



**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

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BETTER AIR MEANS BETTER BUSINESS
**AN IN-DUCT SOLUTION TO KEEP YOUR CUSTOMERS
HEALTHY & HAPPY**

THE HEALTHY HOME SYSTEM®

YOUR CUSTOMERS DESERVE THE BEST AIR!

Your customers' number one priority is their health and the health of their families. They 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. You have the tools to ensure their health & satisfaction.



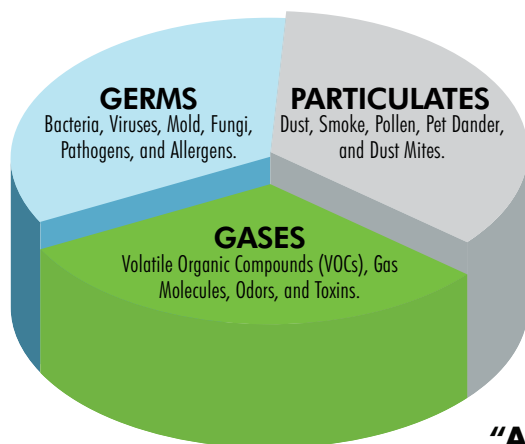
THE HEALTHY HOME SYSTEM® IS THE TOTAL SOLUTION

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:

- 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 Duo & Trio whole-house air purifiers.

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.



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

FOR THE HEALTH OF YOUR BUSINESS & YOUR CUSTOMERS

Top 5 Questions To Ask

Turn every service call into an up-sell opportunity. Adopt these Fresh, Clean, & Pure questions into your presentations for maximum profitability.

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 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

Our products the DUO-2000 and UV-16/120 are lab tested.

**INNOVATIVE
BIOANALYSIS**
creating solutions | getting results

Model **Duo-2000**
with **PRO-Cell™ Technology** showed
significant capabilities in
neutralizing active SARS-CoV-2
USA-CA1/2020, indicating a **99.99%**
net reduction after 2.5 seconds of
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**VERIFIED
ZERO OZONE**

MEETS UL 2998
DOES NOT EMIT MORE THAN
0.005 PPM AS TESTED
PER UL 857

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
Propose HHS on what % of jobs
Close Rate (%)
Total HHS
\$ per HHS*

Enter Your Numbers

1000
100
35%
350
930.00

HHS sales on HVAC Installs
Additional Profit on HVAC Installs

See Your Potential Profit

\$325,500.00
\$162,750.00

Service Call Profit Calculator Example

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

Enter Your Numbers

4000
50
40
800
350.00

HHS sales on Service Calls
Additional Profit on Service Calls

See Your Potential Profit

\$280,000.00
\$140,000.00

Total Additional Sales

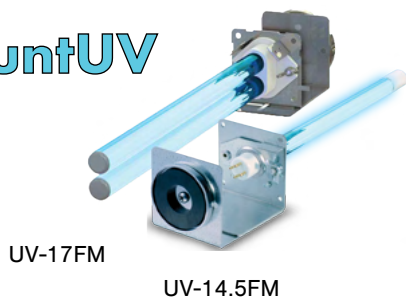
\$605,500.00

Total Additional Profits

\$302,750.00

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

FlexMountUV



UV-17FM

UV-14.5FM

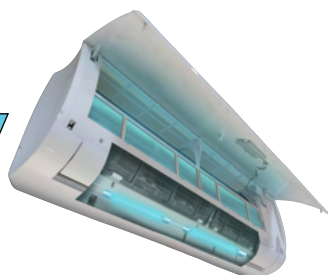
UV-Aire



UV-16/24

UV-16/120

MINISPLITUV



DUO



DUO-2000

DUO-16

TRIO



TRIO-20

TRIO-16

PURE

UV Purification

The FlexMountUV® whole house air purifiers are designed for fast, flexible, easy installation into virtually any forced air ductwork to maximize HVAC operating effectiveness and significantly reduce germs, bacteria, and mold spores in the home.

UV Purification

UV-Aire® whole house air purifiers feature a powerful, energy efficient UVC lamp that purifies the air by reducing 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.

UV Purification

Keep internal mold growth and microbial contaminants away from your mini split system with the MiniSplitUV, which will irradiate UVC light onto the mini split coil, promoting healthy environment and maintaining operational efficiency.

FRESH & PURE

UV Purification Plus PCO Technology

The Duo whole house air purifiers combines AirFresh™ Carbon Odor Adsorption with our patented PRO-Cell™ Technology and UVC light so indoor air is Pure and Fresh. Our PRO-Cell™ PCO technology removes odors, smoke, and toxic chemicals.

FRESH, CLEAN & PURE

UV Purification, PCO Technology Plus MERV 13 Filtration

The TRIO 3-in-1 air purification system combines three unique and effective technologies to protect against indoor pollutants. Our patented PRO-Cell™ Technology, two UVC lights, and MERV 13 filtration to keep air in the home Fresh, Clean, and Pure. The PRO-Cell™ PCO Technology removes odors, smoke, and toxic chemicals.