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For HVAC/Builder trades distribution

## **Clean Comfort™ Indoor Air Essentials Products Launched, as Interest in IAQ Mounts**

HOUSTON, March 29, 2016 – Clean Comfort™ Indoor Air Essentials, one of the most comprehensive indoor air quality (IAQ) product lines available, is now available to meet escalating homeowner interest in improving their inside environments.

Clean Comfort Air Essentials products cover a far-reaching range of filtration, humidity control, purification and ventilation solutions that can enhance the air inside today's tighter, more insulated homes. A newly unveiled website, [cleancomfort.com](http://cleancomfort.com), is packed with IAQ information, including primers, tips and literature about IAQ, along with product profiles that run the gamut from simple solutions to whole-house air purification.

“More than ever before, homeowners today understand the need for components and systems that can enhance and improve the indoor air we breathe,” explains Thom Wigle, Clean Comfort product manager. “It is where we spend the vast majority of our time. Homeowners now realize that indoor comfort goes beyond simply adjusting the temperature on the thermostat.”

### **Potential Threat of Poor IAQ**

“Improving the quality of your indoor air is really as important to your comfort and well-being as heating and cooling,” says Wigle. “By launching Clean Comfort, we are redefining filtration, ventilation and purification products as indoor air essentials – not as accessories that were once considered an afterthought to HVAC installations.”

The premise behind Clean Comfort Indoor Air Essentials, says Wigle, is to provide homeowners with clean, pure air using products that can cleanse and improve the indoor air you breathe – products that are built to provide reliability, performance and more complete control over the indoor environment.

### **Cleaner air can protect home investment**

But the benefits go beyond enhancing indoor comfort. Clean Comfort Indoor Air Essentials products are also designed to help reduce added maintenance and energy costs a home can incur as a result of poor air quality, explains Wigle.

For example, Clean Comfort whole-home solutions can help eliminate the build-up of dirt, dust and other pollutants that can affect the energy-efficient performance of ducted heating and cooling components, which may lead to increased maintenance calls and even cause premature failure of HVAC systems.

Using Clean Comfort humidifiers and dehumidifiers, homeowners can make the air feel warmer and cooler, respectively, allowing thermostats to be adjusted to help save energy.



For better filtration, Clean Comfort provides a long list of solutions, from whole-house five-stage purification to electronic UV air purifiers that can be easily added to many different brands of gas furnaces or air handlers. The Clean Comfort Heat or Energy Recovery Ventilators (HRV, ERV) not only exchanges heat between the fresh, incoming air and stale exhaust air, they also help manage moisture in the home.

For homeowners seeking better levels of indoor air, Clean Comfort offers Ultraviolet Coil Purifiers for air handlers that utilize UV sterilization technology to inhibit the growth of unfavorable organisms on the evaporator coil of heating and cooling systems.

“Whatever a home’s indoor air issue may be, Clean Comfort Indoor Air Essentials has a solution that can help,” Wigle says.

For more information, visit [cleancomfort.com](http://cleancomfort.com).

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