case STUDY

RETAIL

Air Filtration & Energy Savings

Major Retailer Recognizes Staying Loyal to the More Expensive Prefilter Continues to Offer Them Substantial Annual Savings

Company Profile:

Large national retailer with over 1,500 locations.

The Situation:

After many successful years using the Camfil 30/30®, in 2007 the retailer's purchasing department decided panel filters were all the same and they could save a lot by going out for bid with any manufacturer's high capacity pleat. They currently change their 30/30 panel filters every four months and have had no problems. Energy savings is paramount to this customer.

The Action:

The local Camfil exclusive distributor did a presentation on the 30/30, the only filter "Guaranteed to Last Longer" than any competitive product. In this presentation, the difference between standard capacity and high capacity was highlighted; as well as test reports showing the difference in DHC between various filters. Camfil demonstrated differences in construction integrity of the 30/30 versus other brands, as well as the 30/30's 5-Star energy rating and rating criteria. The key part of the demonstration was explaining the energy differences to operate various brand filters for a four month period.

The Result:

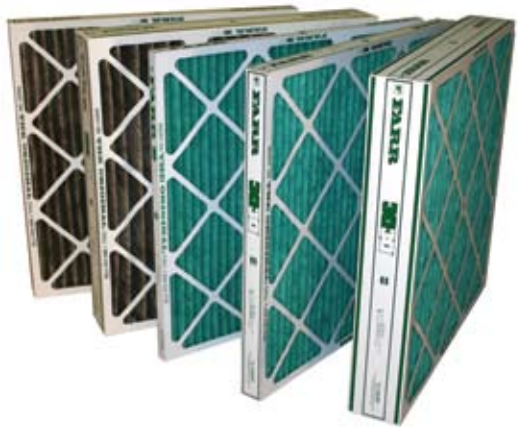
Camfil proved how tripling the price of the 30/30 still saved the retailer in annual cost versus the closest competitor.

The results showed the 30/30 with an initial pressure drop of .29 and final of .61 with 140 grams of dust loading. The closest contender started at .27 and a final of .95 with 140 grams.

The average drop on the 30/30 over four months was .45, and the competitor's was operating at .61.

At 0.065 per KW energy cost the .16" savings for the 30/30 would amount to $36.00 annually per filter. With 125 filters per store, this demonstrated to the retailer a savings of $4,500 per store.

By staying with the 30/30 in all 1,500 stores, the retailer benefits from a substantial savings of $6,750,000 annually.



"Tripling the price of the 30/30 would still provide $6,750,000 annual savings to the retailer compared to the closest competitor."

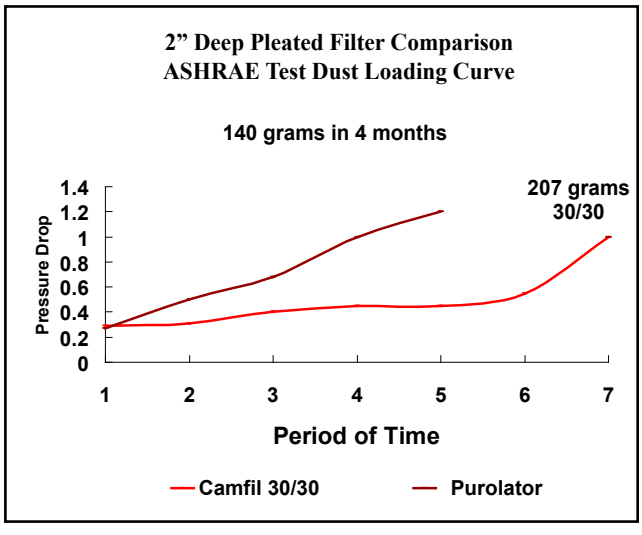
The Proof:

The tests demonstrated a significant difference in energy cost per year to move air through the filters in the end user's typical store. With a .16" pressure difference at .065 per KWH, the extra operating cost would be $3,570 or $36.00 per 24x24x2.

AVERAGE PRESSURE DROP = ENERGY COST

Camfil 30/30 24x24x2	Purolator M80D 24x24x2
• MERV 7	• MERV 6 actual
• DHC = 207 grams to 1"	• DHC = 147 grams to 1"
• 4 month life see 140 grams	• 4 month life see 140 grams
• .29 initial	• .27 initial
• .61 final	• .95 final
• .45 average	• .61 average
• *Saves .16" pressure drop over the life of the system*	

Even though the 30/30® could last much longer than the competition due to our higher DHC, the 30/30 when changed out at four months actually delivers significant energy savings due to our lower average and final pressure drop.

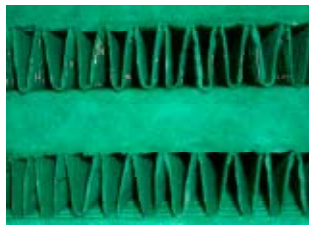


Both filters start out at the same pressure drop, but as you can see the 30/30 at four month's life has a much lower average pressure drop than the competition. This difference in average pressure drop will save three times more in energy than the annual cost of the filters.

"The 30/30 is the only filter with a written guarantee to outperform any other pleated filter in the world."

Why the 30/30 frame is critical:

- This account used 30/30's for ten years with a consistent life of six months
- To save money they switched to AAF
- Perfect pleats failed in one month time
- Now back to 30/30 six month life



30/30 media

- Cotton manufactured by Camfil
- Cotton content for dust holding capacity (life)
- Cotton for strength and small particle efficiency
- The only filter company to manufacture media for this product
- Control of quality from raw materials to shipment
- Lofted to a uniform depth of 0.15" for high dust holding capacity
- Formed in a radial pleat design
- A non-charged media will not lose efficiency after installation