

When nature and technology meet design

NATEDE: THE DESIGNER AIR PURIFIER



Improving well-being through architecture

Our solution against indoor air pollution

The WHO states that **indoor air can be up to 5 times more polluted than outdoor air.**

Most of us spend 90% of our time inside buildings.

Pollutants, chemicals and toxins contaminate the spaces where we live and work, and climate change is making the situation worse.

Vitesy has come up with a solution that solves this problem, but with style.



A sleek design for better air quality

Our designer air purifier for indoor spaces

Natede is the natural and sustainable air purifier that combines **Nature**, **Technology** and **Design**.

Its elegant design makes it a distinctive element that decorates any environment and its design respects the principles of the circular economy.



Biophilia and well-being

The term **biophilic design** refers to the increasingly popular trend in contemporary interior design to bring natural elements into indoor spaces, with the associated improvement in health and well-being.

Natede is therefore **not just an air purifier but a biophilic design object** that increases perceived well-being in indoor spaces.

Natede blends perfectly with furniture elements, thanks to its refined design and choice of natural, recycled and sustainable materials.



Biophilic design

The importance of nature inside indoor spaces

"Bringing natural elements into our artificial environments – our offices and cities – helps reproduce that feeling of calm we experience when we are surrounded by nature. So let's discover the real reasons behind the well-being we experience when we are immersed in nature."

Kenneth Freeman (www.purposefulplaces.co.uk), expert in biophilic design and greenery management, says of Natede:

"Major indoor air pollutants can be removed or reduced below safe thresholds in about an hour, and low air velocity means less noise. Low velocities mean that pollutants are not stirred up and spread around the room."

[Read more from Kenneth about Biophilic Design on our blog](#)



Natede at Fuorisalone

In collaboration with architect and designer Massimiliano Mandarini

Natede was shown at **Fuorisalone 2023** together with Massimiliano Mandarini, biophilic designer, architect, curator and sustainability expert, who displayed Vitesy products within his **art installation 'Unique Design for Planet'**.

This work aims to raise public and market awareness of the problem of climate change, the importance of the new **ESG** (Environmental, Social and Governance) **criteria** and the **2030 Agenda**.





A new standard for architecture

Sustainable designs that inspire change

SUSTAINABILITY

Concern for the environment and sustainability has become increasingly relevant in design and architecture. The **use of natural, recyclable and environmentally friendly materials** has become a priority for many designers and architects.

Source: United Nations Industrial Development Organisation (UNIDO)

NATURE

Various research has shown that the **presence of natural elements in indoor environments**, such as plants and organic materials, can have a positive impact on people's physical and mental well-being.

Source: International WELL Building Institute.

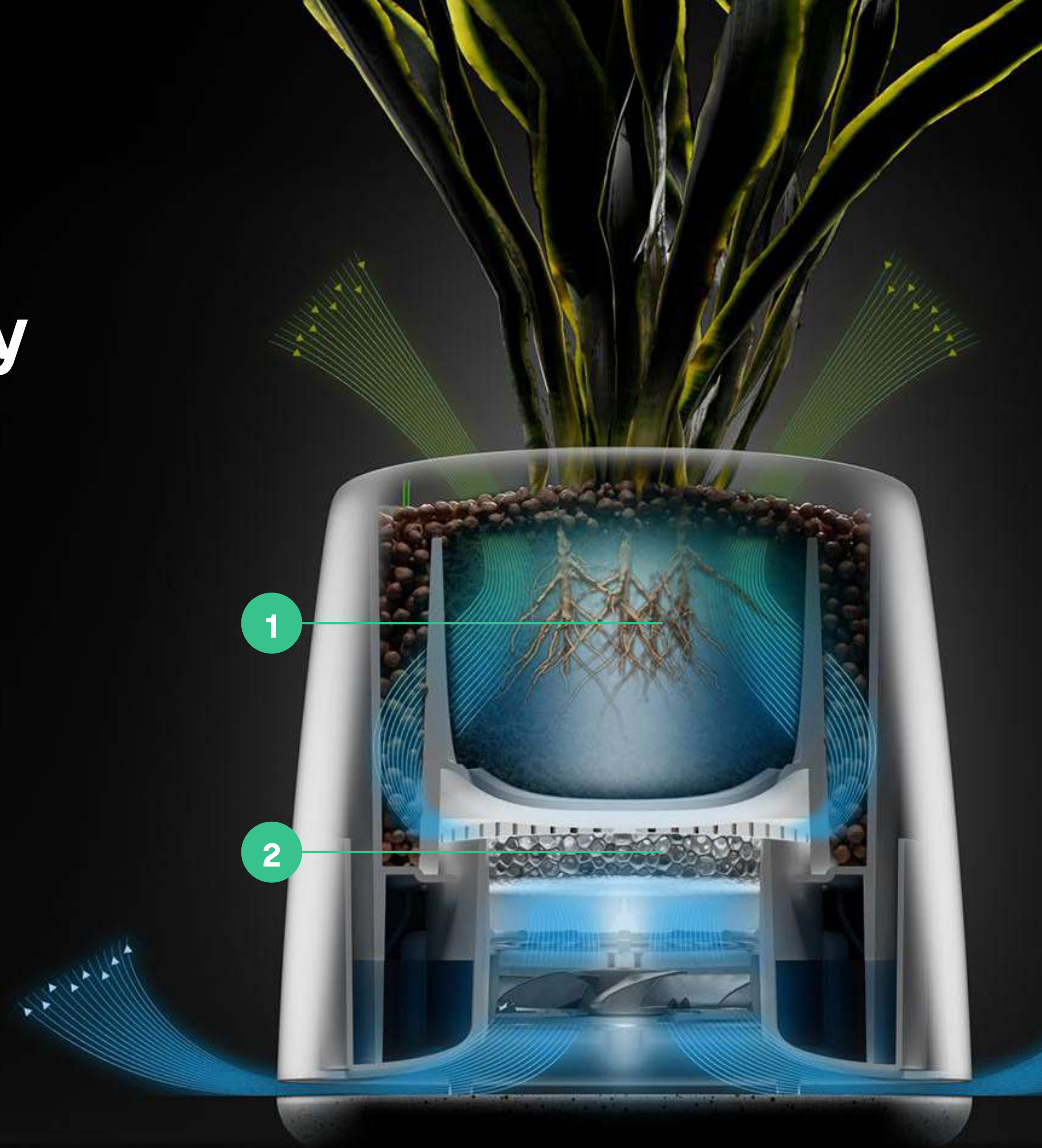
DESIGN

Every design product that will be placed inside modern homes will increasingly have to be designed to provide a **better quality of life, greater well-being and have less impact on the environment.**

Innovative design: how the patented Vitesy technology works

Natede purifies the air through a **2-step purification process**:

- ▶ **Enhanced phytoremediation 1**: some plants have the ability to accumulate and eliminate pollutants in soil, air and water. Natede enhances this natural power of plants by forced air circulation through the roots system. In this way, the micro-organisms in the roots capture all the pollutants.
- ▶ **Photocatalytic filter 2**: the photocatalytic filter treated with nanomaterials (Tungsten Trioxide), once activated by LED light, captures and **eliminates VOCs, viruses and bacteria**.

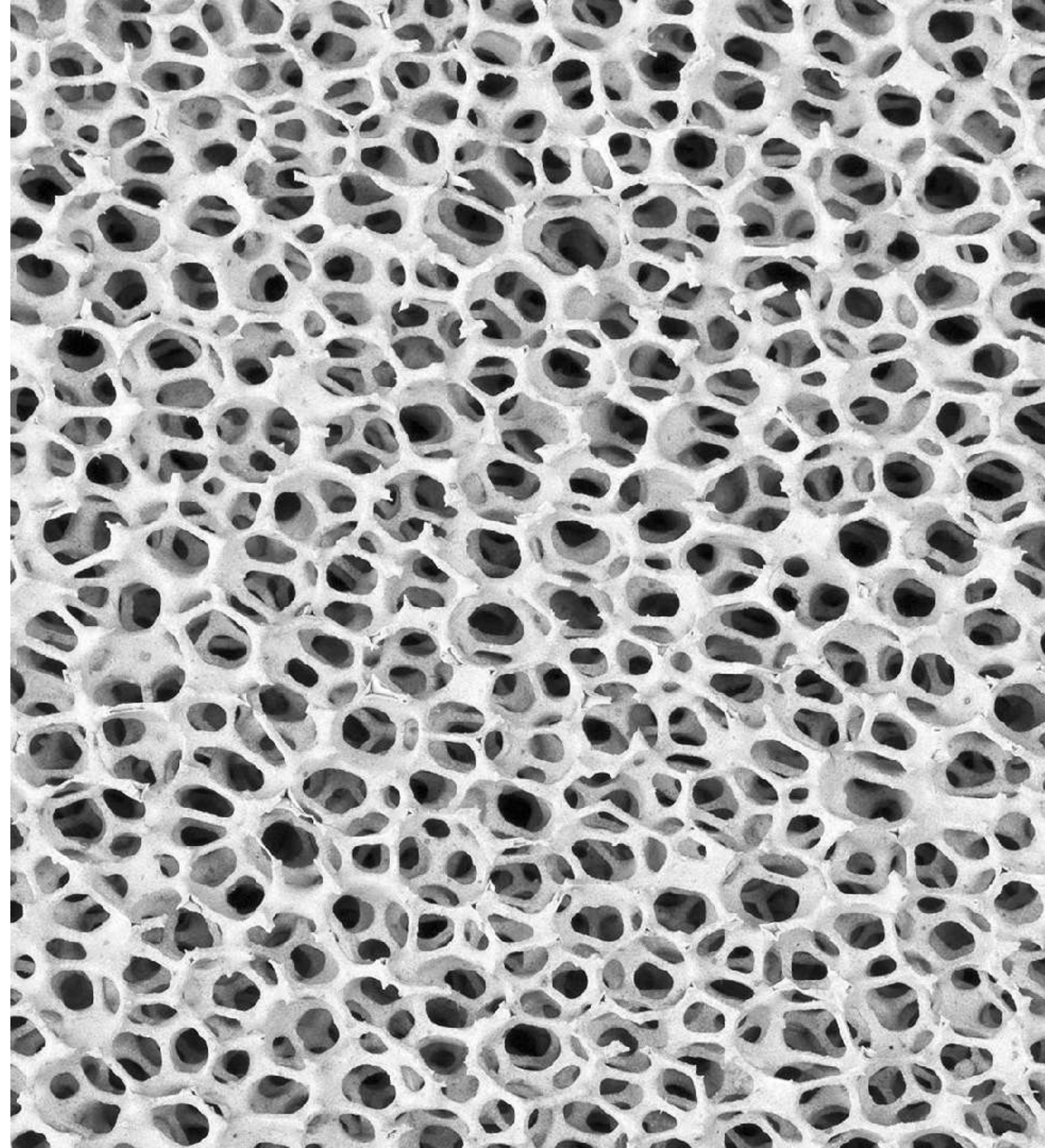


Sustainable and waste-free technology

Thanks to the photocatalytic filter treated with tungsten trioxide (WO_3) using **nanomaterials**.

Our ceramic filter has a special 'sponge' design that maximises the outer surface area and thus the efficiency of photocatalysis.

Because it is made of ceramic, **the filter doesn't need to be replaced** as it only needs to be washed under running water.



No filters to change

Our **ceramic filter** has a special 'sponge' design that maximises the external surface area and thus the efficiency of photocatalysis.

Compared to purifiers with HEPA filters, this represents a **great advantage not only in economic terms** (quantifiable in the hundreds of €/year) but also in terms of the **environment and ease of use**.



Standard disposable filters
(HEPA, active carbon)



Vitesy's washable
Photocatalytic Filter

Test results

N.B. Tests conducted by independent laboratories

Volatile Organic Compounds

-97%
within 2 hours

VOCs constitute a wide range of substances dangerous to health. The main emission sources are: paints, deodorants, household cleaning products, etc.

Microorganisms

-99%
after just 24 hours

Biological contaminants such as bacteria and molds, can come from heating systems, air conditioning, mold, and dust.

SARS-CoV-2 virus

-97%
within 20 minutes

The **SARS-CoV-2** virus is transmitted primarily by droplets and aerosols from an infected person when sneezing, coughing, talking, or breathing and is in close proximity to other people.

[READ THE FULL REPORT](#)

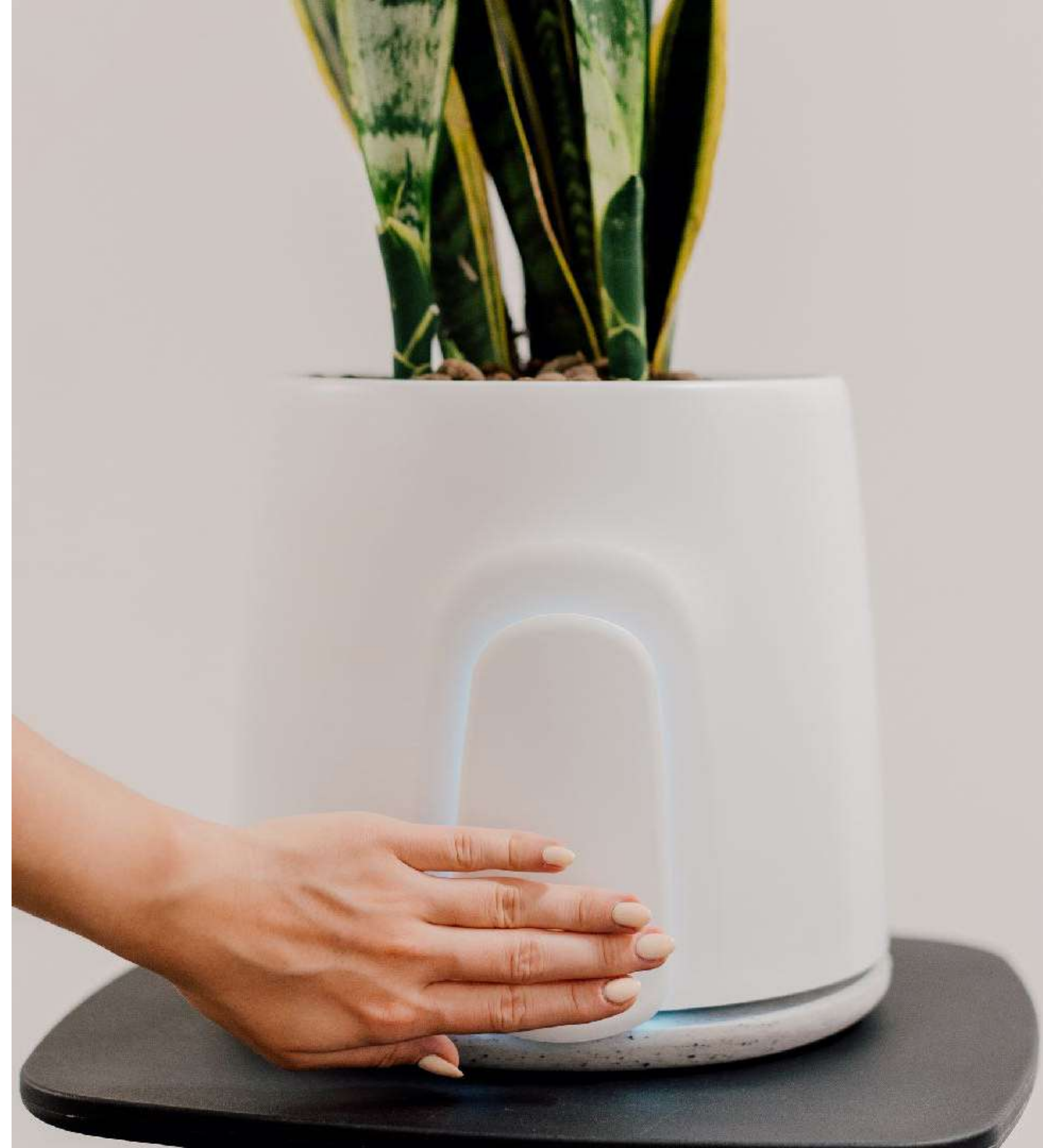


Monitor the air in style

The Smart version of Natede uses advanced sensors to measure air quality. Thanks to the **Vitesy Hub app** you can monitor:

- ▶ Temperature
- ▶ Humidity
- ▶ Volatile Organic Compounds
- ▶ Fine dust (PM2.5)
- ▶ CO2

Natede has a luminous heart that simulates a breath: it flashes more or less quickly depending on indoor air quality.



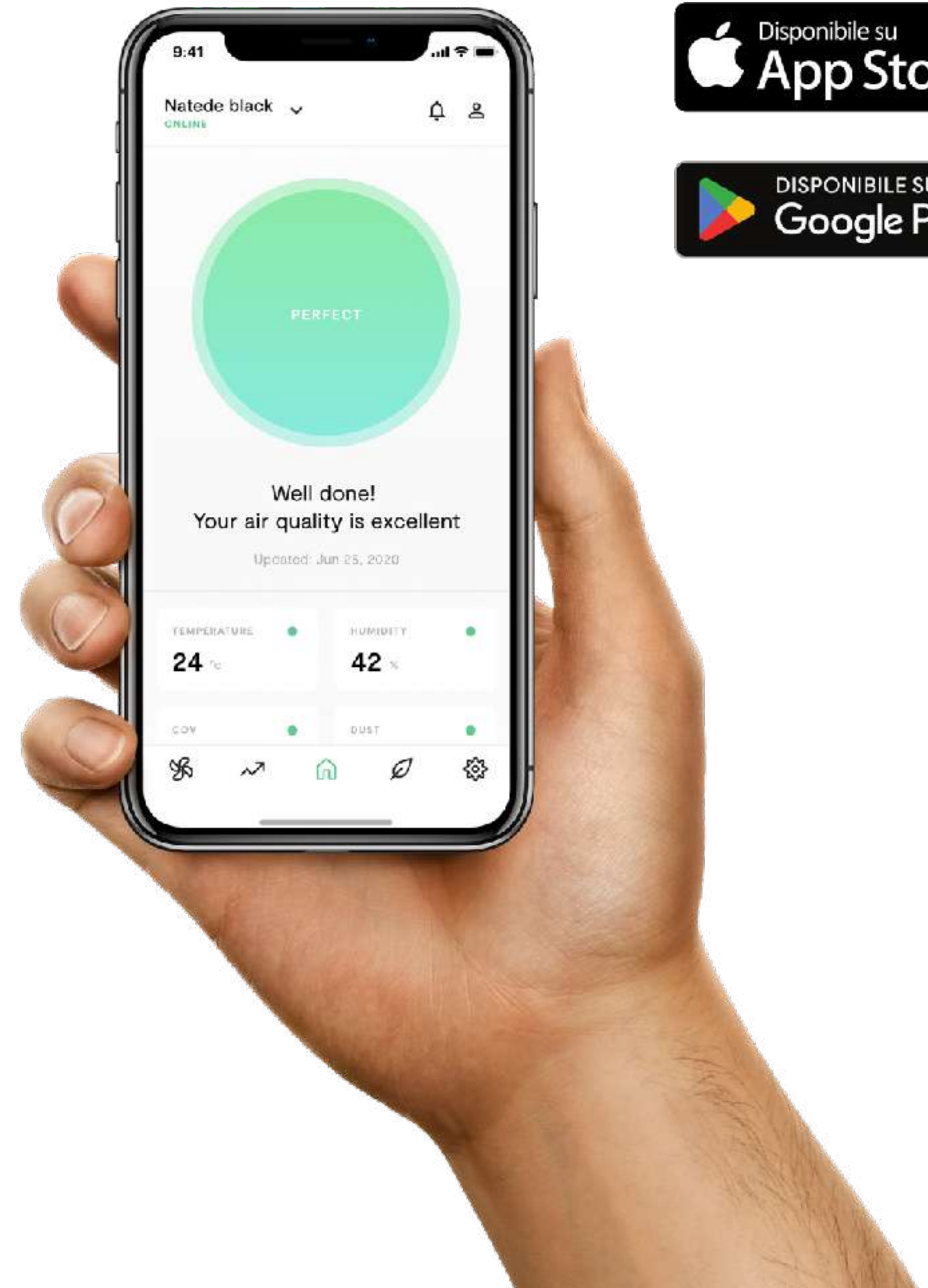
Real-time data and remote control

By choosing Natede Smart, via the Vitesy Hub app you can check **real-time air quality data** .

Natede Smart adapts to your needs thanks to customisable modes:

- Automatic
- Silent
- Standard
- Performance
- Custom
- Timer

All this is also possible via **voice commands**, thanks to integration with **Amazon Alexa and Google Assistant**. The device can also be **connected via API**.



Sustainability and Made In Italy

Natede is created in Italy with love, using **high-quality recycled plastic** for the structural parts (body, basket, base).

Natede has been designed to be easily recyclable and repairable: it is **interlockingly assembled**, without the use of glues.

Finally, thanks to our partnership with Eden Reforestation Projects, **for every product sold we plant 7 trees**, combining environmental and social impact.



Enhance your Natede With the wooden stand

A natural combination of beauty and functionality: **the beech tripod**, 63.5 cm high from the ground, is the ideal support for your air purifier.

The design and natural materials come together to enhance all the rooms with elegance and style.

Every detail has been carefully designed to provide a stable and secure base for your air purifier, such as **the groove to place the cable** that powers Natede.



Self-watering system

Natede has an **integrated water tank with a capacity of 1L**. The float with coloured bands helps to keep the water level under control.

Self-irrigation occurs by **capillary absorption** through the cord where the ends are immersed in the tank.

The 100% recyclable polyester patch ensures an even distribution of water in the soil and protects the plant roots.

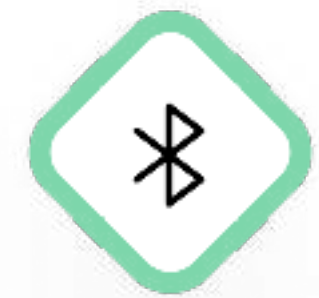


Discover our ecosystem

Devices for sustainable well-being



Works with VITESY HUB App
+ Alexa & Google Home



Wi-Fi & Bluetooth
Connectivity



Natede Smart

[Discover more](#)



Natede Basic

[Discover more](#)



Eteria

[Discover more](#)



Shelfy

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INDOOR AIR PURIFIERS & AIR QUALITY MONITORS

PLANT-BASED line

COMPACT line

FOOD PRESERVATION
DEVICE for refrigerators



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Techsheet: [Natede Smart](#) e [Natede Basic](#)