

Oreck ProShield™ Air Purifier Design

Challenge

The Design Agency was challenged by Oreck® to redesign the existing Oreck® XL Professional Air Purifier to increase the unit's in-home use and overall versatility. The new stylish air purifier with its dual orientation is designed to fit either vertically or horizontally into any room in the home. The CEO of the design agency explains, "Our in-house team of designers sought to create a high-style unit which thoughtfully considered the options of environmental use. We found in our exploration that consumers' desire for increased versatility and dual orientation is part of a larger trend we are seeing in electronic design. Consumers are looking for their purchases, whether it is electronics or mobile devices, to offer greater flexibility and intuitive use. We feel that the contemporary design of this new unit, coupled with its superior functionality, accomplished this objective and will greatly increase the use of the purifier systems in peoples' homes."



Solution

The new Oreck® ProShield™ Plus Air Purifiers are designed for maximum versatility which allows for an innovative dual orientation. The designers and engineers recognized the consumers' desire to position the unit in different space configurations around the home. The new design works in either direction, incorporates contemporary aesthetics and also makes it easy to use in low light conditions. Extremely energy efficient, the unit uses only as much energy as a 25-watt light bulb. For added functionality, there are 3 air cleaning speeds, from Silence Technology®, the quietest operation when noise reduction is desired, to the highest level for maximum high-speed cleaning. The air purifier is lightweight and portable which makes it easy to move for added convenience.

To reduce indoor air pollution and help people breathe easier in the home, the new advanced Oreck® ProShield™ Plus Air Purifier captures and destroys contaminants, including dust, pollen, bacteria, viruses, mold spores, fungi, pet dander, cigarette smoke and odors in the home. It combines several advanced technologies for effective and fast air purification. The Helios Shield™, Oreck's latest innovation, creates an ultraviolet (UV-A) kill zone with the sanitizing power of sunlight that attacks many viruses, neutralizes volatile organic compounds (VOCs) and eliminates odors as it circulates air through the system. The powerful Oreck ProShield™ Plus Air Purifier continually moves the air, cleaning and recirculating the air in a 12' x 18' room twice every hour.