



PROFESSIONAL GRADE CABIN AIR FILTRATION

As a professional, you know cheap fixes and shoddy filters just won't cut it. At Purolator, we're dedicated to providing the quality products you need to get the job done. PurolatorTECH™ is the new standard in professional grade cabin air filters. Engineered to meet or exceed OE requirements and available at a competitive price, PurolatorTECH Cabin Air Filters make service simple and profitable by providing broad coverage and speed to market while using the latest filtration technology.

NOTHING GETS BY US.®

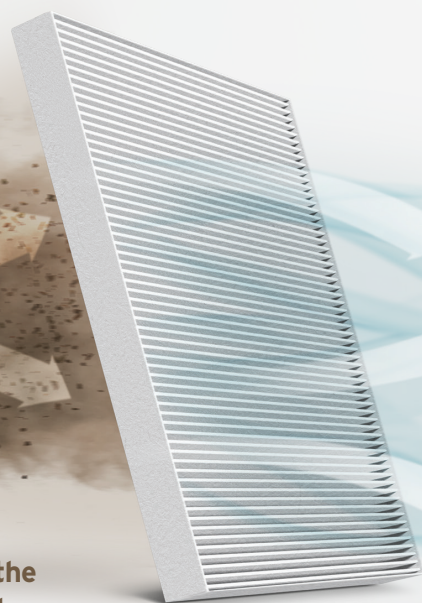

AN AMERICAN
BRAND SINCE 1923™





Professional Grade Filtration

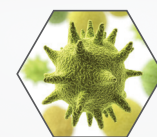
Nearly 80% of vehicles on the road feature a cabin air filter that will need to be replaced. And, with all of the pollutants in the air today, it's more important than ever that we keep the air in our vehicles as clean as possible. That's why PurolatorTECH™ Cabin Air Filters are engineered to meet or exceed OE manufacturer requirements and incorporate the latest in filtration technology.



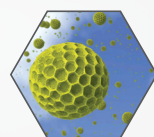
Dirty, contaminated air enters the ventilation system of the vehicle

Clean, fresh cabin air flows into the passenger compartment

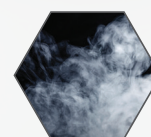
PurolatorTECH Cabin Air Filters block:



Inert Allergens



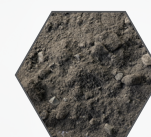
Pollen



Odors and Fumes*



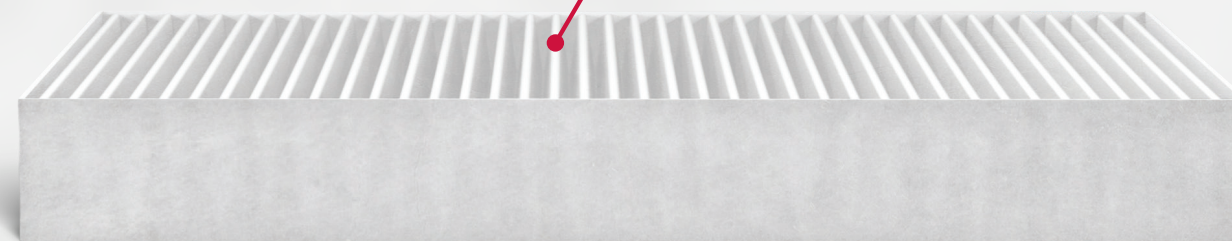
Dirt



Soot

Help Your Customers Breathe Easier

- Over 95% VIO coverage with expanded line
- Engineered for OE fit, form and function
- Encourages better airflow through the vehicle
- Optimizes HVAC and defroster performance
- Many applications made in USA
- Available in particulate and carbon configurations according to OE spec
- Electrostatically charged media**
- Includes extensive domestic and import coverage
- Encourage regular filter replacements every 12 months or 12,000 miles† to increase profits



Why your customers need a new cabin air filter

- Cabin air filters are the fastest growing segment in the filtration category
- On average, your customer spends almost 300 hours in a vehicle every year
- 35 million Americans suffer from symptoms related to inert allergens
- 75% of all vehicle climate problems are caused by a blocked cabin air filter



Sales Materials & Customer Support

With Purolator, you also get all 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 in-shop 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 to play in your lobby or service bays, add to your website or share with your followers on social media

* Carbon applications only, as specified by OEM.

** May vary by application.

† Limited warranty. See product catalog or explore complete warranty information.

Program Details

Segment	SKU Count	Coverage	Case Pack	MOQ
PurolatorTECH™ Cabin Air Filter	89	82%	3	3

Part #	Part # POP Code	Cumulative VIO%	VIO Trend
TC35667C	A	10.2%	▲
TC35667	A	20.4%	▲
TC35519	A	27.6%	▲
TC38173	A	30.2%	▲
TC38224C	A	32.9%	▲
TC38224C	A	35.5%	▲
TC25869	A	38.1%	▲
TC36154C	A	40.1%	▲
TC36179	A	42.0%	▼
TC35479	A	43.8%	▼
TC36174	A	45.5%	▲
TC36080	A	47.3%	▲
TC25870	A	48.9%	▲
TC25245	A	50.4%	▼
TC15388	A	51.8%	▼
TC48162	A	53.1%	▲
TC35586C	A	54.4%	▼
TC35644	A	55.7%	▲
TC26155	A	56.9%	▲
TC36286	A	58.0%	▲
TC35530	A	59.2%	▼
TC36156	A	60.2%	▲
TC26205C	A	61.2%	▼
TC36115	A	62.2%	–
TC45871	A	63.2%	▲
TC35865	A	64.0%	▼
TC15439	A	64.9%	▼
TC35660	A	65.7%	▲
TC26176	A	66.4%	▲
TC35491	A	67.1%	▲

Part #	Part # POP Code	Cumulative VIO%	VIO Trend
TC25764	B	67.8%	▲
TC21471C	B	68.4%	▲
TC35676	B	69.0%	▼
TC25876	B	69.6%	▼
TC45459	B	70.2%	▼
TC25864	B	70.8%	▼
TC15390	B	71.3%	▼
TC25685	B	71.8%	▼
TC25082	B	72.3%	▼
TC45383	B	72.8%	▼
TC31380	B	73.2%	▲
TC36099	B	73.6%	▼
TC25572	B	73.9%	▼
TC31381	B	74.3%	▲
TC38188	B	74.6%	▼
TC25490	B	75.0%	▼
TC25835	B	75.3%	▲
TC59185	B	75.7%	▲
TC25478	B	76.0%	▼
TC31371	B	76.3%	▲
TC15850	B	76.6%	▼
TC35661	B	76.9%	▼
TC45654	B	77.2%	▼
TC59186	B	77.5%	▲
TC36158	B	77.8%	▼
TC15857	B	78.0%	▼
TC45662	B	78.3%	▼
TC15873	B	78.5%	▼
TC45508	B	78.7%	▼
TC41451C	B	78.9%	▲

Part #	Part # POP Code	Cumulative VIO%	VIO Trend
TC25877	B	79.2%	▼
TC25387	B	79.4%	▼
TC35448	B	79.6%	▼
TC38155	B	79.8%	▲
TC38222	B	80.0%	▼
TC16098	B	80.2%	▼
TC41454	B	80.4%	▲
TC35845	B	80.6%	▼
TC38222C	B	80.8%	▼
TC49187C	B	80.9%	▲
TC26086	B	81.1%	▼
TC59188C	C	81.3%	–
TC15389	C	81.4%	▼
TC36157	C	81.5%	▼
TC35402	C	81.7%	▼
TC26078	C	81.8%	▼
TC35834	C	81.9%	▲
TC59189C	C	82.0%	–
TC31372	C	82.1%	▲
TC35643	C	82.2%	▼
TC25863	C	82.3%	–
TC35518C	C	82.4%	–
TC36125C	C	82.5%	▼
TC31373	C	82.5%	▲
TC31450	C	82.6%	▲
TC31452	C	82.6%	▲
TC31412	C	82.7%	▲
TC31374C	C	82.7%	–
TC31453	C	82.7%	–

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



PurolatorPRO
Download now to view our
technician/professional
catalog and more



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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