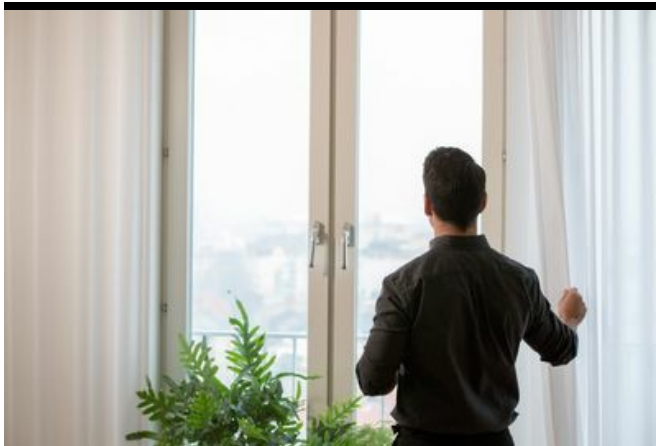


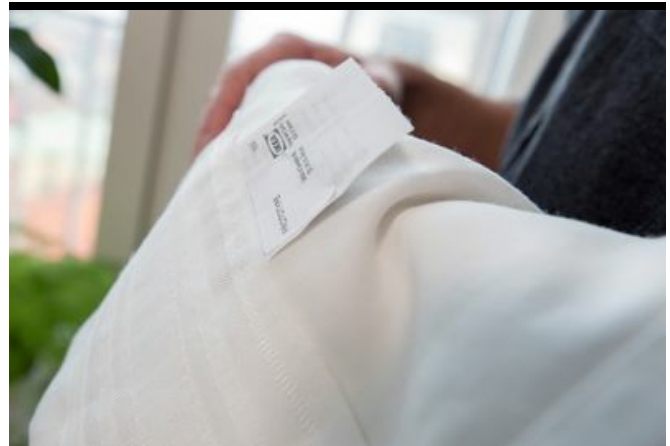
IKEA TACKLES INDOOR POLLUTION WITH AIR-PURIFYING TEXTILES

By Livvy Houghton and Alex Hawkins

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Gunrid curtains by Ikea



Gunrid curtains by Ikea

Sweden – The home goods retailer has developed a curtain that breaks down common pollutants and cleans indoor air.

Designed as an affordable solution to household pollution, **Ikea**'s textile innovation has been used to create the Gunrid curtain. The technology involves coating fabric with a mineral-based photocatalyst that, when activated by light, removes volatile organic compounds in the air, including odours and formaldehyde – which can be emitted from carpets and pressed wood furniture. According to the brand, the coating has the potential to be applied to any textile.

'We wanted to create a simple, convenient and affordable way to clean air that wouldn't take up much space in people's homes,' says product developer Mauricio Affonso. 'We were also curious about creating a product that is multi-functional and which would help break down air pollutants that many air purifiers leave behind.'

Air quality is becoming a key consumer concern, with the combined effects of ambient and indoor air pollution causing about 7m premature deaths every year, according to the World Health Organization (**WHO**). For more on the innovations tackling pollution, explore our **Smog Life** vertical.