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FOR IMMEDIATE RELEASE

Those With Asthma and Allergies Can Fight Symptoms With Comfortable, Durable Bedding

Bedding Products From Indo Count Becomes Certified asthma & allergy Friendly

LANDOVER, Md. (Sept. 18, 2017) – The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) announced today that certain products in the AllerCot bedding line from Indo Count have earned **asthma & allergy friendly**[®] Certification.

The **asthma & allergy friendly**[®] Certification Program, an independent program administered in the United States by AAFA, with their partner ASL, helps consumers identify products more suitable for people with asthma and allergies.



Courtney Sunna, VP Sales at **asthma & allergy friendly**[®], presenting the official certificate to KK Lalpuria, Executive Director, Gautam Sareen, VP Marketing, and Mohit Jain, Managing Director at Indo Count.

“We are thrilled to have our products be accepted into the **asthma & allergy friendly**[®] Certification Program,” said KK Lalpuria, Executive Director of Indo Count. “The rigorous testing is assurance that these products are a safer and healthier choice for people affected by asthma and allergies. Joining



the Certification Program is one way we fulfill our Corporate Social Responsibility goals of helping to improve people's quality of life."

Allergen avoidance in the home is now accepted as part of a preventative treatment plan for those with asthma and allergies. It is a complement to the overall concept of home health. An individual's exposure to allergens is considerably reduced when bedding products are washed regularly to remove allergens that accumulate over time.

The **asthma & allergy friendly**[®] Certification Mark is awarded only to products that meet the Certification Program's strict scientific standards. To earn the mark, bedding must:

- Be an effective barrier to the passage of allergens
- Be breathable for comfort
- Be easily cleaned to remove allergens
- Withstand the wear and tear of the recommended cleaning methods
- Have no chemicals or irritants known to trigger asthma and allergy symptoms

Certain products in the AllerCot bedding line from Indo Count meet these standards and are now Certified **asthma & allergy friendly**[®].

"The Asthma and Allergy Foundation of America is honored to have some of Indo Count's products earn the **asthma & allergy friendly**[®] Certification Mark," said AAFA's Acting CEO Lynda Mitchell. "The Certification Program is one way we fulfill our mission to improve the lives of people with asthma and allergic diseases."

"After rigorous scientific testing, we are pleased to announce that Indo Count's bedding products have met the requirements for certification," said Dr. John McKeon, CEO of ASL. "The sheets and pillowcases tested performed well under our standards and will be a great addition to the **asthma & allergy friendly**[®] Certification Program."

About the asthma & allergy friendly[®] Certification Program

The asthma & allergy friendly[®] Certification Program is a unique, groundbreaking collaboration between the [Asthma and Allergy Foundation of America](#) and [Allergy Standards Limited](#). The program tests and certifies products to prove their suitability for people with asthma and allergies. The program works with retailers and manufacturers to offer consumers products for a #healthierhome. Certified products include air cleaners, dehumidifiers, paints, bedding, vacuum cleaners, washing machines, stuffed toys, cleaning services and more. Visit aafa.org/certified for more information.

About Indo Count

Indo Count is an India-based home textile company that is one of the leading players in the global Home Textile industry. It engages in the activity of manufacture of textile products including bedding, quilts, pillows, sleeping bags and others, and preparation and spinning of cotton fibers, including blended cotton. Indo Count exports its products to approximately 50 countries in over five continents.