



STRIONAIR COLLATERAL TEMPLATE SYSTEM

(This PDF contains three pages including this introduction)



GOVERNMENT SOLUTIONS



StrionAir
The New Standard™

Air Purification Solutions for Government Facilities

StrionAir's System can improve building security, reduce facility management costs, increase energy efficiency and protect building occupants from environmental threats.

HVAC Avg % of Federal Building Energy Use	42%
GC Filter Reduction in Total HVAC Energy Consumption	17%
Avg Normal Energy Use per sq.ft./year (kWh)	31.07 ²
Saved kWh/ft./year	2.22
Adjusted Avg Energy Use per sq.ft./year (kWh)	28.85

BUILDING AND HOMELAND SECURITY

- First line of defense against Bioterrorist threats
 - Ability to capture and kill submicron pathogens including bacteria and spores—captures and destroys 99999999% of Anthrax-related microbes!
- Germicidal protection superior to HEPA and ultraviolet germicidal irradiation (UVGI)
 - Pathogens captured and killed in a single unit
 - No deterioration of germicidal effectiveness over time
 - Effective against UV resistant spores

MATERIAL AND LABOR COST REDUCTIONS

- Fewer filters to purchase and replace
 - One System can replace both a pre-filter and final filter at a position in a filter rack.
 - The StrionAir System's disposable filter media typically lasts longer than other filters.
- Extend life of HVAC system components
 - Protects performance, extends useful life of coils, heat exchanger, compressor by inhibiting particulate build-up on coils
 - Compatible with all new HVAC installations and easy retrofit with existing HVAC systems

ENERGY EFFICIENCY

- Low pressure drop filtration can lead to blower energy savings up to 69%
- The StrionAir System can reduce total HVAC energy consumption by up to 17% or more

ENVIRONMENTAL BENEFITS

- Comply with Executive Order 13123, Sec. 201 Greenhouse Gas Reduction Goal
 - An energy consumption reduction of 2.22 kWh/sq.ft. eliminates the production of 244 tons of CO₂ emissions each year for every 100,000 sq.ft. of floor space, which is equivalent to planting 301 acres of trees each year!

Saved kWh/ft./year	2.22
Tons of CO ₂ Eliminated per Year for 100,000 Sq.Ft. of Floor Space	244
Equivalent Acres of Trees Need Each Year to Absorb CO ₂	301 ³

- Disposable filter element occupies less space in landfills than cartridge, bag or HEPA filters
- May help facilities earn credits towards LEED™ Certification

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StrionAir is a small startup company in Louisville, CO specializing in commercial-scale air filtration technology. To save on cost, they create all of their business-to-business communications in-house, using Microsoft Word and their office color printer. I created a collateral template system for them, into which they could flow new copy, but keep the design consistent and professional looking.

I used the theme of fading dots throughout all of their communications, to depict particles being filtered out of the air. To see the entire design system I established for StrionAir, please mouse over the "identities & systems" section of my portfolio.

See the following pages for collateral highlights >>



Air Purification Solutions for Government Facilities

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HVAC Avg % of Federal Buildings Energy Use	42% ²
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Avg Normal Energy Use per sq.ft./year (KwH)	31.07 ²
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- Comply with *Executive Order 13123 Greening the Government Through Efficient Energy Management: Sec. 202 Energy Efficiency Improvement Goals*
 - Within target of the Executive Order goal of 28.6 KwH per sq.ft./year (97,600 Btu per sq.ft.) by 2005

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BENEFITS TO FACILITY OCCUPANTS

- Reduced absenteeism and improved employee on-the-job productivity due to fewer environmental irritants
 - Helps recover a portion of the \$13/sq.ft./year loss in employee absenteeism and productivity attributable to poor IAQ⁴
- Limit contraction and spread of respiratory illnesses among employees
 - Kills 99.999999% of infectious bacteria⁵
 - Reduce absenteeism due to office-acquired illnesses

¹Tested by the Center for Biological Defense, Tampa, Florida, June, 2003

²EIA, A Look at Commercial Buildings in 1995: Characteristics, Energy Consumption, and Energy Expenditures, Oct. 1998

³1.235 acres/ton source: International Institute for Sustainable Development

⁴Wargocki P, Wyon DP, Baik YK, Clausen G, Fanger PO. Perceived air quality, sick building syndrome (SBS) symptoms and productivity in an office with two different pollution loads. *Indoor Air* 1999;9:165-79

⁵Measured by LMS Technologies to kill 99.99% of the bacteria *Staphylococcus* and *Serratia Marcescens* (respiratory infection agents)
