

Colorfil® is recognized with National Product of the Year Award

American air filter company wins "Best Odor Elimination" designation



Champaign, Illinois Nov 22, 2021 ([Issuewire.com](https://www.issuewire.com)) - [Colorfil®](#), the NASA award-winning home air filter company and creator of the patented color-shift(TM) coating, was named the Odor Remover Product of the Year by The Independent Innovation Awards.

Colorfil® is proud to be recognized by the IIA program, as it is the largest consumer-voted program for product innovation. Chosen by 40,000 American shoppers in a national survey conducted by Kantar, a global leader in consumer research, each of the winning products has been awarded as the most innovative in their category.

Since 2011, the team at Colorfil® has been dedicated to building innovative products to improve indoor air quality. Designed for use in NASA spacesuits by engineers from the University of Illinois at Urbana-Champaign, Colorfil® targets amine compounds such as ammonia, bathroom, and cooking odors, as well as fumes from household cleaners — and prides itself on being the best odor-eliminating solution specifically for homes with pets.

Colorfil® air filters have significantly more capacity and efficiency for toxic and odor-causing chemicals, due to the patented coating which is applied over conventional filter materials. The “chemisorptive” coating is based on polyelectrolytes—polymer substances with a permanent electrical charge—with the main active ingredient being citric acid, a naturally-derived material commonly found in fruit.

Through rigorous testing, Colorfil® has been shown to capture and neutralize 5x more chemicals and odors than the best-selling odor filters on the market.* What truly separates Colorfil® from other products is its ability to capture gas-phase chemicals which pass right through conventional filters.

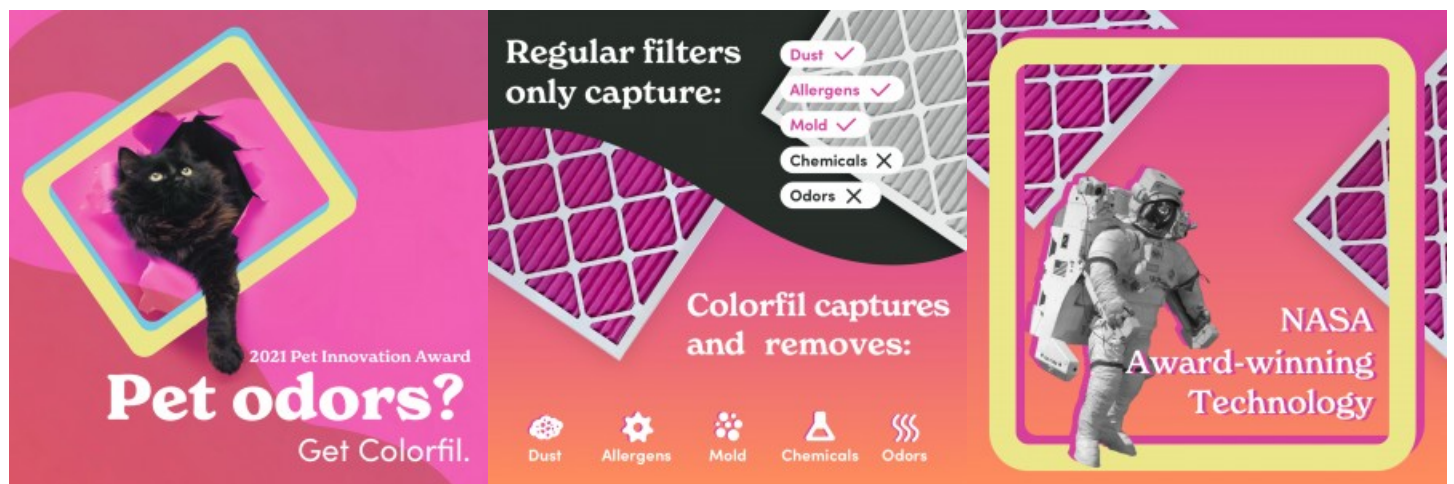
Additionally, Colorfil® is also the only air filter that indicates when it needs to be replaced. The color-shift TM technology is highly reactive to certain toxic chemicals and odors in the air—and actually changes from pink to yellow as it neutralizes these unwanted pollutants. In doing so, Colorfil® helps

create cleaner, healthier, indoor space for pets and their humans..

The 3rd annual Pet Innovation Awards is the industry's most robust recognition platform for the innovators and leaders of the Pet industry. With only one product selected in each category, the Awards were created to recognize the most outstanding companies, services and products within the rapidly expanding Pet industry.

*Based on ammonia-capture tests compared to the leading consumer activated carbon air filter

FOR RELEASE on November 22nd, 2021



Media Contact

Colorfil

jlanger@colorfil.co

Source : Colorfil by Serionix

[See on IssueWire](#)