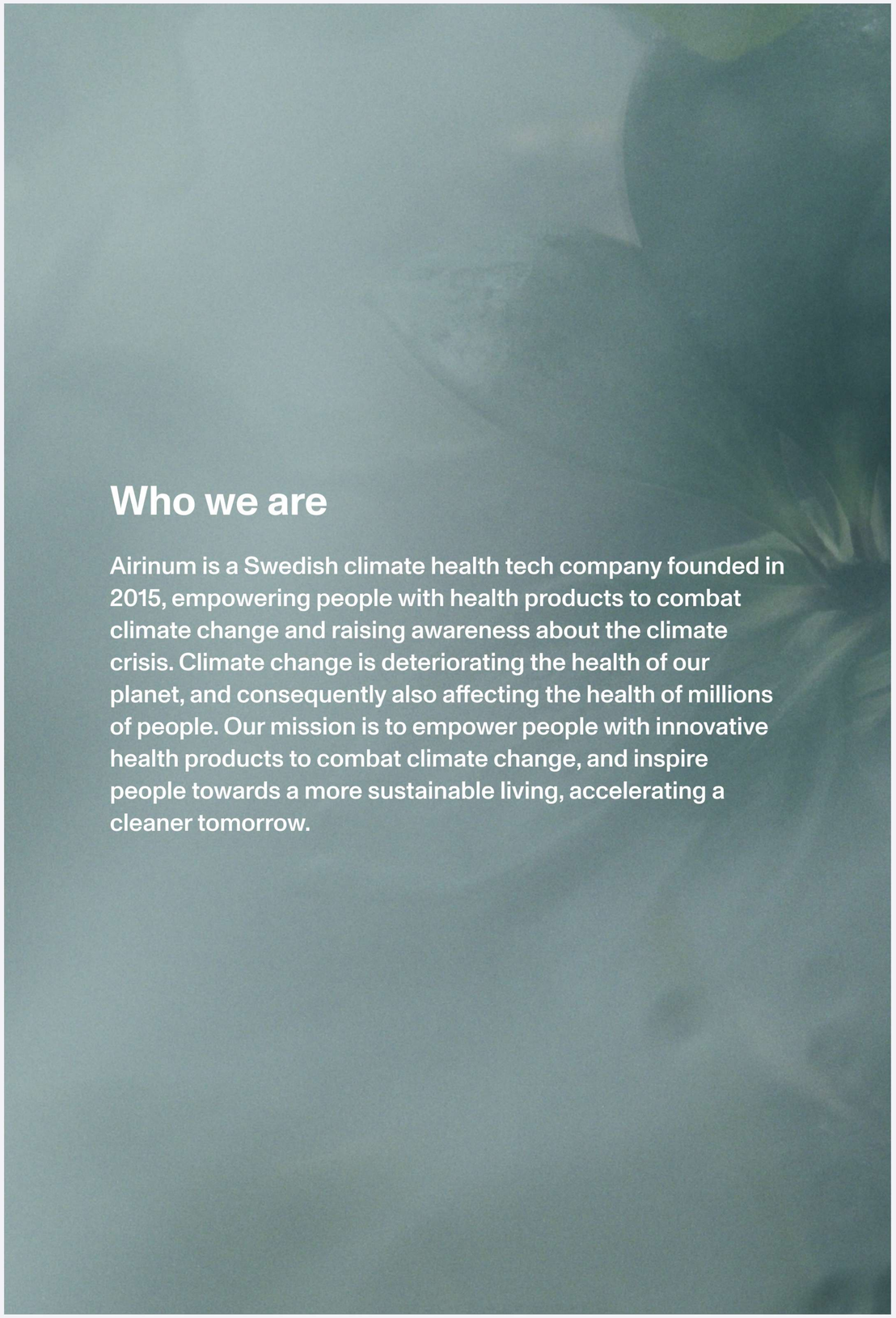


Who we are

Airinum is a Swedish climate health tech company founded in 2015, empowering people with health products to combat climate change and raising awareness about the climate crisis. Climate change is deteriorating the health of our planet, and consequently also affecting the health of millions of people. Our mission is to empower people with innovative health products to combat climate change, and inspire people towards a more sustainable living, accelerating a cleaner tomorrow.

Personal Air Purifier

Meet Hale – your Personal Air Purifier, a reliable companion providing you with the health benefits of breathing clean air wherever you are.

Mental well-being

Featuring advanced HEPA certified filter with active carbon layer to filter out unwanted particles.

Physical health

Redefine your approach to vitality. Clean air can boost your cardiovascular and respiratory health, enhancing your energy and performance.

Longevity

Designed to offer long-term health benefits, clean air helps to slow the aging process and is especially valuable for children's development.

Hale

Explore the features that set Hale apart from the rest:

Clean Air Zone

- Advanced purification: utilizes cutting-edge HEPA V11 active carbon filtration to shield against pollution, allergens and pathogens.
- Clean air zone: personalize your air stream with our adjustable stand for an ideal clean air zone.
- Custom airflow: empowered by a 7-level fan for tailored air delivery rates.

Personal Companion

- Portable design: fits any cupholder, ideal for on-the-go use.
- Sleep mode: operates at it's highest level 55 dB, ensuring unnoticed, continuous comfort.
- Adjustable stand: orient in any direction for optimal air flow and cooling effect.

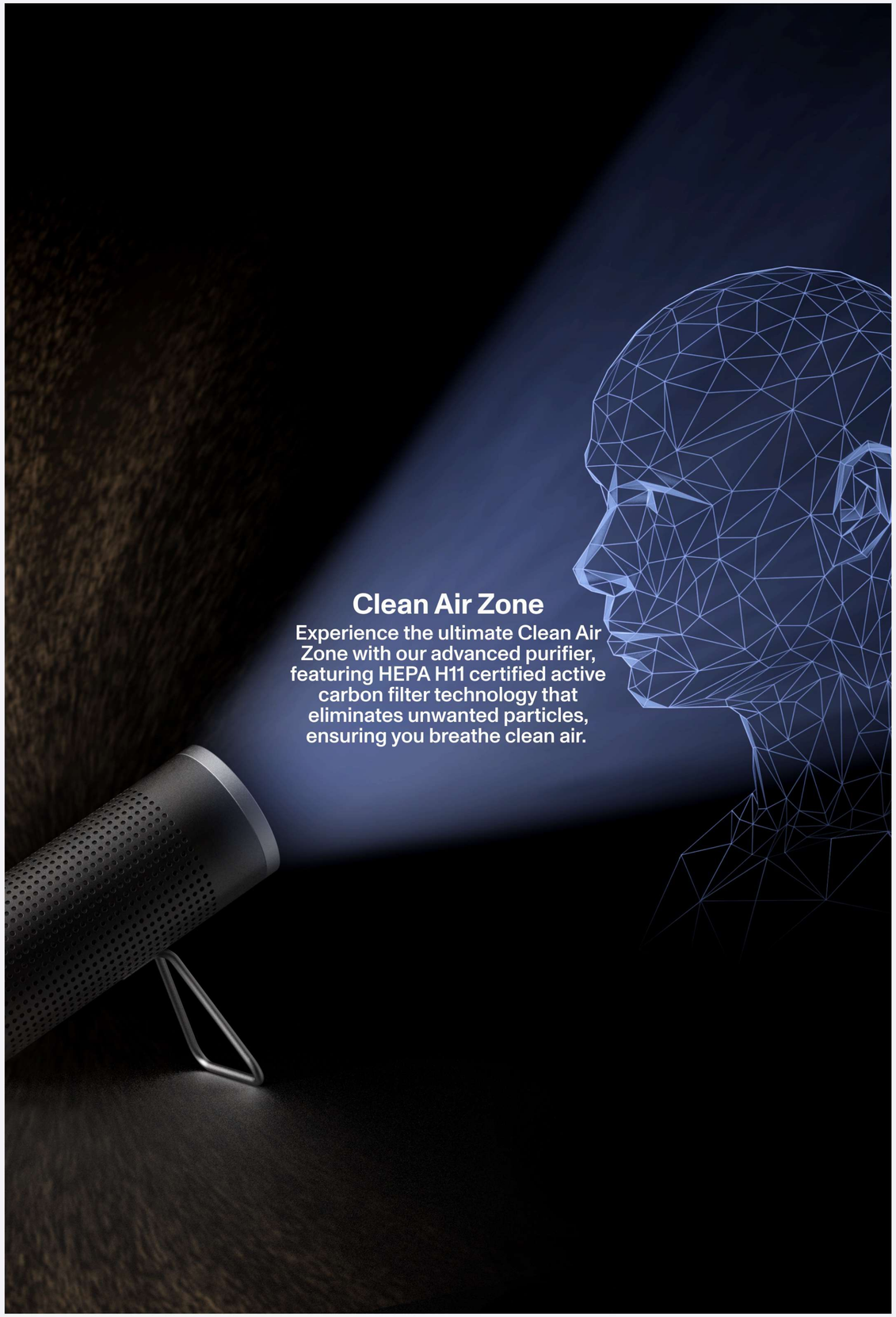
Sustainable Design

- Premium material: crafted with a high-quality aluminium body.
- Timeless design: available in one color Carbon
- Eco-conscious: energy-efficient, powered only when needed.
- Battery life: Up to 24 hours and 2 hours charging time.

Suggested retail price

- 179.00 USD, 179.00 EUR

Smart sensor
Includes an indicator light to show when it is on or off. In addition, a smart filter sensor that signals with a red light when it's time to change the filter.


Clean Air Zone
Experience the ultimate Clean Air Zone with our advanced purifier, featuring HEPA H11 certified active carbon filter technology that eliminates unwanted particles, ensuring you breathe clean air.

Air masks

Wearing a mask is the ultimate protection to filter out invisible harmful particles and gases from your surrounding, empowering you to breathe clean and healthy air at all times.

Replaceable filters
Long lasting & replaceable filters.

KN95 (CE FFP2)
Certified protection rigorously tested at RISE Research Institutes of Sweden.

Reusable mask skin
Polygiene® Technology maintains freshness in-between washes.

Air Mask Active

Our most advanced air mask offers outstanding breathability, fit and protection during all activities.

Protection

- KN95 industrial certified protection
- Treated with Polygiene® ViralOff Technology, an antimicrobial treatment that will keep the mask skin fresh and clear of unwanted microbes, bacteria and fungi
- 3D silicone on the mask frame adapts to the shape of your face for a secure sealing and minimal air leakage

Comfort

- Adaptable frame secures the mask in place for minimal interference during exercise
- Detachable and adjustable headband and neckband for optimal fit and protection
- Thermoform mesh for a moisture-wicking activewear feel and easy
- Our largest exhalation valve design to maximize airflow and breathability during even intense activity
- One size to fit teenagers and adults

Design

- Long-lasting and easily replaceable filters
- Skin-friendly medical graded silicone
- Fully recyclable packaging made from 70% recycled material
- Easy cleaning for simple and quick refreshment after use

Suggested retail price

- 149.00 USD, 149.00 EUR

Air Filter Active

Replacement filters for the Air Mask Active.

The filter portfolio offers a variety of filters tailored to meet different protection purposes such as: pollen/allergens, pollution/smog or bacteria/viruses. All filter variants are rigorously tested at RISE Research Institutes of Sweden and Nelson Labs.

Included in the package

- 3x Replaceable Air Filter Active - Opti

Suggested retail price

- 35.00 USD, 35.00 EUR

Mini

The easiest filter to breathe in, works great against dust, pollen and mold and filters out 99.9% down to PM 2.5.

Protection

- Filters out 99% of dust, allergen, and mold
- KN90 certified technology

Comfort

- Sturdy structure with soft skin-friendly lining
- Sealable exhalation valves for optimal breathability
- 3D memory nose-foam & shapeable nose-clip for minimal air leakage

Opti

Works great against bacteria, viruses, smog, wildfires and filters out 99.9% down to PM 0.3.

Protection

- Filters out 99% of bacteria, smog, and wildfire smoke
- Granulated active carbon absorbs odor molecules
- KN95 certified technology

Comfort

- Sturdy structure with soft skin-friendly lining

Urban Air Mask

The perfect balance between protection and comfort. Sustainable and award-winning Swedish design, made to last.

Protection

- KN95 industrial certified protection
- The mask skin stays fresh and clear of unwanted microbes, bacteria and fungi thanks to the
- antimicrobial fabric treatment
- Minimize air leakage with an adjustable nose clip and 3D memory nose foam
- Achieve the perfect fit with the ergonomic shape
- UPF 50 provides the highest possible protection against damaging UV rays

Comfort

- Create a personalized fit around the face with elastic and adjustable ear-loops
- Relieve pressure around your ears with the adjustable head strap
- Enjoy a cool, comfortable feeling with the lightweight, breathable material
- Four sizes to fit kids, teenagers and adults

Design

- Award Winning Swedish design
- Long-lasting and easily replaceable filters
- Three colors

Suggested retail price

- 149.00 USD, 149.00 EUR

Air Filter Urban

Replacement filters for the Urban Air Mask.

The filter portfolio offers a variety of filters tailored to meet different protection purposes such as: pollen/allergens, pollution/smog or bacteria/viruses. All filter variants are rigorously tested at RISE Research Institutes of Sweden and Nelson Labs.

Included in the packagee

- 3x Replaceable Air Filter Urban

Suggested retail price

- 29.00 USD, 29.00 EUR

Mini

The easiest filter to breathe in, works great against dust, pollen and mold and filters out 99.9% down to PM 2.5.

Protection

- Filters out 99% of dust, allergen, and mold
- KN90 certified technology

Comfort

- Sturdy structure with soft skin-friendly lining
- Sealable exhalation valves for optimal breathability
- 3D memory nose-foam & shapeable nose-clip for minimal air leakage

Opti

Works great against bacteria, viruses, smog, wildfires and filters out 99.9% down to PM 0.3.

Protection

- Filters out 99% of bacteria, smog, and wildfire smoke
- Granulated active carbon absorbs odor molecules
- KN95 certified technology

Comfort

- Sturdy structure with soft skin-friendly lining
- Sealable exhalation valves for optimal breathability
- 3D memory nose-foam & shapeable nose-clip for minimal air leakage

Maxi

Maximum protection for when you need it most, filters out 99.9% down to PM0.1.

Protection

- Filters out 99% of viruses, emissions, and smoke
- Granulated active carbon absorbs odor molecules
- KN95 certified technology

Comfort

- Sturdy structure with soft skin-friendly lining
- Sealable exhalation valves for optimal breathability
- 3D memory nose-foam & shapeable nose-clip for minimal air leakage

Air Mask Lite

Certified protection meets lightweight comfort in our most sustainable air mask yet.

Protection

- CE FFP2 and KN95 industrial certified protection
- The mask skin stays fresh and clear of unwanted microbes, bacteria and fungi thanks to the antimicrobial fabric treatment
- Minimize air leakage with an adjustable nose clip and 3D memory nose foam
- Achieve the perfect fit with the ergonomic shape and adjustable functions
- UPF 50 provides the highest possible protection against damaging UV rays

Comfort

- Create a personalized fit around the face with elastic ear-loops
- Relieve pressure around your ears with the detachable head clip
- Enjoy a cool, comfortable feeling with the lightweight, breathable 3D mesh material
- Three sizes to fit teenagers and adults

Design

- Long-lasting and easily replaceable filters
- Reusable mask skin treated with Polygiene® to reduce the need for washing
- Sustainable & long-lasting mesh material made from recycled polyester yarn
- Fully recyclable packaging made from 70% recycled material
- Multiple colors

Suggested retail price

- 49.00 USD, 49.00 EUR

Air Filter Lite

Replacement filters for the Air Mask Lite.

The filter portfolio offers a variety of filters tailored to meet different protection purposes such as: pollen/allergens, pollution/smog or bacteria/viruses. All filter variants are rigorously tested at RISE Research Institutes of Sweden and Nelson Labs.

Included in the package

- 3x Replaceable Air Filter Lite

Suggested retail price

- 25.00 USD, 25.00 EUR

Mini

The easiest filter to breathe in, works great against dust, pollen and mold and filters out 99.9% down to PM 2.5.

Protection

- Filters out 99% of dust, allergen, and mold
- KN90 certified technology

Comfort

- Sturdy structure with soft skin-friendly lining
- Sealable exhalation valves for optimal breathability
- 3D memory nose-foam & shapeable nose-clip for minimal air leakage

Opti

Works great against bacteria, viruses, smog, wildfires and filters out 99.9% down to PM 0.3.

Protection

- Filters out 99% of bacteria, smog, wildfire smoke
- Granulated active carbon absorbs odor molecules
- CE FFP2 & KN95 certified technology

Comfort

- Sturdy structure with soft skin-friendly lining
- Sealable exhalation valves for optimal breathability
- 3D memory nose-foam & shapeable nose-clip for minimal air leakage

Maxi

Maximum protection for when you need it most, filters out 99.9% down to PM0.1.

Protection

- Filters out 99% of viruses, emissions, and smoke
- Granulated active carbon absorbs odor molecules
- KN95 certified technology

Comfort

- Sturdy structure with soft skin-friendly lining
- Sealable exhalation valves for optimal breathability
- 3D memory nose-foam & shapeable nose-clip for minimal air leakage

Urban Filter Mask

Protect your long-term health from hazardous air pollutants with the Urban Filter Mask. Airflow is uninhibited, complemented by two exhalation valves that minimize build-up of moisture within the mask.

Protection

- KN95 industrial certified protection
- Minimize air leakage with an adjustable nose clip and 3D memory nose foam
- Achieve the perfect fit with the ergonomic shape
- UPF 50 provides the highest possible protection against damaging UV rays

Comfort

- Create a personalised fit around the face with elastic ear-loops
- Relieve pressure around your ears with the detachable head clip
- Enjoy a cool, comfortable feeling with the lightweight, breathable material
- Sealable exhalation valves for optimal breathability
- Four sizes to fit kids, teenagers and adults

Design

- Minimal design
- Long-lasting and easily replaceable filters

Suggested retail price

- 29.00 USD, 29.00 EUR

Antimicrobial products

Our bags repel and kill unwanted microbes, bacteria and viruses. By keeping your belongings clean you can elevate your health.

Antimicrobial fabric treatment
Kills bacteria and viruses on your belongings when in contact with the fabric.

Vegan
All of the materials are vegan.

Stay fresh odor-control
Industry-leading antimicrobial technology inhibits the growth of odor-causing bacteria.

Tote Bag Pro

A spacious but lightweight everyday bag with a convenient foldaway design. The multiple carrying options make the Tote Bag Pro perfect for an on-the-go urban lifestyle.

Protection

- Antimicrobial fabric treatment – Extinguishes all microbes, bacteria and fungi on your belongings when in contact with the inner fabric
- Water repellent – waterproof size 5 vision zipper and the fabric is treated with a PFC-free DWR
- Spacious main pocket plus one inside pocket with zip closure for safe storage and easy access of smaller items

Comfort

- Convenient – Adjustable lanyard for convenient carrying and unobtrusive wearability
- Designed for people on-the-go. With its packable function, you can use the Tote Bag Pro as your main storage unit or as a complement to your everyday bag

Design

- Recycled PET – Lining made from recycled polyester yarns
- PFC free
- Three colors

Dimensions

- H: 41.2cm/16.2″ W: 36.6cm/14.4″ D: 13.9±0.5cm/5.47±0.19″

Suggested retail price

- 99.00 USD, 99.00 EUR

Messenger Bag

This lightweight but durable Messenger Bag will easily serve as your main everyday storage unit. Multiple pockets and adjustable shoulder straps make it ideal for commuting in an urban environment.

Protection

- Antimicrobial fabric treatment – Extinguishes all microbes, bacteria and fungi on your belongings when in contact with the fabric
- Water repellent – waterproof size 5 vision zipper and the fabric is treated with a PFC-free DWR
- Padded inne pocket offers protection for e.g a laptop

Comfort

- Convenient – Adjustable lanyard for convenient carrying and unobtrusive wearability

Design

- Recycled PET – Lining made from recycled polyester yarns
- PFC free
- Three colors

Dimensions

- H: 25.4cm/10″ W: 35.4cm/13.9″ D: 4.5±0.5cm/1.7±0.19″

Suggested retail price

- 89.00 USD, 89.00 EUR

Crossbody Bag

This durable Crossbody Bag is ideal for storing your Airinum mask and other daily essentials.

Protection

- Antimicrobial fabric treatment – Extinguishes all microbes, bacteria and fungi on your belongings when in contact with the fabric
- Water repellent – waterproof size 5 vision zipper and the fabric is treated with a PFC-free DWR

Comfort

- Modular fit – Adjust the shoulder strap to wear it across your shoulder, back or stomach

Design

- Recycled PET – Lining made from recycled polyester yarns
- PFC free
- Three colors

Dimensions

- H: 20cm/7.9″ W: 13.5cm/5.3″ D: 8.5cm/3.3″

Suggested retail price

- 69.00 USD, 69.00 EUR

Shoulder Bag

This lightweight shoulder bag is perfect for storing your Airinum mask and other daily essentials.

Protection

- Antimicrobial fabric treatment – Extinguishes all microbes, bacteria and fungi on your belongings when in contact with the fabric
- Water repellent - waterproof size 5 vision zipper and the fabric is treated with a PFC-free DWR

Comfort

- Convenient – Adjustable lanyard for convenient carrying and unobtrusive wearability
- Lightweight – Weighs less than 1.4 ounce (40 grams)

Design

- Recycled PET - Lining made from recycled polyester yarns
- PFC free
- Three colors

Dimensions

- H: 12.5cm/4.9″ W: 17cm/6.7″ D: 1±5cm/0.4±2″

Suggested retail price

- 39.00 USD, 39.00 EUR

Tote Bag Lite

This reusable fold-up shopping bag saves the days when you require extra storage. It packs away to pocket-size so it can be easily stored inside your everyday bag. The inner lining is treated with Polygiene ViralOff™ antimicrobial technology to keep your belongings fresh and clear from unwanted bacteria and viruses. It is made from sustainable materials and repels water.

Protection

- Antimicrobial fabric treatment – extinguishes all microbes, bacteria and fungi on your belongings when in contact with the inner fabric
- Spacious main pocket plus one inside pocket with zip closure for safe storage and easy access of smaller items

Comfort

- Take it anywhere by folding the bag into the inside pocket. Using the 2-way zipper, you'll be able to pack it down to pocket-size
- Super lightweight RPET fabric provides the perfect combination of durability, sustainability and packability

Design

- Lightweight and recycled polyester fabric

Dimensions

- H: 15.5cm/6.1″ W: 11cm/4.3″ D: 4cm/1.6″

Suggested retail price

- 39.00 USD, 39.00 EUR

Card Holder

A lightweight Card Holder with antimicrobial inner lining for hygienic storage of your cards & valuables. The inside is equipped with four card inserts for easy access of your valuables. Outside fabric treated with a PFC free DWR treatment, to keep your items stored safely in all weather conditions.

Protection

- The inner lining is treated with Polygiene® ViralOff™ Technology to keep your belongings fresh and clear of unwanted bacteria and viruses
- Outside fabric treated with a PFC free DWR treatment, to keep your items stored safely in all weather conditions

Comfort

- Easy to bring and designed for long lasting use. Equipped with a lightweight inner lining and a durable outer shell fabric
- The inside is equipped with four card inserts for easy access of your valuables
- Keeps your valuables safely stored by a snapback elasticated closure

Design

- Durable and long-lasting nylon fabric
- Inner fabric made from recycled polyester yarns
- Perfect for hygienic storage of your cards & valuables

Dimensions

- H: 15.5cm/6.1″ W: 11cm/4.3″ D: 4cm/1.6″

Suggested retail price

- 29.00 USD, 29.00 EUR

Polishing Cloth

This super-soft Polishing Cloth is perfect for a safe and effective cleaning of your everyday items. The fabric is antimicrobial-treated to keep your belongings fresh and clear of unwanted bacteria.

Protection

- The Polishing Cloth stays fresh and clear of unwanted bacteria thanks to Polygiene® BioMaster™ Technology, an antimicrobial fabric treatment

Comfort

- High density microfibers allows for efficient polishing cleaning
- The high-quality cloth doesn't shed lint, fibers or generate static electricity
- Made from a super-soft yet durable fabric for scratch-free results

Design

- Made from a super-soft yet durable fabric for scratch-free results
- Seamless construction with heath-welded edges. Durable nylon material.

Dimensions

- H:16cm, 6.3inch W:16cm, 6.3inch, D : 2mm, 0.8 inch

Suggested retail price

- 19.00 USD, 19.00 EUR

Global retail partners

We are proud to work with some of the most prominent retail partners globally. From MoMA in New York and Tokyo, to Lane Crawford in Hong Kong and China.

MoMA

RESTIR

bloomingdale's

SELFRIDGES&Co

Lane Crawford

My Boon

北京SKP

Galeries Lafayette

Store display

The Airinum point-of-sale material is key to optimizing the display in stores. The display is modular and developed to fit any location.

Collaborations

Airinum wants to be a part of reversing climate change.

While Airinum is a young and ambitious organization with a clear mission, we cannot solve this alone. We can only help spread the message and inspire more people to care. We believe in the power of movements. One voice doesn't make a difference, but many do. Each collaboration serves the purpose of raising awareness about climate change, put pressure on policymakers and inspire more people to join the movement towards a cleaner and healthier tomorrow.

BALLY

NEMEN®

UNDERCOVER
JUN TAKAHASHI

MoMA

HUMAN MADE

MARINE SERRE

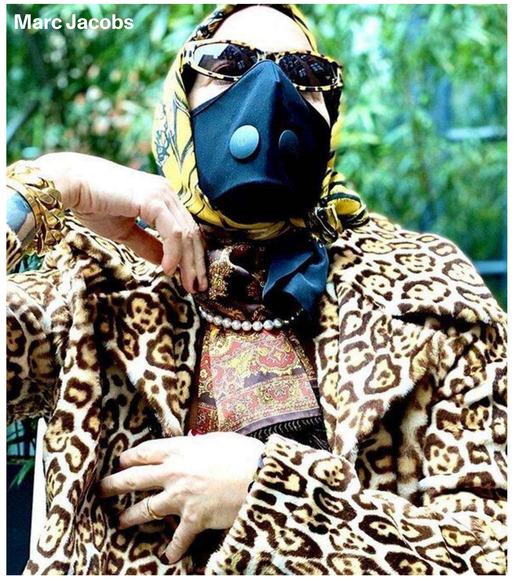
NEDCOMTOY

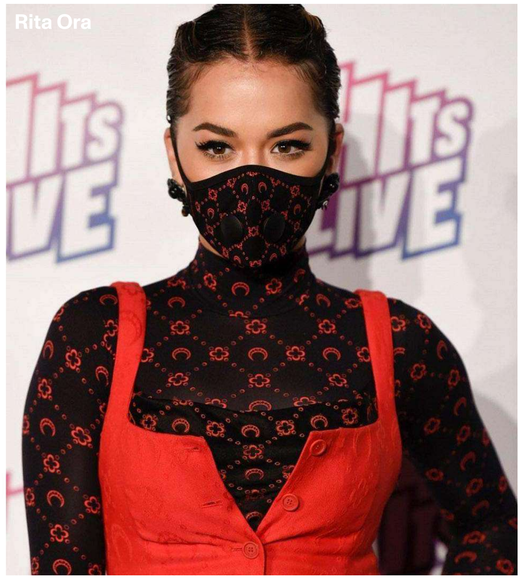
TAKAHIROMIYASHITA
TheSoloist.

Celebrities

Airinum has built a brand that engages with communities, influencers, key-opinion-leaders, bloggers and other brands that has a voice and platform to help spread our stories and content about air quality and climate change. We use our products as symbols for change, and get our users and partners to help spread this message that the world needs to hear.

Seen among others

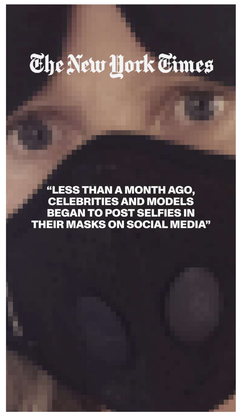


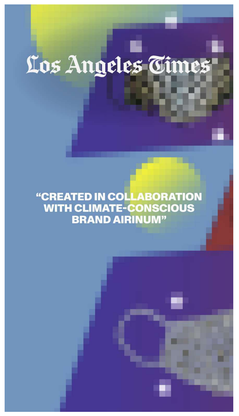


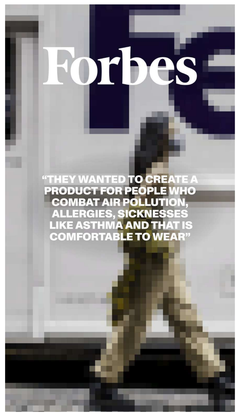
Big Bang - Super Junior - Big Sean - Pharrell Williams
Gwyneth Paltrow - Matt Damon - Ben Affleck - Kid Cudi
Marc Jacobs - Nigo - Rita Ora - Olivier Rousteing

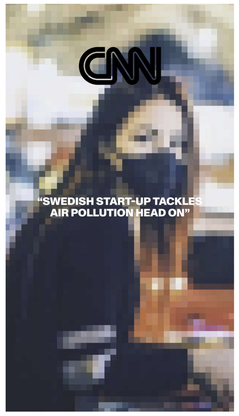
Press

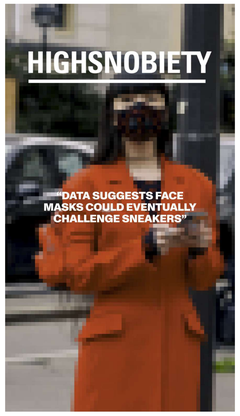
Customers and influencers all around the world love our product. Thousands of people have either #airinum or mentioned the brand @airinum on Instagram since inception and some of the biggest influencers in each market have endorse our product.











MCN

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AGENCY

Since 2017

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