



# OWN YOUR CUSTOMER'S COMFORT

The HVAC Contractor's Guide  
to Indoor Air Quality





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# CAUSES OF POOR IAQ

Pollutants, moisture, and ventilation can all impact the quality of air within, and surrounding homes, buildings, and structures. Understanding the causes of poor indoor air quality (IAQ) is the first step in identifying the best IAQ solutions for your customers.

**FACT:** "In the last several years, a growing body of scientific evidence has indicated that the air within homes and other buildings can be more seriously polluted than the outdoor air in even the largest and most industrialized cities. Other research indicates that people spend approximately 90 percent of their time indoors. Thus, for many people, the risks to health may be greater due to exposure to air pollution indoors than outdoors." - *cpsc.gov*



bacteria



viruses



molds



dust



smoke



gasses



safer air



fumes



breath

## Causes

### Pollutant Sources

Indoor pollutants such as building materials, fireplaces, and gas stoves can all release pollutants continuously. Other sources like smoking, painting, and household cleaning products can cause poor IAQ intermittently. (<https://www.epa.gov/indoor-air-quality-iaq/introduction-indoor-air-quality>)

### Moisture Levels

Low or high levels of humidity can cause poor indoor air quality. These levels can be caused by water damage in the home, whether that is excess water in the crawl space or poor ventilation in the bathrooms. Humidifiers and dehumidifiers can help maintain healthy moisture levels in the home.

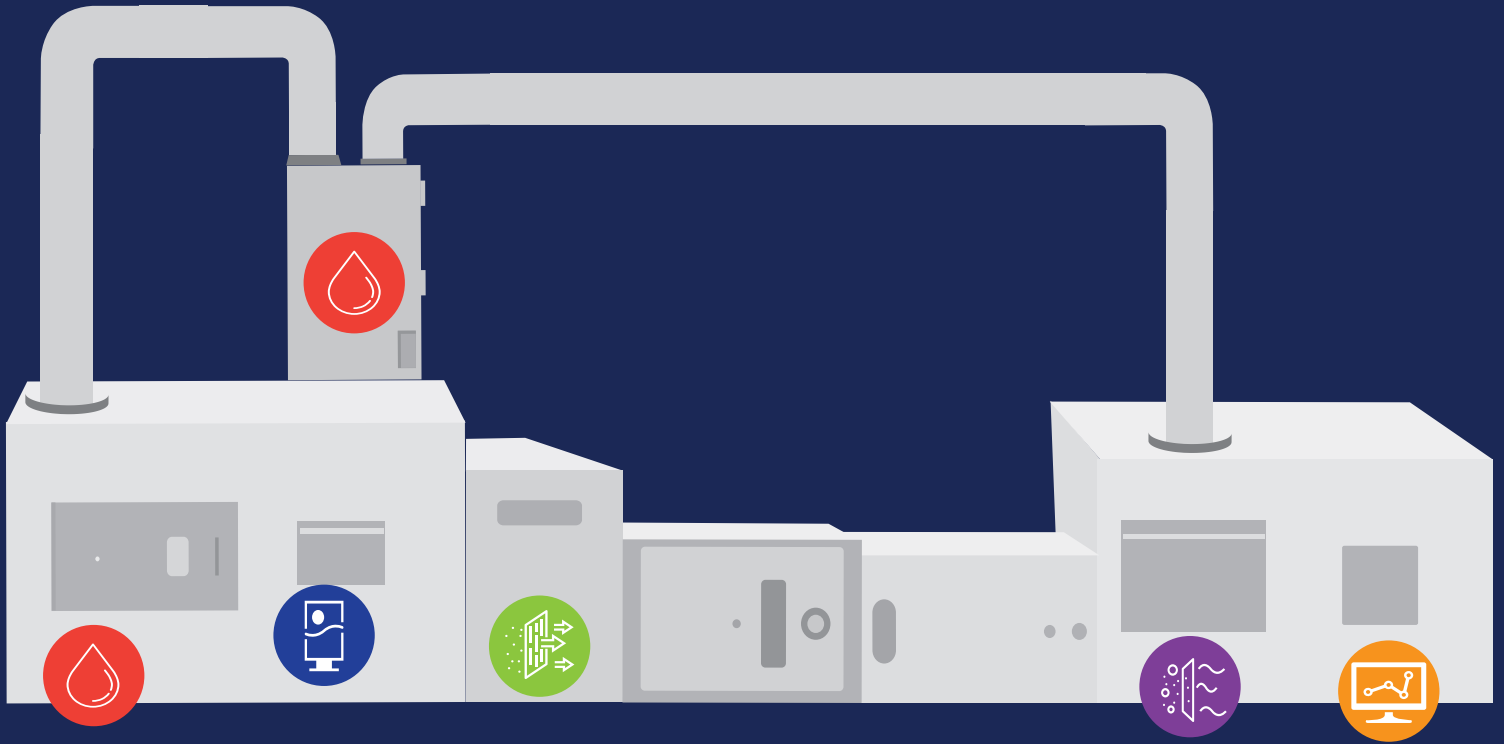
### Inadequate Ventilation

The Environmental Protection Agency says, "If too little outdoor air enters indoors, pollutants can accumulate to levels that can post harmful and comfort problems." Climate, allergens, and dust are all just a few things that can impact the quality of air in a home when there is poor ventilation.

**FACT:** The US Consumer Product Safety Commission recommends that a "relative humidity of 30-50 percent is generally recommended for homes."  
- *cpsc.gov*



# 5 PILLARS OF IAQ



## Improve IAQ with:

### Humidity Control

- Whole House Dehumidifier
- Crawlspace Dehumidifier
- In-Duct Humidifier
- Steam Humidifier

### Purification

- In-Duct Air Purifier
- UVC with Activated Carbon
- Maintenance-Free Bi-Polar Ionization Generators
- Portable Home Purifier

### Filtration

- Whole House Media Air Cleaner
- Electronic Air Cleaner

### Sterilization

- Coil Treatment
- UV Tube Lamps

### Monitoring

- Central Air Monitor
- Central Air Controller

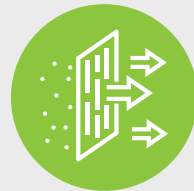




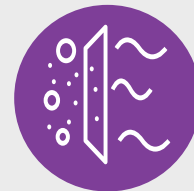
**Humidity Management:** Use of humidification, or dehumidification, to regulate the moisture levels indoors.



**Purification:** Treatment of air moving through the HVAC system, which treats pollutants, allergens, and toxins that pass through the HVAC system. This will also eliminate odor-causing contaminants and volatile organic compounds (VOCs) from the air.



**Filtration:** Removing microbes and airborne particles through the use of filters or air cleaners at the unit or in the returns of the structure.



**Sterilization:** Continuous surface treatment of HVAC components including, but not limited to, evaporator coils and drain pans, to prevent mold and other biological contaminants. This effectively keeps components clean for increased HVAC equipment efficiency.



























**Monitoring:** Devices that analyze the health of the air in the whole home, tracking particles, airborne chemicals, and airflow status, which provide real time readings and responsiveness.



















# IAQ PRODUCTS

| PRODUCTS   | INSTALLATION | Monitoring  | Sterilization   | Purification  | Filtration | Humidity Management |
|--|--------------|---|---|---|------------|---------------------|
|  <p>HAVEN<br/><b>Central Air Monitor &amp; Controller</b><br/>MFG #CAM-FGH01-A0<br/>Item #356445A</p>                           | In Duct      |    |   |   |            |                     |
|  <p>TRADEPRO<br/><b>15" Germicidal UV Light Kit with Brackets</b><br/>MFG #TP-UV24-PRO<br/>Item #51315</p>                      | Coil         |   |      |   |            |                     |
|  <p>Clean Comfort™<br/><b>UC Series 15" Single Lamp UV Coil Purifier with Magnet</b><br/>MFG #UC18S15-24B<br/>Item #332209A</p> | Coil         |   |      |   |            |                     |
|  <p>Fresh-Aire UV<br/><b>Blue-Tube UV® Light</b><br/>MFG #TUV-BTER<br/>Item #51321</p>  | Coil         |   |      |   |            |                     |
|  <p>Field Controls<br/><b>3-IN-1 Air Purification System (1.5 to 3 Tons)</b><br/>MFG #TRIO-16HHS<br/>Item #360946A</p>          | In Duct      |    |    |    |            |                     |
|  <p>Field Controls<br/><b>3-IN-1 Air Purification System (1.5 to 4 Tons)</b><br/>MFG #TRIO-20HHS<br/>Item #360947A</p>         | In Duct      |   |   |   |            |                     |
|  <p>Field Controls<br/><b>Trio Portable 3-IN-1 Purification</b><br/>MFG #TRIO-1000P<br/>Item #360948A</p>                     | Portable     |  |  |  |            |                     |
|  <p>Field Controls<br/><b>Trio Pro UVC H13 HEPA Portable Air</b><br/>MFG #TRIO PRO<br/>Item #360950A</p>                      | Portable     |  |  |  |            |                     |
|  <p>Dust Free<br/><b>12" Active Air Purifier - 24V</b><br/>MFG #13071<br/>Item #348223A</p>                                   | In Duct      |   |   |  |            |                     |
|  <p>Dust Free<br/><b>14" Carbon Air Purifier</b><br/>MFG #13052<br/>Item #348219A</p>   | In Duct      |   |   |  |            |                     |
|  <p>RGF<br/><b>REME HALO® In-Duct Air Purifier</b><br/>MFG #REME-H<br/>Item #315032A</p>                                      | In Duct      |   |   |  |            |                     |
|  <p>RGF<br/><b>HALO-LED™ Whole Home In-Duct Air</b><br/>MFG #REME-LED<br/>Item #353258A</p>                                   | In Duct      |   |   |  |            |                     |
|  <p>iWave™<br/><b>IWAVE-R Air Cleaner</b><br/>MFG #4900-20<br/>Item #329458A</p>  | In Duct      |   |   |  |            |                     |

# IAQ PRODUCTS

| PRODUCTS  | INSTALLATION                   | Monitoring | Sterilization   | Purification  | Filtration  | Humidity Management   |
|---|--------------------------------|------------|---|---|---|---|
|  <p>iWave™<br/><b>IWAVE-V Air Purifier</b><br/>MFG #4900-40<br/>Item #331155A</p>  | In Duct                        |            |   |  |   |   |
|  <p>iWave™<br/><b>IWAVE-M Mini Flex Air Cleaner</b><br/>MFG #4900-35<br/>Item #331154A</p>   | Ductless Unit                  |            |   |  |   |   |
|  <p>Fresh-Aire UV<br/><b>APCO® MAG In-Duct Low Voltage Air Purifier</b><br/>MFG #TUV-APCO-MAG11-ER2<br/>Item #51319</p>                              | In Duct & Coil                 |            |  |  |   |   |
|  <p>Fresh-Aire UV<br/><b>APCO-X® In-Duct Purifier (120-277 VAC) with 3-Year UVC Lamp</b><br/>MFG #TUV-APCOX-SI3-P<br/>Item #348494A</p>              | In Duct & Coil                 |            |   |  |   |   |
|  <p>Fresh-Aire UV<br/><b>APCO-X® In-Duct Purifier (120-277 VAC) with Dual 3-Year UVC Lamps</b><br/>MFG #TUV-APCOX-DI3-P<br/>Item #348495A</p>        | In Duct & Coil                 |            |  |  |   |   |
|  <p>Clean Comfort®<br/><b>CleanFit Series Media Air Cleaner - MERV 11 - 20" x 20"</b><br/>MFG #AM11-2020-AC<br/>Item #328227A</p> | Air Handler                    |            |   |   |  |   |
|  <p>Clean Comfort®<br/><b>CleanFit Series Media Air Cleaner - MERV 11 - 20" x 25"</b><br/>MFG #AM11-2025-FC<br/>Item #328224A</p> | Furnace                        |            |   |   |  |   |
|  <p>Clean Comfort®<br/><b>CleanFit Series Media Air Cleaner - MERV 11 - 16" x 25"</b><br/>MFG #AM11-1625-FB<br/>Item #328221A</p> | Furnace                        |            |   |   |  |   |
|  <p>Clean Comfort®<br/><b>CleanFit Series Media Air Cleaner - MERV 11 - 25" x 20"</b><br/>MFG #AM11-2520-AD<br/>Item #328228A</p> | Air Handler                    |            |   |   |  |   |
|  <p>Clean Comfort®<br/><b>CleanFit Series Media Air Cleaner - MERV 11 - 16" x 20"</b><br/>MFG #AM11-1620-AB<br/>Item #328226A</p> | Air Handler                    |            |   |   |  |   |
|  <p>Santa-Fe<br/><b>Compact Series 70 Dehumidifier</b><br/>MFG #4033600<br/>Item #301313A</p>  | Free Standing /<br>Crawl Space |            |   |   |   |  |

# IAQ PRODUCTS

| PRODUCTS   | INSTALLATION   | Monitoring | Sterilization | Purification | Filtration  | Humidity Management   |
|--|--|------------|---------------|--------------|---|---|
|                 | Santa-Fe<br><b>Ultra Series 70<br/>Dehumidifier</b><br>MFG #4033730<br>Item #323281A                             | In Duct    |               |              |   |  |
|                 | Clean Comfort®<br><b>Goodman HE Series<br/>Humidifier</b><br>MFG #HE12M<br>Item #79124                           | In Duct    |               |              |   |  |
|                 | Clean Comfort®<br><b>Steam Humidifier 11/22<br/>GPD 120/240V</b><br>MFG #HS1122-120/240V<br>Item #361162A        | In Duct    |               |              |   |  |
|                 | Clean Comfort®<br><b>4 Stage Whole House<br/>HEPA Air Cleaner</b><br>MFG #CC-HEPAUV<br>Item #360000A             | In Duct    |               |              |    |   |
|                 | Clean Comfort®<br><b>Whole House Electronic<br/>Air Cleaner</b><br>MFG #AE14-1625-51<br>Item #79138A             | In Duct    |               |              |    |   |
|   | Clean Comfort®<br><b>Whole-House Electronic<br/>Air Cleaner - 20" x 20"</b><br>MFG #AE14-2020-51<br>Item #79139A | In Duct    |               |              |   |   |
|  | Clean Comfort®<br><b>Whole-House Electronic<br/>Air Cleaner 20" x 25"</b><br>MFG #AE14-2025-51<br>Item #79140A   | In Duct    |               |              |  |   |
|               | Clean Comfort®<br><b>Electronic Air Cleaner</b><br>MFG #AE14-1620-51<br>Item #289484A                            | In Duct    |               |              |  |   |



## WHY SHOULD I CARE ABOUT IAQ?



In 2020, *“contractors that offered an optional add-on, such as a dehumidifier, UV light..., saw (that) **1 in 5 consumers** accept the recommended product and attach it to the sale.”* - OnCall Air



### **Value-Added Service**

IAQ is a valuable service to not only your customer but your HVAC business. IAQ solutions can easily be incorporated into your jobs and services by educating yourself and the customer. Indoor air quality is a part of the complete home package.



### **Year Round Need**

As a contractor in the heating and cooling business, you are familiar with changes in demand as the seasons change. Having safe, comfortable air in the home or business is a year-round need. Whether you are dealing with allergies in the spring, or dry air in the winter, there will always be a place for IAQ.



### **Competitive Advantage**

Offering IAQ as the total home package to your customers can help create an advantage against your competition. Training is the first step towards making educated decisions on solutions for your customer homes and/or businesses.

# PRO GUIDE - WHO IS YOUR IAQ CUSTOMER?

Own your customers comfort with IAQ solutions from East Coast Metal Distributors. Everyone can benefit from the addition of our IAQ product offerings. Therefore, **everyone is an IAQ customer**. Consider the below use cases when evaluating a customer's home to help determine when to utilize specific products.



## When is an IAQ Solution Needed:

Allergies

Respiratory issues

Young children

Customers with pets

Tidy homeowners (harsh cleaning products)

Health minded person

Airborne Dust

Humidity issues

Unsealed crawlspaces

Basements

New construction

Home with fuel burning appliances

# PRO GUIDE - SELLING STRATEGIES

IAQ is a service that can be promoted on every single job. Own your customer's comfort, and become their trusted HVAC provider, by taking a broader perspective of your customer's home. Don't just look at what the homeowner called you about. Your homeowner is never going to call you and say, "Hey, my air conditioning is not working, and oh by the way I have allergies and I was wondering if you could improve the air quality in my home." That call is most likely never coming. So, use every homeowner visit as an opportunity to take a deeper look and educate them on the air quality of their home.

"You can throw on a UV light on any proposal as a recommendation and 50% of customers are clicking on it, and saying yeah, I think I want that after I read about it."



**Phil Aleo**  
Hopkins Air Conditioning  
Source: OnCall Air



## GOOD

15" GERMICIDAL  
UV LIGHT



ADD ON

## BETTER

In-Duct Purifier  
with UVC Lamps



ADD ON

## BEST

3-IN-1 AIR  
PURIFICATION SYSTEM



ADD ON

## Selling Tips

- **Lead the conversation with health.** The customer might not necessarily associate their heating and cooling with indoor air quality.
- **Education is key.** Make sure that your team know the different causes of poor IAQ so that they can offer trusted, valuable solutions to the homeowner.
- **Lead with "Why?"** when talking with customers. The customer doesn't want to know that you can add on a UV light, they want to know *why* they need a UV light.
- **Offer Good, Better, Best** as an add on option to your customer's service. Proposal programs, such as OnCall Air, help automate this process by offering upsell options on a sale and even working in cost to various financing options.
- **Incorporate separate line items in your proposals.** Include information about the IAQ solution you are offering and why it will help the customer.
- **Offer Financing.** According to OnCall Air, "It removes customers' anxiety of having to pay for a big ticket with savings...it gives a much more appealing way for customers to say yes to higher-end systems, accessories and optional add-ons."



# IAQ TRAINING CALENDAR

2022  
JAN  
01

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
|     |     |     |     |     |     | 1   |
| 2   | 3   | 4   | 5   | 6   | 7   | 8   |
| 9   | 10  | 11  | 12  | 13  | 14  | 15  |
| 16  | 17  | 18  | 19  | 20  | 21  | 22  |
| 23  | 24  | 25  | 26  | 27  | 28  | 29  |
| 30  | 31  |     |     |     |     |     |

2022  
FEB  
02

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
|     |     | 1   | 2   | 3   | 4   | 5   |
| 6   | 7   | 8   | 9   | 10  | 11  | 12  |
| 13  | 14  | 15  | 16  | 17  | 18  | 19  |
| 20  | 21  | 22  | 23  | 24  | 25  | 26  |
| 27  | 28  |     |     |     |     |     |

- Basics & Selling IAQ  
Date: January 19th  
Time: 10am EST  
Location: Online Webinar

- Basics & Selling IAQ  
Date: January 20th  
Time: 10am EST  
Location: Online Webinar

- RGF REME Halo Product Training  
Date: January 26th  
Time: 10am EST  
Location: Online Webinar

- RGF REME Halo Product Training  
Date: January 26th  
Time: 2pm EST  
Location: Online Webinar

- FreshAire UV – Residential IAQ Solutions  
Date: February 8th Time: 9am EST  
Location: Forest Park Branch

- Haven IAQ Monitoring Training  
Date: February 9th  
Time: 2pm EST  
Location: Online Webinar

- Haven IAQ Monitoring Training  
Date: February 9th Time: 2pm EST  
Location: Online Webinar

- FreshAire UV – Residential IAQ Solutions  
Date: February 10th  
Time: 9am EST  
Location: Nashville Branch

**View Additional Training Dates and Info:**  
[www.ecmdi.com/iaq-training-calendar](http://www.ecmdi.com/iaq-training-calendar)

# WORKS CITED

## **1. Consumer Product Safety Commission**

The Inside Story: A Guide to Indoor Air Quality

[Online] <https://www.cpsc.gov/Safety-Education/Safety-Guides/Home/The-Inside-Story-A-Guide-to-Indoor-Air-Quality>

## **2. United States Environmental Protection Agency**

Introduction to Indoor Air Quality

[Online] <https://www.epa.gov/indoor-air-quality-iaq/introduction-indoor-air-quality>

## **3. East Coast Metal Distributors**

Haven IAQ Central Air Monitor

[Online] <https://www.ecmdi.com/haven-iaq-central-air-monitor-356445a>

## **4. OnCall Air**

User data shows OnCall Air is a great tool for HVAC business growth

[Online] <https://www.oncallair.com/business-tips/what-a-modern-sales-platform-can-do-for-your-revenue?>

# A WORD FROM ECMD ON IAQ



## Owning your customer's comfort *with East Coast Metal Distributor's IAQ Solutions*

It's our mission to support our customers through top notch customer support, education, and digital tools. Indoor Air Quality is a growing sector in the HVAC industry, and we are here to help you grow with it. We provide solutions and education from our technical team that will support you and your team, so that you can be a leader in your industry. Whether you are working on improving the indoor climate for a commercial customer or homeowner we have the solutions needed to help them sleep (and breathe) easier at night.

East Coast Metal Distributors is here to help you **own your customer's comfort.**

Sincerely,

**The East Coast Metal Distributors Family**

*We are proud to have the opportunity to serve you.*

**Have questions about our  
IAQ solutions?**

Contact your local salesperson/branch  
or  
Visit us Online

[www.ecmdi.com](http://www.ecmdi.com)