



Contacts: Alex Oltmanns, Pipitone Group
Phone: 412.321.0879
Email: aoltmanns@pipitonegroup.com

Dave Capezzuto, Birdair
716.633.9500
dcapezzuto@birdair.com

For Immediate Release

Birdair Introduces New Product, Purify Mesh 30

Purify Mesh 30, a new product launched by Birdair's parent company, Taiyo Kogyo Corporation, is the world's first PVC mesh membrane that incorporates TiO₂ photocatalyst coating for building façade applications. Birdair is proud to announce that it will carry the product, providing it for its primarily North American customer base.

Design Benefits

Purify Mesh 30 allows for the design of stunning structures with the flexibility of membrane. This product can transform building façades from boring and flat to unique free-form curvature designs. It also allows architects to experiment and create beautiful lighting conditions with light transmitting through the mesh openings, allowing for iconic structures from the outside, while maintaining high visibility within the building space. Plus, with a range of color varieties, including metallic colors, the freedom to choose virtually any color enables architects to realize their design vision.

Low Maintenance

TiO₂ photocatalysis absorbs natural sunlight (UV) and decomposes organic matter, giving Purify Mesh a self-cleaning element. When the natural sunlight irradiates the membrane, the stains from organic matter, such as dirt, decompose and are washed away with the rain. Required cleaning and maintenance of the product are minimal thanks to this effect.

A Green Product

Purify Mesh 30 is not only a very sustainable product, it actually reduces pollution. One of the contributors to air pollution in cities is the emissions from automobiles that include nitrogen oxide (NO_x). As a TiO₂-coated membrane, Purify Mesh 30 decomposes NO_x through oxidation reactions and purifies the surrounding air.

Thermal Benefits

Purify Mesh 30 can be used over glass, creating a thermal barrier and offering relief for building occupants while still allowing in sunlight. For example, when combined with 10 mm float glass, white Purify Mesh 30 reflects 41% of solar heat with 22% transmittance. When using Purify Mesh 30, visibility is much higher with the surface coated in black versus white.

***About Birdair:** Birdair, Inc. is the leading design build contractor of custom tensile structures throughout the world. In addition to pre-construction services such as design assistance,*

budgeting, construction methodologies and project scheduling, Birdair provides design build solutions in all aspects of project design, fabrication, installation and maintenance. The company offers a selection of architectural fabric membranes, including PTFE fiberglass, ETFE film, PVC and Tensotherm™, an insulated tensioned membrane system. Birdair, based in Buffalo, NY, is a member of the Taiyo Kogyo Group, with operations serving North and South America and other international locations. For more information about Birdair, [like us on Facebook](#), call 1-800-622-2246 or visit www.birdair.com.

###