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**FOR IMMEDIATE RELEASE**

**New Plasma BAR Wins Honorable Mention in the  
2014 AHR Expo Innovation Awards**

*New Design Provides Higher Efficiencies and Reduced Space Requirements*

**Stamford, CT (January 13, 2014)** – Plasma Air International's new Plasma BAR Bipolar Ion Generator will receive an Honorable Mention in the 2014 AHR Expo Innovation Awards, representing one of the most innovative products among the thousands displayed at the 2014 AHR Expo. A panel of judges made up of HVAC experts evaluated the products submitted based on innovation, application, value to the user and market impact.

The Plasma BAR is a bipolar ionization based air purification system that produces a balanced quantity of both positive and negative ions. The ions are delivered to the space through the duct system where they interact with pollutants on a molecular level.

The Plasma BAR features groundbreaking and patented needlepoint ion technology that does not require ion tube replacement. The long, narrow design allows for installation in air handling units instead of hard to access units mounted on ductwork, providing higher efficiencies and reducing required space.

“The Plasma BAR’s streamlined and highly efficient design further reduces the cost to provide air purification systems on a per CFM basis.” said Larry Sunshine, vice president of sales and marketing at Plasma Air International. "This increases the savings on implementing ASHRAE's IAQ Procedure for reducing outside air intake."

Plasma Air will be **showcasing the new Plasma BAR product** at the 2014 [AHR Expo](#) at the Javits Convention Center in New York City, January 21-23, 2014 – Booth #2001.



## **About Plasma Air International**

Plasma Air International manufactures air purification products that result in healthier, more productive indoor environments in institutional, commercial and industrial applications. The company uses highly efficient bipolar ionization technology that supports the engineering community in utilizing ASHRAE's Standard 62.1 *IAQ Procedure* to reduce outside air intake.