

## Government Accounts - Education

**Hook:** Indoor Air Quality impacts how schools are funded and addresses their challenges:

1) Student attendance, 2) Student performance 3) Teacher retention, and funding is available

- Easy sale – IAQ impacts the way schools get funding, and funding is available
- Huge wins with Field Controls products 2021, and stocked to have a better 2022
- Unlike other purifiers, TRIO Plus/Pro purify all aspects of poor air and exceed education requirements
- Sale – Upfront sale, short runway, ongoing consumable sales

**Funding:** Procurement officers can access funding, shouldn't stop the opportunity ([Portal](#))

Tools: Dept. of Ed. [Ventilation in Schools](#), K-12 ESSER [FAQs](#) (Qs B6 & B7) & [Use of Funds](#)

**\$ Per Classroom Opportunity:** \$700 - \$2,800 (1-4 units) + \$150/unit/year

**Who To Contact:** Facilities Managers, Director/Supervisor of Operations, Maintenance Supervisors

Funding: Superintendent, Business Administrator, and Finance

### Identifying Opportunities – What to Look & Ask For:

- Have an air quality plan? Funding available - CARES & ARP Act \$2.6k/student, 90% for safety & IAQ
- Do you know the air changes per hour (ACH) for each classroom? Does it meet the guidelines?
- Have you considered portable HEPA UVC air purifiers to supplement classroom ventilation?

#### KEY CUSTOMER ISSUES

**Issue: Need 4 – 6 Air Changes Per Hour (ACH)**

- CDC, EPA, ASHRAE: 4-6 ACH and use [HEPA](#) & [UVC](#) for each classroom.
- Schools were not designed for 4-6 ACH.

**Benefit:** Indoor air quality impacts [EPA](#)

1. **Student Absenteeism** (school funding)
2. **Student test scores** (school funding)
3. **Teacher retention** (pain point)

#### KEY SOLUTIONS

**TRIO Plus & TRIO Pro**

- HEPA, UVC, PCO portable air purifier for Germs, Gases, & Particles ([unique](#))
- Schools across the country selected TRIO Plus for its performance, certifications, and independent testing.
- Allows schools to meet CDC, EPA, and ASHRAE guidelines – **4-6 ACH with [HEPA](#) and [UVC](#) technologies**

#### HOW WE WIN THE BUSINESS

1. Be proactive – Ask the question, IAQ plan?
  - \$10k - \$6M Field and Inside Sales
2. Provide a live demo – 95% close rate
3. Explain benefits & differentiators
4. Avoid from going to public bid
5. Lean on Field Controls for support

#### TOOLS & RESOURCES

- Back to School literature
- TRIO Plus & Pro comparison charts
- Biological test reports
- Gareth Lewis (781) 910-4512  
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## Typical Education Sale Process

### 1. Identify Opportunity

Contact: Facilities/Operations/Maintenance Manager/Supervisor

Questions:

1. Does the school/district have an air quality plan?
2. Do you know the air changes per hour (ACH) for each classroom? Does it meet the guidelines?
3. Has the school/district considered portable HEPA UVC air purifiers and HVAC UVC to supplement classroom ventilation?

IF “No Plan” – we’re probably not talking to the right person, or the Superintendent hasn’t made the decision yet.

Contact Superintendent

### 2. Present and Demonstrate

1. Demo TRIO Plus unit
  1. Lend to use
2. Lay-out example solution
  1. TRIO Plus – classrooms, nurses room, offices
  2. TRIO Pro – gym, auditorium, cafeterias
  3. Calculate need: Number of classrooms, average classroom size, central air for ventilation? HVAC CFM?
  4. Calculate number of units required
3. Lean on Field Controls for support

### 3. Interest

1. Connect with Procurement/Grant writer
  1. FC can share example applications from other schools
2. Purchase through distribution

**When a location may not have a plan** - Here’s what our sales person should try to collect.

- How large is the area to be served?
  - Length Width Height
- How many people occupy the area? Average or Min / Max
- Does it have a forced air system?
  - How many CFM are being delivered to each area / per room?
  - How much ventilation / fresh air is delivered to each room?
    - Note: This maybe in a percentage of total air delivery to the area.
- What’s the MERV rating of HVAC system filter that serves this area?
  - Is the area humidified? Yes or No
  - If Yes, what’s the maintained RH%?
- We can help you develop that plan with this information.

## Federal Funding Background

### Opportunity:

- CARES & ARP Act: \$190B for K-12 ([ESSER](#)), \$75B for Higher Ed. ([HEERF](#)). \$2.6k/student, 90% of funds for improving school safety, including IAQ.
- >40% of CARES Act Funding is still available ([Funding Portal](#)).
- 134k Schools (Elementary, Secondary, University), 18X the number of commercial spaces
- IAQ is easy conversation anytime people are gathering inside
  - Impacts students & faculty - test scores, dropouts, and teacher retention
  - Beyond COVID - allergies, flu season, building materials, outdoor environment, etc.

### Indoor Air Quality 101:

- Poor air contains particles, germs, and gases. Each requires a different purification technology
  - Particles – HEPA filters. Germs – germicidal UVC light. Gases – Carbon and PCO
  - Most purifiers only have HEPA, and don't address germs and harmful gases
  - TRIO the only certified portable air purifier with all three technologies: HEPA, UVC, PCO
- Poor air impacts our short- and long-term health
  - Short: cognition, productivity, lung, throat and eye irritation
  - Long: test scores, dropout rates, teacher turnover, productivity, and satisfaction
- CDC, EPA, and ASHRAE recommend 4-6 air changes per hour (ACH) for classrooms and to use HEPA and UVC purification technologies in every classroom
  - ACH, or air change rate, is the number of times the total volume of air in a space is removed in an hour
- TRIO Plus & Pro enable schools to reach 4-6 ACH effectively because it provides high airflow and follow's EPA, CDC's guidelines with HEPA and UVC purification technologies

### Why TRIO Plus & TRIO Pro

- Only high performance, certified, and independently tested HEPA, UVC, and PCO air purifier
- Addresses all aspects of poor air – Particles, Germs, Gases – competition only does particles
- Enables schools to meet EPA, CDC, and ASHRAE guidelines: 4-6 ACH, and HEPA & UVC
- Exceeds key education requirements: high airflow, Energy Star efficiency, quiet, and safe
- Demonstrated performance: Selected by school districts across the country without issues
- Certified Energy Star efficient, AHAM Verified performance, Proven germ reduction testing

### Why Field Controls

Air treatment company since 1927. Woman-owned with USA manufacturing in NC and CA. Leader in air purification with 3-stage proprietary technologies for Particles, Germs, and Gases.

## FAQs

- **What room is this sized for? What does this cover?**
  - Depends on which guideline, ventilation system, and type of room
    - EPA recommends AHAM CADR: Room size x 80% = Required CADR (does not consider ventilation)
    - AHAM: Room size = CADR x 1.5
    - CDC and ASHRAE recommend using CFM
  - If ventilation rate is not known, rule of thumb: 500 ft<sup>2</sup> room (22 x 22 x 8 ft) CADR of 300 cfm, can provide ~5 ACH in the room
- **Will this kill COVID?**
  - Viruses are not 'alive', strand of RNA requiring host to multiply, so not possible to "kill"
  - Testing proved 99.99% removal of the SARS-CoV-2 pathogen from the air. Nothing can claim to "kill" or completely prevent transmission of COVID-19.
  - Air purifiers are used to reduce transmission indoors and improve indoor air quality
- **Why do I need portable air purifiers, I have an HVAC system?**
  - Portables provide point of source purification – capture and neutralize where it matters
  - Portables performance and effectiveness are 3<sup>rd</sup> party tested and certified, HVAC isn't
- **Why is it more expensive than other purifiers I find?**
  - These are typically HEPA only purifiers, don't address germs and chemicals/gases, have a lower CADR, and are not independently tested and certified – Biological, Energy star, AHAM - Unproven, not tested, not validated
- **I only need HEPA**
  - Explain 3 aspects of poor air – particles, gases, germs – HEPA only certified to 0.3µm, viruses/COVID are 0.012µm
  - Does it have 3<sup>rd</sup> party efficacy testing?
  - TRIO will eliminate germs without filters – UVC and PCO alone
- **I want/have ionization**
  - Ionization is an unproven technology – just google "Ionization lawsuits" – [KHN](#), [Wired](#)
  - Boeing studied technologies – chose not to implement – [Seattle Times](#)
- **UVC and PCO unproven**
  - UVC has been in use for decades, widely used in healthcare for disinfection
  - [CDC](#), [ASHRAE](#), and [FDA](#) back and recommend using UVC
  - FC products tested and proven to be Non-Ozone producing – UL 867, CARB Certified
  - Technologies independently tested, demonstrated performance against virus, bacteria, fungi and VOC removal

## FAQs (Continued)

- **Ionization Technology**

- **Lawsuits** - Ionization is unproven, and in several class-action lawsuits demonstrating it actually "made the air worse" with harmful byproducts. ([Reich & Binstock](#), [NBC News](#))
- **Tested and unproven** - [Boeing](#)'s tested "air ionization has not shown significant disinfection effectiveness.
- **Not Solution** - Technology only charges particles, does not capture - Ion generators act by charging the particles in a room so that they are attracted to walls, floors, and tabletops, but not captured. Disturbance of the walls, floors, and surfaces can result in these particles being resuspended into the air – [EPA](#)
- **Generates Ozone**, a harmful gas - Ionization generates ozone, a known lung irritant, and harmful to human health ([EPA](#)). The EPA also reports ion devices to have the "[potential to generate ozone and other potentially harmful by-products indoors.](#)" Ozone, a lung irritant, is produced indirectly by ion generators and some other electronic air cleaners and directly by ozone generators.
- **Disconnected** - Newark Unified School District purchased \$360k of GPS products and isn't convinced about the device's effectiveness and safety record, and disconnected the equipment in May - [NBC Bay Area](#)