

AIR CLEANER OPPORTUNITIES

FACT:

- The best time to include an air cleaner is with a system replacement. The opportunity won't be available in that home for another 15-20 years.
- 95 percent of homeowners don't know that whole house air cleaners exist.
- The portable air cleaner market is over five million units per year, and you have a better whole-house solution. Consumers purchase 3M Filtrete product from retailers, not product from the HVAC channel.

Include an air cleaner on every system replacement by understanding your customer's needs and providing them with solutions.

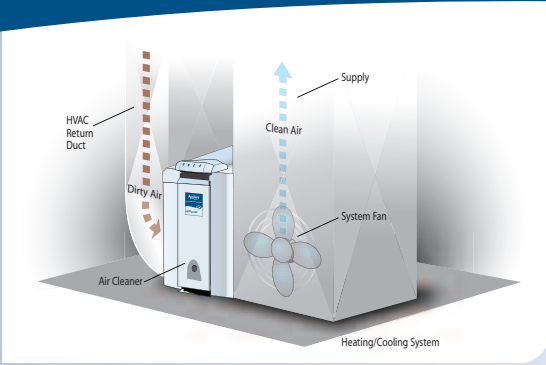
Keep A Customer for Life!

Replacement media adds revenue year after year

YEAR #	Number of Air Cleaners Sold that Year	Cumulative Number of Air Cleaners Sold	Unit Sales of Replacement Media Each Year	Revenue Generated Per Year at \$60 Each
1	100	100	—	—
5	100	500	400	\$24,000
10	100	1000	900	\$54,000

When it is time to replace their filtering media make sure your customer comes to you (for the genuine article) and not the big box retailer down the street (for an off-brand knock-off).





It's all about air movement.

Don't make your customer wait on the weather to clean their air! Offering control will help differentiate your services!

CONTROL OPTIONS *(Offer control based on their needs!)*

LESS CONTROL

MORE CONTROL



2000 SERIES



*No spacers!
6.75" width*

MODEL	SIZE	MEDIA INCLUDED	REPLACEMENT MEDIA
2210	22" x 25 2/5"	#210 MERV10	#210 MERV 10 NEW #213 MERV 13
NEW 2310	20" x 20"	#310 MERV10	#310 MERV 10 NEW #313 MERV 13
2410	17 3/4" x 28"	#410 MERV10	#410 MERV 10 NEW #413 MERV 13

4000 SERIES



*No spacers!
6.75" width*

(control included)

4200	22" x 25 2/5"	#213 MERV13	#213 MERV 13
NEW 4300	20" x 20"	#313 MERV13	#313 MERV 13
4400	17 3/4" x 28"	#413 MERV13	#413 MERV 13

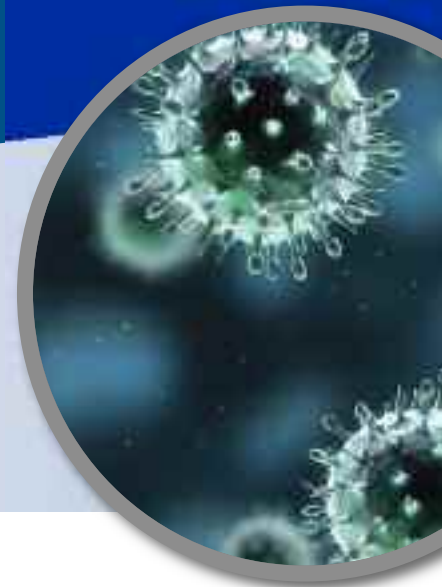
210/410 MEDIA PRODUCT SPECIFICATIONS

	Resistance @ Airflow Volume (inches w.c. @CFM)		Shipping Weight	Filtering Media Area
210	.04" @600	.13" @1400	28.4 lbs.	31.4 sq. ft.
	.06" @800	.16" @1600		
	.08" @1000	.19" @1800		
	.11" @1200	.22" @2000		
310	.07" @600	.19" @1200	19.9 lbs.	19.4 sq. ft.
	.10" @800	.25" @1400		
	.14" @1000			
410	.05" @600	.15" @1400	27.8 lbs.	28.3 sq. ft.
	.07" @800	.19" @1600		
	.09" @1000	.22" @1800		
	.12" @1200	.27" @2000		

213/413 MEDIA PRODUCT SPECIFICATIONS

	Resistance @ Airflow Volume (inches w.c. @CFM)		Shipping Weight	Filtering Media Area
213	.06" @600	.20" @1400	29.4 lbs.	31.4 sq. ft.
	.09" @800	.25" @1600		
	.12" @1000	.30" @1800		
	.16" @1200	.35" @2000		
313	.09" @600	.18" @1000	20.9 lbs.	19.4 sq. ft.
	.13" @800	.23" @1200		
413	.06" @600	.22" @1400	28.8 lbs.	28.3 sq. ft.
	.09" @800	.26" @1600		
	.13" @1000	.31" @1800		
	.17" @1200	.37" @2000		

High Efficiency Air Cleaning and viruses, *the real story.*



Often, the question is asked,

“Can a high efficiency whole house air cleaner help safeguard my house against the flu?”



MODEL 5000

The real answer is YES! The Aprilaire Model 5000 Electronic Air Cleaner is the best installed whole-house air cleaner on the market to trap airborne particles including those laden with influenza viruses down to .03 micron in size. Here's how.

- A virus will often attach itself to something that is airborne; your skin, dust or dander in the home.
- The Model 5000 filtering media permanently traps up to 98% of those particles that enter the filter thru the return duct.

Running the blower fan more often, even continually, provides more air exchanges resulting in even more airborne contaminants being trapped in the filter each hour.

The secret is CONTROLLING the blower (see page 2!)

In addition to other normal common-sense precautions you take against any disease through proper cleaning and hygiene and avoiding contact with carriers, a healthy prescription includes high efficiency whole-house air cleaning, fresh air ventilation, and humidity control in your home; the one-two-three punch against the spread of airborne contaminants.

BEAT THE BIG BOX

MORE MEDIA SALES OPPORTUNITIES...

- #210/310/410 MERV 10 plus #4893/4894 frames for 2200/2300/2400. The perfect replacement for existing 201 media. No more pleat spacers! Lower pressure drop!
- Upgrade 2200/2400 to MERV 13 with 1213/1413 Upgrade Kits. (201/401 media still available).



Buy media in quantity and frames are FREE!

Recommend a Whole-House Dehumidifier to Keep Your Customers Healthy and Happy

We all know the old saying, “it’s not the heat, it’s the humidity.” This statement is particularly true in the spring and fall, what we call the shoulder seasons, when the temperatures are moderate but the relative humidity levels (RH) are high. This is when your customers are going to be uncomfortable and call you, their IAQ expert, for help. What are you going to recommend?

As IAQ professionals, we know that indoor levels of RH during the cooling season should not exceed 60%. This will not only maximize the comfort of your customers, but will also protect their homes from health hazards such as fungal (mold) growth, as well as minimize or eliminate insects that thrive in humid conditions such as earwigs and millipedes.

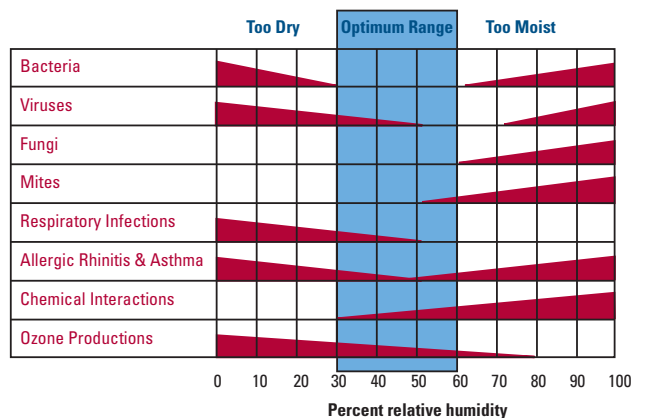
I’ve heard the argument from uninformed dealers that central air conditioners are dehumidifiers and their customers don’t need anything else. But what do you do when the temperature is 70 degrees and the RH is 85%? You could turn on the air conditioner to lower the RH, but now your customer is too cold. You could refer your customer to the big box store for a portable dehumidifier. Now you’ve not only lost a sale, but you’ve created a hassle for your customer, as he now has to empty and clean the tank on that noisy unit that’s sitting in his living room.

The solution is a whole-house dehumidifier from Aprilaire. With four models to choose from, you can meet the needs

of all your customers regardless of the size of the home or the type of HVAC system. It also works in conjunction with your customers HVAC system to remove moisture from every room of the home, quietly and efficiently, with only minimal annual maintenance required.

Grow your business by recommending whole-house dehumidifiers to keep your customers healthy and happy all year long. ■

Optimum relative humidity range to minimize harmful contaminants (a decrease in bar height indicates a decrease in effect for each of the items)



Source: ASHRAE, Adapted from Sterling et al., 1985
 Data released by the American Society of Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE) demonstrates that keeping relative humidity in the optimum humidity zone limits the effects of many unwanted conditions.