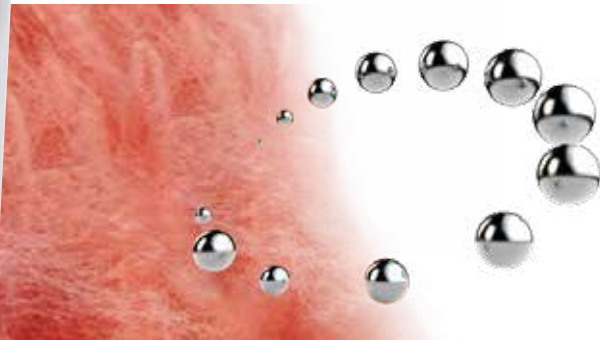




MERKUR

The Metal Cartridge METALYA

for unlimited pure water at home



The Metal Cartridge with
AJELIS METALICAPT® fiber
inside.

Innovation by Ayor Group & Ajelis



ayor

AJELIS and AYOR Group Introduce The Most Efficient Drinking Water Filtration Systems : METALYA

New Drinking Water Filtration Providing Exclusive Technology for Water Treatment

November 1st 2019,

Paris, France, November 1st 2019 - AJELIS company, developer of the cutting-edge technology Metalicapt® fibers, now enriched by the know-how of Ayor Group with its factory based in France, announce the latest and most efficient drinking water cartridge. This new cartridge offers the unique solution to remove all heavy metals in tap water to ensure safe drinking water at home.

«Ayor Group has a long tradition of launching innovative solutions that helps simplify and enhance our customers' lives,» said Mickaël Hammel, CEO and President at Ayor Group, he added «by continuously introducing exclusive new technologies within our solutions such as AJELIS' Metalicapt® fibers, we are able to provide our customers with efficient solutions for their day-to-day needs in their sweet homes.»

The new filter, Metalya, includes a wound cartridge with an exclusive and branded technology Metalicapt®, which removes heavy metals from industrial effluents as: Copper, Nickel, Zinc, Cadmium, Cobalt, Strontium, Lead, Magnesium, Chromium and Iron.

Replacing the current cartridge with this new high-end solution will protect both our health and our planet and will also save consumer's money and time. «New Metalicapt® fiber sorbents offer a better metal capture on a shorter time scale. A credible solution for an environmentally responsible World,» said Ekaterina Shilova, CEO and President at AJELIS SAS. She also highlighted that «this new fiber is composed from micro-fibers having very high pollutants capture rate and powerful removal properties compared with the current metal removal technologies»

The Ultra High-efficiency Metal Cartridge, Metalya, with Exclusive Metalicapt® fibers will offer:

- Healthy solution : drinking safe and pure water free from heavy metals for everyday needs
- Smart and economical solution : the cartridge changes color indicating the water quality of your water so that it is the right time to change it
- Environmental solution : filtering the water without any release of contaminant in the soil so you save our Planet
- Compatibility with all standard filter housings from Ayor Group

To learn more about this new solution, come and see us at Aquatech Amsterdam, 5-8 November 2019, Hall 1 - 01.126 or contact us at adv.merkur@ayor.fr

About AJELIS company

AJELIS is an innovative French company developing new technologies and a new generation of sorbents based on micro- and nano- fibers with improved safety and functionality for removal of toxic metallic, radioactive and organic micropollutants from liquids and gases.

About Ayor Group

Ayor Group is one of the main leading company in Europe, expert in water management in the housing sector, covering 7 vertical families of products (water supply, water treatment, plumbing, sanitary, heating accessories and bathroom equipment). Ayor is a 70-years old French company aiming at satisfying professional installers, wholesalers and promoters. Eager to monitor the entire value chain in the manufacturing of its products, the Ayor Group has set up its own factories. Thus, its seven brands specialized per business fulfil the same mission: making life easier for installers and end-users. The strategy is based on innovation, as the Ayor Lab designs its products, services and applications for the all 7 brands. Ayor is constantly seeking to anticipate the revolution in uses, envisaging what will be the household of tomorrow in order to provide innovative, efficient and reliable solutions.



a brand of the group



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