



FilterTalk

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USGBC is proposing that all LEED projects be required to achieve two "Optimize Energy Performance" points towards LEED certification.

- United States Green Building Council

Commercial buildings account for 18% of U.S. energy consumption.

- US Department of Energy

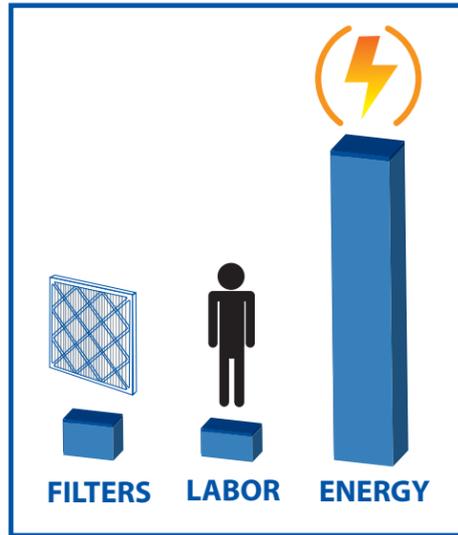
Poor indoor air quality can affect student and teacher performance by causing eye, nose, and throat irritation, fatigue, headache, nausea, sinus problems and other minor or serious illnesses.

- US Department of Education

BIG ENERGY

Energy! Without question energy is the buzz-word for 2008. Energy costs are rising on all fronts to unprecedented levels in the United States permeating virtually every sector of the US and world economy. It is most visible at the corner gas station where towering illuminated signs reflect the current price of gasoline, signaling times have changed and they are not going back. Less visible to consumers is the sharp rise in cost to American industry. Powering robots and ovens, in-bound and out-bound freight, cooling buildings, and energizing machines and assembly lines all rely on increasingly expensive energy.

reduced when longer life high efficiency air filters are installed.

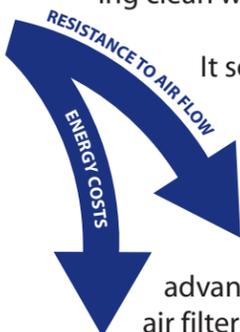


HVAC filter and labor account for approximately 18.5% of the cost of operating a filter while energy accounts for approximately 81%

Start with the assumption that people are not going to give up climate controlled HVAC systems. Employees in an office building in Houston, TX are not going to turn off their air-conditioners this summer and open the windows. Neither are buildings in Los Angeles, Miami, or even Seattle. Building owners are going to continue to move conditioned air through their buildings to provide a comfortable and safe environment for their tenants or employees. If we are going to keep running our air conditioners, which of course we are, how do we do it cost effectively?

The one thing rising faster than the cost of energy is the recognition of the necessity and interest in increased indoor air quality (IAQ). The cost of poor air quality results in increased absenteeism, poor performance, dirty cooling coils and ductwork, and reduced rental rates. Health related litigation can dwarf the increased costs of energy. Everyone should have the opportunity to work in an environment where they can breathe clean air. It should be the same as drinking clean water.

It is almost impossible to meet progressive engineers or facility managers that install cheap air filters in their building. It is now common knowledge that the energy cost to move air across a filter can exceed the cost of the filter by four times or greater. Energy is expensive and high efficiency air filters are relatively inexpensive. Technology in media production and filter design has improved dramatically over the past few years allowing high efficiency with minimum resistance. Filtration Group can now produce a MERV 13 filter which meets USGBC LEED criteria in a 2" depth that has a lower resistance than traditional 12" deep filters costing five times more.



It sounds mutually exclusive that you can achieve higher levels of air quality and lower energy costs. The fact is you can. It is one of the easiest decisions a facility manager or building owner can make. It is well known, or should be, that using advanced design, low resistance, high efficiency air filters can save thousands of dollars annually in energy cost while dramatically improving indoor air quality. Labor and disposal costs are also greatly

Technology is a wonderful thing. Technology in air filtration now allows us to dramatically increase the IAQ of a building while significantly lowering the annual costs of energy and reducing the waste generation and disposal costs. No one drives a gas guzzling Ford Grenada anymore, and no one should use air filters designed in the 1970's either.

FILTRATION GROUP'S IT DEPARTMENT GOES GLOBAL



Headquartered in Illinois the Information Technology department has grown over the past 15 years from a single person in a small office littered with cables and computer parts to a highly technical group committed to state-of-the-art communication and information systems. The IT group now supports 17 sites around the world and have created an environment where critical data can be viewed and transferred in real time to multiple FGI locations.

The IT department also maintains a dynamic web site containing product information, bulletin board capabilities, and member forums. As John McGovern, Director of Information Technology states, "The world is becoming very internet savvy, and it is critical the FGI enterprise infrastructure can handle the ever changing requirements. Our customers need information now, the FGI IT department is ready for any challenge."

Check out the FGI website at www.filtrationgroup.com





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GOT A QUESTION FOR US?

Q. "What is a carbon footprint?"

A. The term "carbon footprint" is generally used to describe the amount of carbon dioxide and other greenhouse gases emitted to the atmosphere during the life of a product or process. There are various definitions and methods for calculating a carbon footprint, but the most generally-accepted method is to perform a life cycle assessment (LCA), which is defined in ISO Standards 14040 & 14044. The term is intended to be used by individuals, nations and organizations to understand and manage their personal or organizational impact on global warming.

Reducing energy consumption in a process, such as filtering the air and cooling a building reduces the emissions responsible for the carbon footprint. Installing and maintaining high efficiency filters with very low resistance to air flow should be part of any program to reduce the carbon footprint of a building.

Product Spotlight: AeroStar® FP V-Bank



The AeroStar® FP V-Bank is the original low resistance long life high efficiency filter and it is still the industry standard. The FP is purely a mechanical filter and does not rely on a charged media for efficiency.

The FP can be part of any LEED or Green Building program where reducing energy consumption and reducing waste stream are objectives. The FP is extremely rugged and can be used in nearly any environment or application often without the need of a prefilter, further reducing energy costs.

SUCCESS WITH A SMILE!

Meeting Mike White of America's Finest Filter in Louisville, KY is an experience. The positive energy he emanates engulfs you. His smile and charm command your attention. Mike approached FGI in 2000 with the plan of opening an air filter distributorship in Louisville. We were excited, yet cautious with our expectations. Mike was opening his business literally surrounded by three well known air filter manufacturers with direct sales in the area. AAF International, Airguard, and Koch Filter are all based in Louisville and within a 10 minute drive from Mike's front door. Undaunted with the challenge Mike became Filtration Group's AeroStar® exclusive distributor and hit the ground running.

THE BEGINNING



A factory rep can't compete with a determined entrepreneur, and this has proven to be true over and over. Mike is a shining example. Despite being surrounded by price slashing giants, he has grown his business from one employee working from a spare bedroom to recently cutting the ribbon on a new 37,000 square foot facility, four service trucks, and 10 employees. Mike built his business on service and selling a value package to his customers. "Every conditioned building in the world has to have air filters. We offer air filtration, not just an air filter," says Mike. "Filtration Group was there from the start helping us grow. FGI continues to be our primary product line and integral to our success. We rely on each other and it's a great relationship," adds Mike.



Mike White of America's Finest Filter cuts the ribbon on a new 37,000 sq foot facility in Louisville, KY as Filtration Group's Bob McAfee (far left) joins the celebration.

THE STORY DOESN'T END THERE

Starting and growing a successful business in a competitive market would be a challenge for anyone, but Mike was just getting warmed up. Eager to pursue his philanthropic dreams he created the Our Fathers House organization in 2003 with funding from America's Finest Filter. Our Father's House is now a self supporting not for profit organization that provides sober living for 70-80 men recovering from alcohol and substance abuse. In 2005 he started the West-end Token Club to reach out to men and women who desire to solve their common problem and help others to recovery from alcoholism. In 2007 he founded New Dimensions, an organization much like Our Fathers House except tailored to meet the needs of women.

I am not sure how long the new facility will hold Mike, and if vision required square footage he would have blown out the roof and walls years ago. The air filter industry is changing. Clean air in the workplace and high levels of indoor air quality (IAQ) are now expected to protect employees and building occupants. Mike will make sure it happens. People like Mike White not only give our industry a good name, the world is a better place because of them.

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