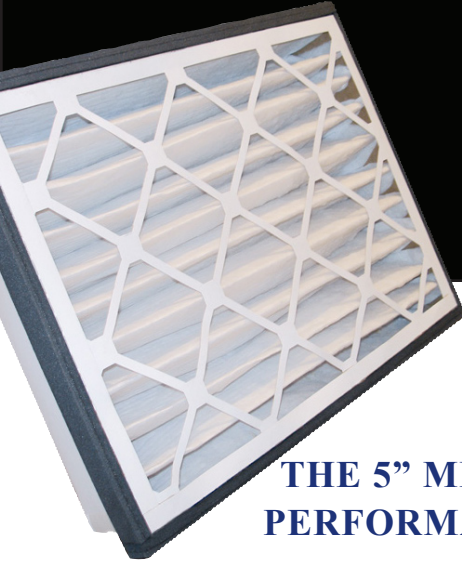


INTRODUCING THE

Practical Pleat®

NO FILTER BYPASS · NO RETROFITTING · NO HEADACHES



THE 5" MERV 10 HIGH PERFORMANCE FILTER

Designed to fit into 1" Return Air Grilles.

28X INCREASED EFFICIENCY

The "Practical Pleat" media is up to 28 times more effective at capturing particles than standard fiberglass panel filters.

LOW PRESSURE DROP

In general, the more efficient a filter is at removing particles, the greater it's resistance to airflow, and the greater the pressure drop it creates. One way to overcome this problem is to increase the surface area of the filter media. The "Practical Pleat" contains over 445% greater surface area than a comparable MERV 8 one inch pleat filter. For example:

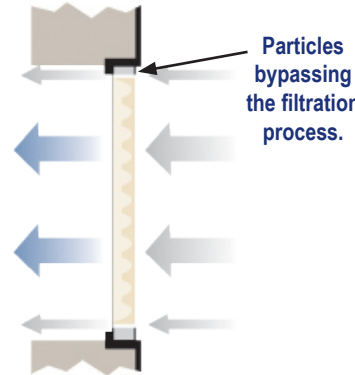
	INITIAL RESISTANCE	SERVICE LIFE	ENERGY COSTS*
1" RETAIL PLEAT	.29 IN W.G.	30 DAYS	\$69.13
COMPETITOR'S MERV 8 4" PLEAT	.15 IN W.G.	180 DAYS	\$35.76
PRACTICAL PLEAT	.09 IN W.G.	180 DAYS	\$21.10

* Annual energy costs

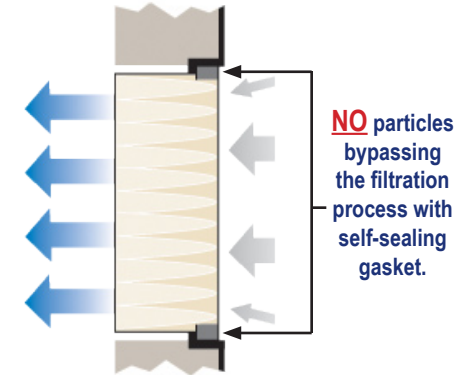
LASTS 6X LONGER

Effective service life is six times longer than a comparable MERV 8 1" filter.

STANDARD 1" FILTER

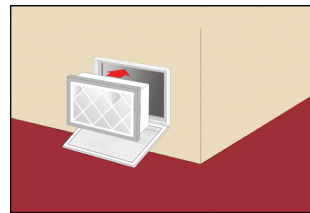


PRACTICAL PLEAT 5" MERV 10 FILTER



ELIMINATES FILTER BYPASS

Gaps between the filter and filter frames allow particles to be pulled around the filter, entering the duct system and ultimately, the inhabited spaces. Particles, that by-pass the filtering process, can accumulate on the evaporator coils. A 0.05-inch accumulation of these particles can reduce efficiency and increase utility bills up to 37% for that unit. These same particles provide nutrients for mold, mildew and other biological contaminants that can breed and grow in the ventilation system. The Practical Pleat's self sealing gasket conforms to imperfections in the filter track, eliminating filter by-pass, and preserving the integrity of the MERV 10 rating.



No retrofitting required – Designed to fit into one inch return air grilles. Eliminates the aggravation and expense of installing in-duct housings to accommodate duct mounted, deep pleat filters.

REDUCES ENERGY BILLS

Reduced resistance to airflow allows the air-conditioning/heating system to operate more efficiently, thereby, reducing energy consumption by as much as 300% compared to a MERV 8 1" pleat filter.

