



PurolatorBOSS® PREMIUM CABIN AIR FILTERS WITH FEBREZE FRESHNESS

The average American spends almost 300 hours in their car every year. That's a lot of time spent breathing potentially dirty, unpleasant air. PurolatorBOSS® Premium Cabin Air Filters with Febreze Freshness are designed with triple-layer protection. This powerful combination blocks and controls odors while preventing mold and bacteria growth on the filter. The filter effectively captures fine dust particles, inert allergens and virus aerosols that have been known to cause respiratory issues.

NOTHING GETS BY US®



with





with



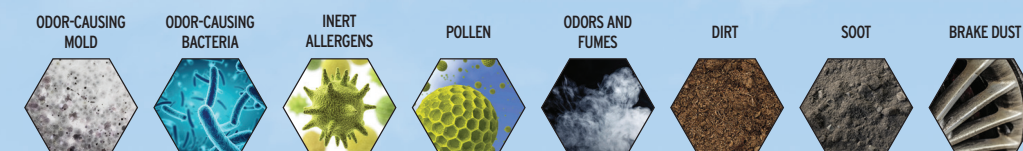
THE NEW BOSS IN CABIN AIR FILTRATION

- Blocks and controls odors with Febreze Freshness
- Unscented for fresh, clean air smell
- Filters virus aerosols*
- Prevents odor-causing bacteria and mold growth on the filter
- Filters out fine dust particles, dirt, soot, pollen and other inert allergens from entering the vehicle's cabin
- Unlike HEPA type cabin air filters, PurolatorBOSS Premium Cabin Air Filters provide high efficiency while optimizing airflow through the vehicle's HVAC system
- Aids in the A/C, heater and defroster performance
- Available for many popular vehicles - domestic and import
- Replace every 12 months or 12,000 miles** for optimum performance - or more frequently in harsh or dusty environments



The top filter manufacturer joins with a leading brand in odor elimination to bring you PurolatorBOSS Premium Cabin Air Filters with Febreze Freshness. This powerful combination provides the unique opportunity to grow your cabin air filter sales - the fastest growing filtration category. Whether the end user is a DIYer pulling the product off the shelf to install himself....or a DIFMer who's waiting in your lobby while her car receives an oil change, powerful in-store messaging draws consumers to PurolatorBOSS Premium Cabin Air Filters with Febreze Freshness. Stock up today to grab your fair share of cabin air filter sales!

PurolatorBOSS Premium Cabin Air Filters with Febreze Freshness block:



TRIPLE-LAYER PROTECTION WITH FEBREZE FRESHNESS

ANTIMICROBIAL LAYER

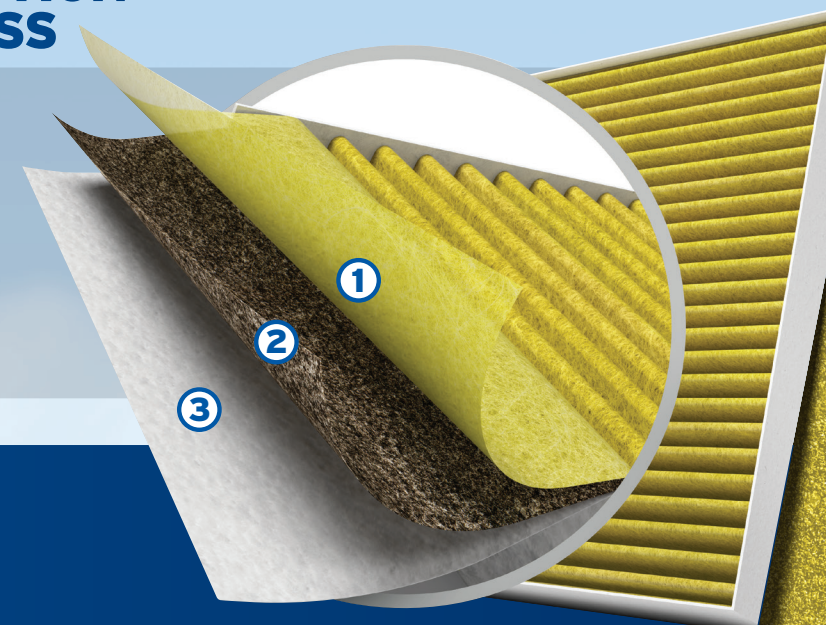
prevents odor-causing bacteria and mold growth on the filter

ACTIVATED CHARCOAL LAYER

absorbs odors and gases

PARTICULATE LAYER

blocks fine pollutants like road dust, dirt, pollen and other allergens



Purolator Merchandising Support

Whether you're in the retail or trade channel, Purolator has all of the resources you need to help grow your sales:

- A dedicated team, including customer service, sales and product management experts to ensure you have the right parts to drive your business
- Displays and full point-of-sale materials – including posters, window clings, counter mats and more
- A complete library of images and product descriptions to support your online initiatives and keep your website current
- Videos to educate consumers on the importance of changing their filter you can add to your website or share with your followers on social media



HELP YOUR CUSTOMERS BREATHE EASIER.

Poor quality air can lead to poor health for your customers and their passengers.

- Americans spend about 300 hours a year on average in their vehicle
- The air inside vehicles contains up to 5 times more pollutants than fresh air
- 75% of all vehicle climate problems are caused by a blocked cabin air filter
- 35 million Americans suffer from symptoms related to inert allergens

*At this time product with viral claim not available for sale in CO, DC, HI, IN, NM, OK, WA, WV or WY pending state approval.
**Limited warranty. See product catalog or explore complete warranty information.

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Program Details

Segment	SKU Count	Coverage	Case Pack	MOQ
PurolatorBOSS Premium Cabin Air Filter	31	56%	3	3

Part #	Part # POP Code	Cumulative VIO%	VIO Trend
PBC35667	A	10.2%	▲
PBC35519	A	17.3%	▲
PBC38173	A	20.0%	▲
PBC38224	N	22.6%	▲
PBC25869	A	25.2%	▲
PBC36154	A	27.2%	▲
PBC36179	A	29.1%	▼
PBC35479	A	30.9%	▼
PBC36174	A	32.7%	▲
PBC36080	A	34.4%	▲
PBC38214	A	36.1%	▲
PBC25870	A	37.6%	▲
PBC25245	B	39.2%	▼
PBC15388	B	40.6%	▼
PBC48162	B	41.9%	▲
PBC35586	B	43.2%	▼

Part #	Part # POP Code	Cumulative VIO%	VIO Trend
PBC35644	B	44.4%	▲
PBC26155	B	45.6%	▲
PBC36286	B	46.8%	▲
PBC35530	B	48.0%	▼
PBC36156	B	49.0%	▲
PBC45871	B	50.0%	▲
PBC35865	B	50.8%	▼
PBC15439	B	51.7%	▼
PBC35660	B	52.5%	▲
PBC26176	B	53.2%	▲
PBC25764	C	54.6%	▲
PBC35676	C	55.2%	▼
PBC25864	C	55.7%	▼
PBC35448	C	55.9%	▼
PBC41506	C	56.1%	▲

Some part numbers may not be available in certain markets.
Contact your sales representative to learn more.



PREMIUM CABIN AIR FILTERS

Monday - Friday
8:00 a.m. - 7:30 p.m.

Saturday
9:00 a.m. - 5:30 p.m.
Eastern Time Zone

Techline:
800-526-4250

Email:
techservice@mann-hummel.com



pureoil.com

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