

## **P2 THE FUTURE OF AIR FILTRATION INDUSTRY: A MANUFACTURER'S PERSPECTIVE**

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At AAF Flanders we strive to deliver the latest advancements in filtration system design, analysis, optimization and monitoring to help organizations and individuals save time and money, while reducing both commercial and personal risk.

AAF Flanders believes that the air filtration industry is still in its infancy, that the potential for growth remains great. We also believe that our industry is now entering a distinct and exciting 4th phase of market development that will start a revolution in the products and services that can be offered to customers by those with the vision to understand the future of this evolving market.

The history of the air filter industry to this point, can be broadly broken down into three eras or generations. The first generation of air filters primarily served to protect the HVAC equipment itself. These were the products AAF started manufacturing nearly 100 years ago. The second generation of market development focused on protecting downstream assets such as building infrastructure or production processes and products. The third generation, which only emerged relatively recently, is characterized by an increased focus on Indoor Air Quality (IAQ) and has seen the emphasis shift to safeguarding the health, wellbeing, and productivity of the occupants who inhabit industrial, commercial or residential spaces.

At AAF Flanders, we believe our industry is on the brink of a 4th era of critical mass, where the combination of advanced filtration products, intelligent data analysis tools, and app-driven sensor technologies, will finally **MAKE THE INVISIBLE VISIBLE** for the end user; thereby raising public awareness and understanding regarding the critical nature of what we do, and carrying with it far reaching consequences for everyone involved in this industry.

This talk will focus on how AAF Flanders believes emerging technologies will impact the future of our industry and create a new wave of opportunities for everyone involved.