



# SASSE WORLD RECORD ATTEMPT

BE PART OF THE LEGACY

14th-23rd of November



THE STUDENT ASSOCIATION

ahlsel

SASSE will attempt a world record for most hours on a double pole machine.

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## Will Clean Air Aid in World Record Attempt? Camfil Provides Air Cleaners to SASSE

The Student Association at Stockholm School of Economics (SASSE) will attempt a world record for the longest consecutive time running a double pole machine. The double pole machine, ThoraxTrainer Indoor Skier, will run for nine days straight beginning on the 14<sup>th</sup> of November at 16:00. Nine days signifies the 90 kilometers of [Vasaloppet](#), another partner in the event and the distance between Sälen and Mora during the yearly race. Students, faculty, alumni, sports profiles and SASSE partners will manage the machine during the nine days in attempt to make a world record.

450 meters away from the university sits Camfil AB. Camfil will partner with the school in order to bring clean air for optimal breathing during the world record attempt. By providing two City M air cleaners from the City Range, the air encompassing the ThroaxTrainer Indoor Skier will be best for training purposes.

Indoor air quality (IAQ) is the quality of the air inside a building. It is defined on the basis of the concentrations and levels of incoming chemical and biological substances and the comfort-related factors which affect people and processes. The quality of indoor air is a factor often neglected and has an impact on people's health, well-being and performance. Camfil put IAQ in relation to athletic performance to the test during the Rio de Janeiro Olympic Games in 2016 by providing similar City Range air cleaners to Swedish athletes before, during and after the Olympic Games.

During strenuous exercise, you can breathe up to 60 times per minute. Your intake of air rises from six to seven liters per minute when at rest to 100 to 120 liters per minutes when you are working your hardest. An elite athlete can breathe much more air per day depending on the volume of training. Because of this, athletes inhale more particles than the average person. During the world record attempt, Camfil's air cleaners will manage the air around the machine to ensure the 100 to 120 liters per minute inhaled by the participants is quality air.

During the world record attempt, there will be events taking place around the equipment and the participants. A number of sports' profiles will visit and take part as well as share anecdotes from their lives as elite athletes. Check the [event on Facebook](#) for updates about events throughout the nine days.

Find out more about the [City M air cleaner](#), [Camfi's involvement with the 2016 Olympics](#) or the [Stockholm School of Economics](#) at these links.

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For more than half a century, Camfil has been helping people breathe cleaner air. As a leading manufacturer of premium clean air solutions, we provide commercial and industrial systems for air filtration and air pollution control that improve worker and equipment productivity, minimize energy use, and benefit human health and the environment. We firmly believe that the best

solutions for our customers are the best solutions for our planet, too. That's why every step of the way – from design to delivery and across the product life cycle – we consider the impact of what we do on people and on the world around us. Through a fresh approach to problem-solving, innovative design, precise process control and a strong customer focus we aim to conserve more, use less and find better ways – so we can all breathe easier.

The Camfil Group is headquartered in Stockholm, Sweden, and has 28 manufacturing sites, six R&D centres, local sales offices in 26 countries, and 4,180 employees and growing. We proudly serve and support customers in a wide variety of industries and in communities across the world. To discover how Camfil can help you to protect people, processes and the environment, visit us at [www.camfil.com](http://www.camfil.com).

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