



FlexFilter
Replacement Media



Media Air
Cleaner Cabinets

CLEAN

Clean Air Filtration

Our Media Air Cleaners' high efficiency filters trap particles as small as 1.0 micron and last for up to one year. FlexFilter® makes inventory maintenance easier. FlexFilter replaces over 40 of the most popular filter models including Honeywell and Aprilaire filters.

UV-Aire
Air Purifiers



FlexMountUV
Air Purifiers

PURE

UV Purification

UV-Aire® and FlexMountUV® whole house air purifiers feature a powerful UVC germicidal light that purifies the air by neutralizing harmful germs, bacteria, viruses, and mold while irradiating the A-Coil and keeping it clean so the HVAC system lasts longer and runs more efficiently.



Duo-2000 (left),
Duo-16/24V (right)
Air Purifiers



Trio 3-in-1
Air Purifier

FRESH

PCO Technology

The Duo whole house air purifier combines AirFresh™ Carbon Odor Adsorption with our patented PRO-Cell™ Technology and UVC germicidal light so indoor air is Pure and Fresh. Our PRO-Cell™ PCO technology removes odors, smoke, and VOCs. The Trio does everything the Duo does plus it features a MERV 13 air cleaner.



Healthy Home System
Control Plus

CONTROL

Automatic Air Flow Management

The HHSC+ Control monitors central fan activity and activates the fan and damper to ensure air is clean, pure, and fresh all year long, 24/7. Even when not heating or cooling.

Call 252.208.7325 today to make the Healthy Home System part of your business.



FIELD CONTROLS
Improving Indoor Environments



fieldcontrols.com

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BETTER AIR MEANS BETTER BUSINESS

Get your share of the
\$30 billion IAQ market.*

INSIDE:

IAQ Research Data:
Homeowners Want Better Air

**Healthy Home
System Components**

Close The Deal:
Top 5 Questions To Ask

Crunch Your Numbers:
Use Our Profit Calculator

Log In:
Access Videos, Custom
Quote Sheets and More

1/3 of your customers
want better Indoor Air.*



FIELD CONTROLS

The Healthy Home System® For the Health of Your Business.

Your Customers want better air!

Your customers want to control airborne dust, pollen and dander. They want to reduce bacteria, viruses and mold. They want to eliminate odors and toxic gases. They also want their HVAC system to be more efficient and to last longer.



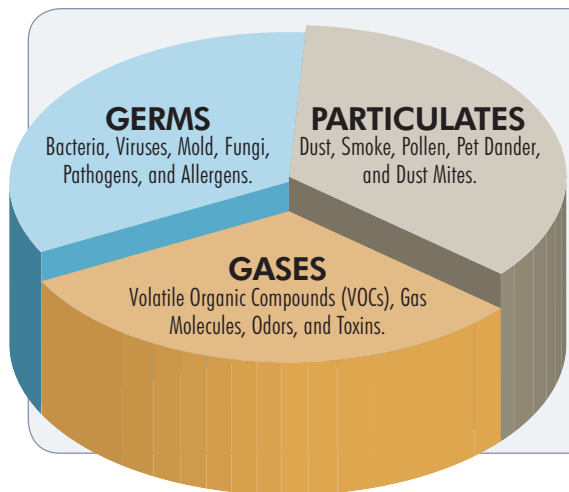
Facts about Homeowners and indoor air quality.

- 80% of homeowners consider Indoor Air Quality (IAQ) a significant problem.*
- 85% of homeowners mentioned having smokers, asthmatics, excess dust, or pets in the home, which signals the need for better IAQ products.*
- 45% of homes have someone with a respiratory ailment.*
- 33% of homeowners believe that indoor air quality is as important as energy efficiency and are willing to spend over \$700 to improve it.

The Healthy Home System® is the total solution.

The Healthy Home System is the only system that addresses all 3 top allergy triggers and gives your customers what they want while adding to the bottom line of your business. The Healthy Home System is totally customizable and is compatible with virtually any forced-air HVAC system. The basic Healthy Home System includes 4 components:

- State-of-the-art MERV 8, 11 or 13 Media Air Cleaners featuring, space-saving FlexFilter® replacement filters. Field Controls media air cleaners reduce pressure drop and add less strain on the HVAC system's motor.
- The ultimate in germicidal protection and coil irradiation with UV-Aire® or FlexMountUV® whole-house air purifiers.
- Odor and VOC gases control in the patented PRO-Cell™ Healthy Home System Duo & Trio whole-house air purifiers.
- HHSC+ control intelligently manages the central fan to ensure clean, pure, fresh air year-round.



Top 3 Allergy Triggers

According to the U.S. Center for Disease Control (CDC), indoor air contains three types of pollutants: **Germs, Particulates, and Gases**. This pollution is a major source for allergic reactions.

- 35% of allergic reactions are due to Particulates
- 31% of allergic reactions are due to VOCs
- 34% of allergic reactions are due to Germs

“Asthma and allergies strike 1 out of 5 Americans.”

According to the Asthma and Allergy Foundation

Clean, Pure, Fresh, and Profitable.

The Healthy Home System turns every service call into an up-sell opportunity. All you have to do is ask the homeowner any of these 5 questions:

- Are you concerned about indoor air quality?
- Does anyone in the home have allergies or asthma?
- Do you have a pet that lives indoors?
- Do you have children or seniors living at home?
- Do you want to extend the life of your HVAC system and reduce energy costs?

Nearly 80% of your customers will answer “Yes” to these questions and will ask for a quote.

What you need to succeed.

To help you build your business, we offer a series of tools to increase your product knowledge, help you educate your customers about IAQ, and ultimately, boost your sales and profitability. Those tools include everything from videos to hats to yard signs.

Selling System Tools:

- **NATE Certified IAQ Training:** Field Controls training classes include the latest industry information, technology, and trends. Plus, our classes qualify for NORA and NATE continuing education credits.
- **Selling System:** Product videos, technical videos, sales videos, and custom proposal.
- **Marketing Support:** Merchandising support, IAQ literature branded with your logo and contact information, customer presentations, IAQ content for your website to help increase your search engine ranking and lead generation.

To access tools, use this temporary Username and Password to log in to the Field Controls Contractor Portal at fieldcontrols.com/login.

Username: contractor

Password: HealthyHomeSystem



Crunch Your Numbers!

Go to fieldcontrols.com/iaq-profit-calculator and plug in your numbers to see the potential impact to your bottom line.

HVAC Install Profit Calculator Example

Number HVAC installs per year	1000
Propose HHS on what % of jobs	100
Close Rate (%)	35%
Total HHS	350
\$ per HHS*	930.00

HHS sales on HVAC Installs
Additional Profit on HVAC Installs

\$325,500.00
\$162,750.00

Service Call Profit Calculator Example

Number of Service Calls Per Year	4000
Propose HHS on what % of jobs	50
Tech Close Rate (%)	40
Total HHS (UV lights)	800
\$ per HHS (UV lights)**	350.00

HHS sales on Service Calls
Additional Profit on Service Calls

\$280,000.00
\$140,000.00

Total Additional Sales

\$605,500.00

Total Additional Profits

\$302,750.00

*Based on contractor cost of \$465
**Based on contractor cost of \$175