

Cost of consumable filter = 1 to 2 times of my air purifier original machine cost

Different manufacturer / brand with different marketing strategy on machine price and consumable price, high / low on machine price with high / low on consumable price.

A famous Japan's brand (Pana... or Sha..) with low machine price and low consumable price, but some user may have an experience that they can not buy the filter after the machine has been on market for 2 – 3 years, this is because manufacturer strategy is aims to sell machine only, such consumable filter sometimes is OEM from other filter manufacturer that they no need to consider the filter factory condition.

A large Korea's brand (Cow..) with normal machine price BUT high consumable filter price, then user may no need to worry if they can not buy consumable filter after few years, just the distributor worry you reject to buy or replace another brand machine afterward. Such kind of marketing strategy will always follows with after service that provide on-site cleaning or ... wish to keep contact and relationship with the user. But such valuable consumable filter and service is always high on yearly cost e.g (Cow..) nearly 1/3 of the original machine cost yearly.

A famous Swedish's brand (IQA..) with very high on machine cost and also consumable filter cost, user also no need to worry you can not buy consumable filter after few years because such valuable filter cost can provide good enough of returns to the manufacturer and distributor. For (IQA..) nearly 1/4 – 1/3 of the original machine cost yearly, (IQA...) filter price nearly USD200 – USD400 each, means user equal to need to buy a new Japan's grade air purifier once a year.

Despite 1/4 or 1/3 of the machine cost, that means user investment has been nearly buy one more new machine after 3 – 4 years. As a normal machine which can be used for few years now, then the cost of consumable filter = 1 to 2 times of your original machine cost. Have you consider before? The fact is under the existing manufacturing skill, filter material and technology, all the common HEPA filter and Carbon filter is must be replaced regularly (HEPA filter normally can effective for 1 year and Carbon filter normally can effective for few months). As a smart consumer, then we must need to calculate the running cost before we decide to buy. For consideration: Under the point of investment, the cost of consumable parts with below 1/5 – 1/6 yearly of the machine original cost should not be consider, with 1/5 – 1/6 yearly is reasonable, or up to 1/7 – 1/8 will be best. At the same time, user may consider if the machine is design with Free of consumable.

