

Luft Cube, the ultimate personal air purifier, launches crowdfunding campaign on Indiegogo

San Francisco, California, October 1st, 2019 — After successfully raised over \$300k on Indiegogo in the summer of 2018, Taiwan based startup company LUFT launches its second generation of personal air purifier— Luft Cube on [Indiegogo](#) on October 8th PST 9:00 AM. Starting from \$79 for the super early bird special, Luft Cube is 25% more efficient, quieter and steadier with a new classic look.

Thoughtfully designed for a wellness lifestyle, LUFT Cube is a personal air purifier you can bring everywhere. “It’s filterless, no maintenance needed. Most importantly, it can do what other air purifiers can’t do.” said Titus Chang, cofounder of LUFT.

LUFT, the German word for “air”, is founded as a personal crusade to cure one’s own allergy. Being inspired by the precision and minimalistic design of German as well as the experiences gaining from working in the LED industry, LUFT was created to be a rebel in the air purifier market. After successfully raised over \$300k on Indiegogo last year for the first generation air purifier—Luft Qi, Chang and his team come back again to launch the second generation.

Luft Cube’s patented Solid-State Photocatalysis Purification(SPP) nanotechnology makes it 25% more efficient than the previous generation. “When UV LED light activates nano-reactor, A chemical reaction is created,” Chang explains, “ Super Oxygen Substance and Super Free Radicals that are formed on the surface of photocatalyst can break down pollutants into harmless molecules. Instead of trapping pollutants like what traditional HEPA air purifiers do, LUFT Cube destroys them.”

Powered by USB type-C, this compact air purifier can be plugged into a power bank, laptop, desktop, adaptor, or any USB outlets in aircraft and cars, making it extremely accessible for users. Comparing with the previous generation, LUFT Cube is shorter but steadier with a bottom heavy center, noise level is lower than 25dB. Besides, there is a washable anti-bacterial metal mesh that can be twisted open at the bottom.

With a thoughtful and aesthetically pleasing design, Luft Cube can easily fit into your daily life with a style. “Have you seen an air purifier so simple to use, so easy to bring, and so nice to look at?” Chang asks proudly, “we are looking forward to giving all our backers an amazing and beautiful product.” Luft Cube features 2 color options — rose gold mesh with white and silver mesh with white — with free air deflector caps matching with your orders.

LUFT CUBE OFFERS MULTIPLE UNIQUE FEATURES

Patented Solid-state Photocatalysis Purification(SPP) Technology

By utilizing our Solid-State photocatalysis purification(SPP) nanotechnology, the UV LED is more effective than HEPA when it comes to destroying and decomposing pollutants, toxic chemicals, germ, pollen, odors into harmless water and carbon dioxide

Filterless, Hassle-Free

No more maintenance or changing filters. Traditional HEPA air purifier requires changing the filter every 6 months, the average cost is around 200 USD per year. You can save money and time on something more important.

Personal Wellness On The Go

Traveling to a polluted city? Being stuck in a long drive for hours? No worries, the compact size and portable design of LUFT cube allow you to enjoy fresh air even on the go.

Eco-Friendly

HEPA/Ionic Air Purifiers with built-in Ozone Generating devices to remove odors and freshen the air. Although it smells nicer, ozone can cause long term lung and skin damages. LUFT Cube doesn't produce ozone or any other gas except water and carbon dioxide in the process.

For more information, please visit our official website: <http://www.luftcube.com>

ABOUT LUFT

LUFT was founded by Titus Chang and Wayne Chein in Taiwan on October 6, 2016. Since then, the dynamic duo has fully integrated their strong LED expertise with nano-photocatalysis technology to create innovative products that improve everyone's quality of life. Their very first product, the Luft Qi successfully raised 300k USD on Indiegogo in 2018.

ABOUT THE INDIEGOGO CAMPAIGN

Preview Link: <https://www.indiegogo.com/project/preview/6354bda0>

Campaign Page: <https://igg.me/at/luftcubepurifier>

Media Kit: <http://bit.ly/33gEoVj>

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Twitter: [https://twitter.com/HelloLuft](https://twitter.com>HelloLuft)

YouTube: <https://www.youtube.com/channel/UCU0pLhVn-r7nSBkooM4yA>