

To : ALL DEPARTMENTS  
 From : Sales Management Assistant  
 Date : December 3, 2025  
 Subject : NEW PRODUCT – **AIR PURIFIER AND CIRCULATOR**  
 Ref : SAL-SMA-25-B- 1022  
 CC : DCO, File

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This is to formally introduce the new addition to our product line-up of Air Essentials – the “**Air Purifier and Circulator**” with details below:


<p style="text-align: center;"><b>PRODUCT PICTURE</b></p>	
<b>MODEL</b>	<b>KCF-09APRBDC</b>
<b>SRP</b>	<b>Php 9,995</b>
<b>ORDERING DATE</b>	<b>December 10, 2025</b>
Power Supply	1Ph / 230 V / 60 Hz
Motor	Brushless DC Motor
Application Area	40 - 60 m <sup>2</sup>
Power Input (Air Purifier)	30 W
Power Input (Air Circulator)	27 W
Rated Power	66 W
Rated Current	0.45 A
Speed Levels	4 (Air Purifier)
	7 (Air Circulator)
Filter	HEPA 13
CADR (Particle)	400 m <sup>3</sup> /h
Unit Dimension (WxDxH)	290 x 290 x 777 mm
Air Flow Volume	9 m <sup>3</sup> /min (Air Purifier)
	16 m <sup>3</sup> /min (Air Circulator)
Sound Pressure Level (Hi/Lo)	58 / 23 dB(A)
Unit Weight (Gross/Net)	6.98 / 5.66 kg

## FEATURES AND SPECIFICATIONS

- **DC Inverter Motor** – this consumes less energy while delivering outstanding performance, with Air Circulator and Purifier uses only 66W with 3D oscillation activated.
- **Multi-Stage Filtration System** – The Air Purifier uses a 3-Layer Filtration system to purify the air:
  - \* The **Pre-Filter** that catches large particles like hair and dust.
  - \* The **H13 HEPA Filter** which removes 99.95% of airborne particles 0.3 size of microns.
  - \* The **Active Carbon Filter** that absorbs smoke, odors, and chemical smells (VOCs).
- **Innovative Fan Design** – this advanced structure generates powerful vortex airflow, ensuring strong, steady, and evenly distributed air movement.
- **Multi-Directional Airflow** – this feature delivers balanced air circulation within the room with its 3D oscillation direction.
  - \* Left to Right - 65°
  - \* Up and Down - 90°
- **Filter Reloaded** – this features a built-in timer that triggers an alarm after 2,000 hours to remind the user to change the filter for improved comfort and efficiency.
- **7/4 Fan Speeds** – the Air Circulator has 7 Fan Speeds (Level 1 to Level 6 plus TURBO). The Air Purifier has 4 Fan Speeds (Silent, Low, Medium, High Gear).
- **Sleep/Natural Wind Mode** – these special modes creates a refreshing breeze by automatically changing the airflow speed, delivering a gentle and natural wind-like airflow throughout the room.
- **Timer Function** – this offers a 12-hour timer operation that delivers comfortable and convenient use of the air circulator.
- **LED Display & Air Quality Indicator** – this feature displays the current room temperature and uses a color code to indicate air quality:
  - \* **Blue** is excellent (0 to 35  $\mu\text{g}/\text{m}^3$ )
  - \* **Green** is good (36 to 75  $\mu\text{g}/\text{m}^3$ )
  - \* **Red** is poor (76 and up  $\mu\text{g}/\text{m}^3$ )
- **Soft Touch Control Panel/Remote Control** – this allow users to adjust the air purifier and circulator settings, using a user-friendly soft-touch interface.
- **Child Lock Function** – this disables the buttons to prevent accidental changes to the settings by children or pets.
- **Quiet Operation** – this has lower decibel levels as low as 23 dB(A), creating a peaceful and comfortable environment, ideal for various applications.

Please be guided accordingly.


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