



Introducing Complete Comfort™
Whole-Home Indoor Air Quality Systems

You can't smell it. You can't see it. But there's profit in the air.

Welcome to a new offering from Allied Air. And a new way to increase your bottom line.

Your customers may be facing a serious problem without even realizing it. A problem that presents a serious opportunity for you. We're talking about indoor air quality, an issue that can have a substantial effect on their health, their comfort and your profitability on every job.

The typical American home contains countless microscopic pollutants floating in the air, including smoke particles, pollen, dust and pet dander. These particles can make a home feel less comfortable, while aggravating respiratory problems like asthma and allergies. Air contaminated with viruses, molds and fungi can have the same effect as well. And improper humidity levels can affect not only health and comfort, but also furniture and belongings.

When you make customers aware of the difference that Complete Comfort™ Indoor Air Quality products can make, you have the opportunity to increase your bottom line, while improving their home and their comfort. Complete Comfort products also offer you an opportunity to stand out in the marketplace, because you're offering a better solution to a serious problem. And since they're from Allied Air, you know they'll be well built, reliable and full of features to help you close the sale.

So take a deep breath, and learn more about the possibilities floating all around you.

Profits flow like clean, filtered air.

When you think about it, family health is a big issue with today's consumer. Just think about the amount of money homeowners have spent on ineffective portable IAQ products compared to just a few years ago.

It should come as no surprise, then, that research shows indoor air quality is an increasingly important issue. As a result, the air quality market is expanding at roughly 20% per year, and should approach \$10 billion in the next few years.* Allied Air wants you to get your share of this market, which is why we offer effective, affordable whole-home solutions for every customer and every budget.

Complete Comfort IAQ solutions can help your bottom line in many different ways.

- You're offering more with the initial system installation.
- By offering more, you increase customer loyalty and the likelihood of repeat business and referrals.
- You're increasing your market for replacement parts, accessories and service contracts.

Not every IAQ problem is the same. Neither is every customer.

Some houses are larger than others. Some customers have pets. Some neighborhoods have more outdoor vegetation, and therefore more pollen. In short, there's no single product that solves every problem, every time. Which is why Allied Air has developed a full line of Complete Comfort™ IAQ products to help you meet every need, and give every customer an ideal indoor environment.

Real comfort comes from breathing clean air.

Complete Comfort MERV13 and MERV10 Media Air Cleaners offer highly effective filtration that integrates easily into the HVAC system. It's a simple way for you to install a highly effective whole-house solution without the need for an external power source. Furthermore, each is covered by a five-year limited warranty for your customers' peace of mind.

MERV13

- Removes more than 75% of particles ranging in size down to 0.3 micron*
- New design features low pressure drop (.32 versus .40)
- Increased airflow uses less electricity for greater energy efficiency

MERV10

- Removes up to 85% of particles down to 3 microns**



A bright idea to fight biological contaminants.

For customers with airborne mold, bacteria and fungus, a Complete Comfort UVC Germicidal Light can restore air purity and reduce irritation and respiratory difficulty. Each includes integrated safety features and a five-year warranty.

UVC

- Improves indoor air quality while protecting heating and cooling equipment



CCF20-10
CCF16-10
CCF14-10
CCF20-13
CCF16-13
CCF14-13

Reduce their humidity. Increase their comfort and health.

Overly humid air not only feels uncomfortable, it can also aggravate respiratory difficulties by promoting mold, dust mites and bacterial growth. Complete Comfort™ whole-home dehumidifiers integrate seamlessly into the HVAC system, making air more comfortable throughout the home. They can also help your customers breathe cleaner, healthier air. Each model features a five-year warranty for their peace of mind.

- Moisture is removed from the air as necessary
- Reduces dust mites and mold that thrive in humid conditions
- Available in 65, 90 and 135 pints per day



Air that's too dry is air that's not comfortable.

When humidity levels are too low, your customers won't feel completely comfortable. What's more, overly dry air can cause dry, chapped skin and lips, static shocks and even nosebleeds. Regulate indoor humidity with the addition of a Complete Comfort Power or Bypass Humidifier, both covered by a five-year warranty.

- Power Humidifier features a built-in fan to help circulate humidified air
- Available with automatic controls to regulate moisture levels
- Easier to use than portable units, for increased customer convenience



How to sell a better solution

There's a proven process that will help you reinforce the IAQ purchasing decisions of savvy customers, and encourage customers who are on the fence to make the right choice. It's a fairly simple and highly effective process that lets you identify real problems and offer real solutions, instead of merely trying to sell more equipment. This process also helps make IAQ easier for customers to understand, allowing them to fully grasp the extent of their need.

Simply follow these steps.

1. Home Air Evaluation

Create awareness of the need by asking the customer detailed questions about their home, health and lifestyle. This presents customers with a problem they cannot ignore, and gives them a true reason to believe. It also helps them build trust, because you are the expert.

2. Problem Diagnosis

Match the problem with a specific need. Present them with your diagnosis of the problem, and convey to them the negative effects that untreated air can have on overall health. This bolsters your position as the expert, further enhancing their trust.

3. Solution Identification

Identify the answer to the problem, and explain to them the importance of a whole-home solution for their specific issues. This will create a desire for the products you're offering.

4. Product Recommendation

Identify the specific Complete Comfort™ product or products that will solve the customer's issue, and recommend it to them. You'll end up increasing your bottom line, while offering proven solutions to customers who truly need them.

Air Quality by the Numbers

These checklists are included on the product brochures and designed as a guide for the questions you should ask. Each will help identify a specific need, and match it to a specific solution. Once you've made a recommendation, be sure to follow up with product-specific brochures. This will give the customer additional information, and help them know they're making an informed decision.

The Dirty Air Checklist

This checklist can help determine if your customers have air filled with allergens, dirt and other indoor pollutants. This will help you determine if they need a Complete Comfort™ MERV10 or MERV13 filtration system.

Signs of poor indoor filtration

- Chronic asthma or allergy attacks
- Headaches, nausea, fatigue
- Excessive dust accumulation
- Stale, musty or unusual odors
- Frequent colds and respiratory illnesses
- Watery, itchy eyes and nasal congestion



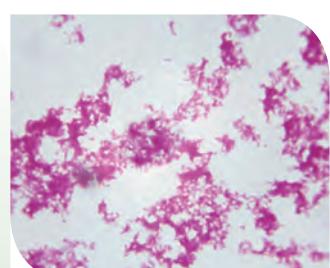
Pet Dander

The Contaminated Air Checklist

This checklist will help you determine if your customers suffer from contaminated air, and could benefit from a Complete Comfort UV and UVC Germicidal Light.

Signs of contaminated air

- Watery, itchy eyes and nasal congestion
- Headaches, nausea, fatigue
- Persistent cough or cold
- Mold present in HVAC equipment



Viruses

The Humidity Checklist

This list will help you determine whether they suffer from moisture levels that are too high or too low, so that you can recommend a Complete Comfort humidification or dehumidification system.

Signs of low humidity

- Chapped lips and dry skin
- Shocks from static electricity
- Sore throat and irritated nasal passages
- Aggravated allergies and respiratory problems
- Feeling cold even at normal indoor temperatures



Static Electricity

Signs of high humidity

- Sticky, clammy feeling in the air
- Feeling warmer even at normal indoor temperatures
- Lingering musty odors
- Condensation on glass surfaces, such as windows
- Water stains on ceilings and walls
- Peeling paint and finishes on furniture



Condensation

Consumer Brochures

The brochures listed below are available now. Be sure to include them with every proposal you give to a potential buyer.



Indoor Air Quality Category Brochure
CCWHAQS-300



MERV13 and
MERV10 Filters
CCFM1310-300



UVC Germicidal Lights
CCUVUVCGL-300



Bypass and Power
Humidifiers
CCPBH-300



Whole-Home
Dehumidifiers
CCWHD-300

Solutions at a Glance.

Complete Comfort™ offers a solution for every home. This chart can help you find the right one to order, so every customer can enjoy cleaner, fresher air. And you can enjoy enhanced profitability on every job.

Product Specifications

Cat #	Model #	Product
MERV 10 Filters		
CC123	CCF20-10	MERV 10
CC122	CCF16-10	MERV 10
CC121	CCF14-10	MERV 10
MERV 13 Filters		
CC126	CCF20-13	MERV 13
CC125	CCF16-13	MERV 13
CC124	CCF14-13	MERV 13
MERV 10/13 Cabinets		
CC113	CCC14-23	Filter Cabinet
CC114	CCC16-28	Filter Cabinet
CC115	CCC16-28 (4 Pk)	Filter Cabinet
CC116	CCC20-28	Filter Cabinet
CC117	CCC20-28 (4 Pk)	Filter Cabinet
UV Light		
CC118	UVC-24W	UVC
42J32	Transformer	Transformer
12P61	Transformer	Transformer
CC132	CCC14-23	ASSY-DOOR
CC133	CCC16-28	ASSY-DOOR
CC134	CCC20-28	ASSY-DOOR
CC135	24V, 1 OUTPUT, UVC	Lamp
CC136	T5, UVC 254nm	Lamp
CC137	LAMPHOLDER, UVC	Lamp Holder
CC140	CC UVC-41W	UVC Replacement Lamp
CC141	CC Baffle (Lamp-16)	Baffle
Dehumidifiers		
CC112	CCWH-065	65-pint Dehumidifier
CC119	CCWH-090	90-pint Dehumidifier
CC120	CCWH-135	135-pint Dehumidifier
Humidifiers		
CC100	CCWB-12	12-gallon Bypass Humidifier w/Humidistat
CC101	CCWB-12A	12-gallon Bypass Humidifier with Automatic Control
CC102	CCWB-17	17-gallon Bypass Humidifier w/Humidistat
CC103	CCWB-17A	17-gallon Bypass Humidifier with Automatic Control
CC104	CCWP-18	18-gallon Power Humidifier w/Humidistat
CC105	CCWP-18A	18-gallon Power Humidifier w/Automatic Control
CC106	CCWB-12K	12-gallon Bypass Humidifier w/Humidistat & Install Kit (Canada Only)
CC107	CCWB-12AK	12-gallon Bypass Humidifier with Automatic Control & Install Kit (Canada Only)
CC108	CCWB-17K	17-gallon Bypass Humidifier w/Humidistat & Install Kit (Canada Only)
CC109	CCWB-17AK	17-gallon Bypass Humidifier with Automatic Control & Install Kit (Canada Only)

Note: Due to ongoing commitment to quality, all specifications, ratings and dimensions are subject to change without notice.

It's time to clear the air.

Now you have the knowledge, the products and the reasons you need to give your customers a truly perfect indoor environment. Allied IAQ products can increase your reputation, your customers' satisfaction, and your profit margins. So everyone wins. And everyone feels a little better inside.

For more information, please contact your distributor.



ALLIED
Air Enterprises

www.alliedair.com
1-800-448-5872



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