

## Think your indoor air is safe? Think again.

We spend 90% of our lives indoors, where air quality is frequently up to 25 times more polluted than the air outdoors. Indoor air can be littered with respirable dust, pollen, mold, spores, bacteria, viruses and more. A cubic foot of indoor air can have as many as 30 million pollutant particles — particles that can trigger allergies, cause headaches, lung irritation, fatigue and contribute to the spread of infectious diseases.

The EPA has reported that indoor air quality can be up to 100 times worse than the air outside. In fact, the American College of Allergists states that 50% of illnesses are caused or aggravated by poor indoor air quality. Pet owners are particularly vulnerable because pets give off hair and dander just walking around, and frequent vacuuming and pet baths only cut down somewhat on the problem.

## Allergy sufferers are especially vulnerable.

Hay fever and seasonal allergies can ruin a person's quality of life, forcing sufferers to take a regimen of drugs just to control the effects of pollen on their system. Attacks can be triggered by breathing pollen, respirable dust, molds, spores or pet dander. Some of these particles can be as small as half of one micron in size — too small to be caught by 1-inch disposable furnace filters.

**Mi•cron (mi'kron) — a unit equal to one-millionth of a meter or 1/25,400 inch**

**A human hair is approximately 100 microns in diameter.\***

*\*American Society of Heating, Refrigeration and Air Conditioning Engineers (ASHRAE) Guide*



actual 8 micron  
dust particle magnified  
1,500 times

Seasonal allergy attacks peak in the spring and fall as high pollen counts make their way indoors. On top of this, 50% to 80% of asthma sufferers are also affected by year-round dust mite allergies.

Allergy sufferers especially benefit from having a whole-home high efficiency air cleaner because it can clean the air in their bedroom while they sleep. They wake up rested and refreshed, instead of goggy and stuffed up.

**“Keeping smoke, dust, bacteria, and other particulates out of the air we breathe and preventing the buildup of dirt and organic matter in ducts (where mold could grow) are important strategies for preventing respiratory problems today.”**

—Alex Wilson, *Environmental Building News*, October 2003

## Heating and cooling equipment also suffers. So do your energy bills.

A standard 1-inch furnace filter — the kind you replace monthly — has one primary function; to keep large objects from damaging heating and cooling equipment. That means dust and dirt will accumulate on the furnace (or heat pump) and air-conditioning coil.

This accumulation makes your system less efficient, leading to potential increases in your energy bills and maintenance costs. It also provides the perfect environment for mold growth.

Even so-called “high efficiency” 1-inch thick filters have limited cleaning abilities. They fit loosely in the positioning slot, so dirty air just goes around them. And they still have to be changed every month to avoid reduced performance.



# Aprilaire Whole-Home Media Air Cleaners

[Models 2200, 2400 and 2250]

## Choose an Aprilaire Media Air Cleaner when:

- You suffer from seasonal allergies such as hay fever and are concerned about allergens in your home.
- You are concerned about airborne mold spores circulating in your home.
- You have pets.
- You want to protect the life and efficiency of your equipment.



## Compare the benefits.

- **Healthier home environment**— Permanently traps allergy-causing pollen-sized particles (5 microns and larger) at a rate of 97%, helping to minimize the risk of asthma and allergy attacks. Permanently traps mold and spore particles (3 microns and larger) at a rate of 70%, helping to reduce problems with mold-induced illnesses.
- **Long service life**— The disposable filter media lasts 1 to 2 years, so there is no need for monthly or bi-monthly filter changes or cell cleanings. It just takes minutes to do, and many homeowners simply have their local dealer do it as part of the annual servicing of their heating and cooling equipment.
- **High quality and completely reliable**— The Aprilaire Media Air Cleaners feature limited lifetime warranties. They use no electricity and require no maintenance other than the replacement of the filter media. And because of their large broad door seals, they have the lowest air leakage and bypass.
- **Invisible and silent**— It mounts to the heating and cooling equipment, out of the way and out of sight. There are no distracting snapping or crackling sounds like those generated by traditional plate-style electronic air cleaners.

## Aprilaire removal efficiency actually improves with use.

		Particle Size (in microns)				
		1.0	3.0	5.0	7.0	10.0
Removal Efficiency %	New	46%	85%	97%	98%	98%
	Partly Used	75%	92%	98%	99%	99%
	Near Replacement*	95%	99%	99%	99%	99%
Particle Types	Pet Dander (.5 microns and larger)	[Red bar]				
	Mold (.5 microns and larger)	[Blue bar]				
	Fungi (2 microns and larger)	[Green bar]				
	Pollen (5 microns and larger)	[Orange bar]				

\* "Near Replacement" means that the media has loaded with enough dirt to have a resistance of .35"-.40" w.g.

*Our media air cleaners improve with time, increasing up to 99% efficiency when they are near replacement. Compare that to the removal effectiveness of plate-style electronic air cleaners, which actually decreases with time.*



Intelligent Solutions for Indoor Environments™

Part of our series of intelligent products, Aprilaire High Efficiency Air Cleaners and the Model 8570 Thermostat work together to provide superior performance and convenience.

Programmable fan cycles allow you to determine how frequently to clean your air. And built-in, adjustable reminders inform you when to service your Air Cleaner.

APRILAIRE MODEL 8570  
ABC HEATING & COOLING  
(555) 123-4567

MESSAGES:

CHANGE AIR FILTER

BACK RESET



# Aprilaire Whole-Home Electronic Air Cleaner

[Model 5000]



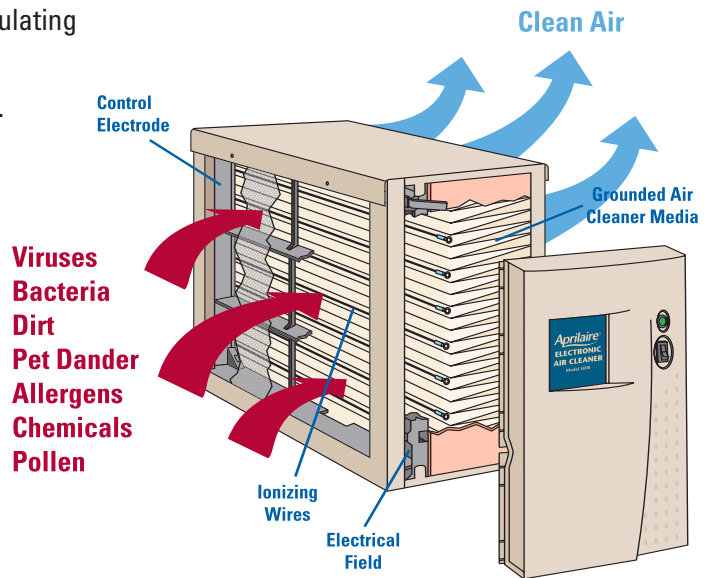
By a Leading Consumer Ratings Magazine

## Choose an Aprilaire Electronic Air Cleaner when:

- You want to clean virus-sized and bacteria-sized particles from the air you breathe.
- You want the best performing, most efficient air cleaner available.
- You suffer from seasonal allergies such as hay fever and are concerned about allergens in your home.
- You are concerned about airborne mold spores circulating in your home.
- You are concerned about tobacco smoke in your air.

## Incomparable benefits.

- **Unsurpassed performance** — The only whole-home air cleaner that removes virus-sized particles at a rate of 80%. The only whole-home air cleaner that removes airborne respirable dust at a rate of 94%.
- **Healthier home environment** — Over 72 square feet of filter media permanently traps allergy-causing, pollen-sized particles at a rate greater than 99.5%, helping to minimize the risk of asthma and allergy attacks. Permanently traps mold and spore particles (3 microns and larger) at a rate of 99%, helping to reduce problems with mold-induced illnesses.
- **Long service life** — The filter media lasts one year — no need for monthly or bi-monthly filter changes. Plus, the media is disposable so there is no need for time-consuming cell cleanings associated with traditional plate-type electronic air cleaners.
- **Completely reliable** — The Aprilaire Electronic Air Cleaner requires no maintenance other than the replacement of the filter media and wiping down of the ionizing wires.
- **Absolutely silent operation, and invisible too** — There are no distracting snapping or crackling sounds like those generated by traditional plate-type electronic air cleaners. It mounts to the heating and cooling equipment, out of the way and out of sight.



The Aprilaire Electronic Air Cleaner charges particles and then permanently traps them like a magnet with its patented filtering media for the most advanced cleaning power on the market.

## Compare our exact removal efficiency with competitive electronic air cleaners.

		Particle Size (in microns)							
		0.01	0.35	0.5	1.0	2.0	3.0	5.0	10.0
Removal Efficiency %	Aprilaire Electronic Air Cleaner	80%	94%	95%	98%	98.5%	99%	>99.5%	>99.9%
	Plate-Type Electronic Air Cleaner	—	72%	81%	92%	94%	—	—	—
Particle Types	Viruses	[Red bar]							
	Tobacco Smoke	[Dark Blue bar]							
	Respirable Dust	[Green bar]							
	Bacteria	[Grey bar]							
	Pet Dander	[Dark Grey bar]							
	Mold	[Light Blue bar]							
	Fungi	[Orange bar]							
	Pollen	[Light Green bar]							

“—” indicates that the efficiency is not published by other manufacturers.

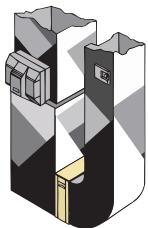
**The Aprilaire Model 5000 Electronic Air Cleaner is significantly better than plate-type electronic air cleaners across the whole spectrum of particle sizes.**

## The perfect questions to ask.

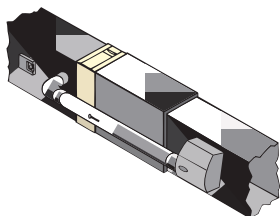
When selecting an air cleaner, many people consider the Minimum Efficiency Rating Value (MERV) — a system used by many manufacturers in their claims. Our media air cleaners are rated at MERV 10 at 1200 cfm (the typical airflow for an average home). But we suggest that you consider the following questions to determine the best air cleaner for you:

- Is it a whole-home solution? It should clean the air for the entire house, not just a room or section.
- Is there long service life? Who enjoys changing the filter media every month? Or even every couple of months? The best air cleaner should require maintenance only once a year.
- Will it enhance equipment life? The best air cleaner should permanently trap the dirt that causes heating and air-conditioning units to wear prematurely.
- What about quality? The best air cleaner should be built to last, providing the same high performance for years. One mark of quality is the seal around the door. It should have broad, thick seals to minimize air leakage.
- Is it invisible and silent? The best air cleaner should be invisible, not another piece of furniture in a room. It should operate silently, not make distracting noises.

### Typical Aprilaire Installations



Upflow (Power)



Horizontal (Bypass)

## The perfect answers are Aprilaire High Efficiency Air Cleaners.

- **Cleans the air in the whole home** — All Aprilaire Air Cleaners treat all the air in the home, every time it circulates. You'd have to put a portable room air cleaner in every room to match that kind of performance. You can even get 24 hour air-cleaning from your Aprilaire by setting your thermostat to run the fan continuously.
- **Provides long service life** — Our disposable filter media will last 1 to 2 years, depending on the amount of blower operation. We accomplish this by using over 72 square feet of media, compared to just 2.3 square feet used in the typical 1-inch filter.
- **Enhances equipment life** — All Aprilaire Air Cleaners keep dust and dirt from reaching your heating and cooling equipment, allowing it to perform at peak efficiency for the entire life of the filtering media, reducing your maintenance costs.
- **Built to last** — Modern heating and cooling equipment is designed to last a long time. All Aprilaire Air Cleaners are designed to match that quality, delivering the same high performance year after year.
- **Operates invisibly, silently** — All Aprilaire Air Cleaners are installed with your heating and cooling equipment, out of sight. Unlike portable room air cleaners, Aprilaire Air Cleaners do not become pieces of furniture in your house. And they operate silently with no annoying hums or crackling sounds.

## Compare various types of air cleaners

	Aprilaire Air Cleaner	1" High Efficiency Filter	Plate-Type Electronic Air Cleaner	1" Throw-Away Filter	Portable Room Air Cleaner
Cleans the air in the entire house	Yes	Yes	Yes	No	No
Effective against Pollen and Mold	Yes	Yes	Yes	No	Yes
Effective against virus-sized particles	Yes*	No	No	No	No
Invisible, not another piece of furniture	Yes	Yes	Yes	Yes	No
Time between servicing	1-2 years	1-3 months	1-3 months	1-3 months	1 month
Keeps your heating and cooling equipment clean	Yes	Yes	Yes	No	No
Silent	Yes	Yes	No	Yes	No
Easy Maintenance	Yes	Yes	No	Yes	Yes

\* Aprilaire Model 5000 Air Cleaner