

TRANE CleanEffects™

Trane Profit-ability

Sell-ability

- ≡ Exclusive whole-house air filtration technology
- ≡ Up to 99.98% efficiency at .1 microns
- ≡ Fills top consumer need
- ≡ Breakthrough clean air delivery rate of up to 1200*
- ≡ Matched system appearance
- ≡ Best filtration system available
- ≡ High performance appearance
- ≡ Low pressure drop

Install-ability

- ≡ Easy installation without transition
- ≡ No additional space required
- ≡ 24V power supply—fully regulated power pack

Service-ability

- ≡ Pre-filter traps large airborne particles, and extends the time between cleaning the collection cells
- ≡ All electronics accessible in door for easy service

Performance-ability

- ≡ Minimum impact on airflow system
- ≡ Up to 100 times more effective than a standard 1" filter

*Clean air delivery rate is recognized by the Federal Trade Commission (FTC), Environmental Protection Agency (EPA) as a fair and objective measure of various air cleaner technologies. For a typical 3-ton whole house heating and cooling system and standalone air cleaning devices.



It's Hard To Stop A Trane.®

TRANE LIMITED WARRANTY

10-year electronics
5-year functional parts

SELL CLEAN AIR, AND REALLY CLEAN UP.

The industry benchmark loaded with innovative air filtration technology, our **revolutionary** TRANE CleanEffects whole-house air filtration system meets an important need for customers who are installing new heating or cooling systems or for those who are actively looking for **cleaner air**.

It is estimated that approximately 45% of households have someone with **allergies** and/or asthma. Exactly

why so many customers are searching for a **clean air solution**. Customers are so eager, in fact, that many have accepted products that are too expensive for what they deliver or are even simply gimmicks. TRANE CleanEffects meets their demands for affordable and efficient clean air delivery. With our exclusive technology you have a product like no other, that will deliver cleaner air — and more of it.

Better indoor air

Absolutely peerless air filtration system. Removes up to 99.98% of airborne allergens from the filtered air for a cleaner, more comfortable home.

Reliable performance

Doesn't clog so it maintains remarkable efficiency over time.

Durable construction

Backed by the strongest warranty in the business.

Efficient operation

Delivers breakthrough clean air delivery rate of up to 1200.*

You can bank on cleaner air.

Cleaner, better conditioned air.

In general, indoor air is four to five times as polluted as outdoor air. Exposure to indoor air pollutants has increased due to a variety of factors, including the increased use of synthetic building materials and furnishings, chemically formulated personal care products, and household cleaners.



TRANE CleanEffects™, our exclusive technology, filters up to 99.98% of all airborne allergens from the filtered air, down to .1 microns for a cleaner, more comfortable home. And because it doesn't clog, air return is not diminished, unlike other air filtration systems. So it delivers cleaner, better conditioned air. And more of it.

TRANE CleanEffects™ can significantly improve your customers' air quality, while, at the same time, greatly increasing your overall profit percentages on each job.

Performance-verified by leading experts.

TRANE CleanEffects™ is the industry benchmark verified by experts who make it their business to know about clean air. Key among them is Dr. John Spengler, Ph.D, professor at Harvard School of Public Health and co-founder of Environmental Health and Engineering, Inc., a consulting and engineering services company dedicated to ensuring safe and productive environments. Dr. Spengler and his company have verified that TRANE CleanEffects™ is uniquely capable of reducing airborne pollutants, and of creating a clean, comfortable climate in your customers' homes.

TRANE CleanEffects™ was also tested by LMS Technologies, Inc., a company that specializes in airflow measurement, filtration testing, and particle analysis. The result? The amount and quality of clean air delivered by TRANE CleanEffects™ was judged to be second to none.

Let's clear the air: leverage these numbers to help increase yours.

- ≡ Most homes generate about 40 pounds of dust annually
- ≡ Up to 72 trillion allergens can find their way into a home every day
- ≡ 87% of American homeowners are not aware that pollution may be worse inside their homes than outdoors
- ≡ 30% of newly constructed and remodeled facilities have indoor air quality problems
- ≡ Over 28 million Americans suffer from hay fever and other allergies
- ≡ 15 million Americans have asthma, including one in 13 school-age children
- ≡ #5 on the EPA's list of environmental risks to public health is indoor air pollution
- ≡ 50% more air per pound of body weight is inhaled by children, so they are especially sensitive to air quality problems



- ① **18-gauge, galvanized steel cabinet**
Protects the unit's filters, won't rust or corrode.
- ② **Collection cells**
Trap small particles down to .1 microns. Easily vacuumed by the homeowner.
- ③ **Power door**
Easy access to all internal components. Informative filter status display.
- ④ **Pre-filter**
Traps large particles and extends the time between cleaning the collection cells.
- ⑤ **Field charger**
Charges contaminants so they are attracted to oppositely charged collection cells.

	Electronic air cleaner	CleanEffects™
CLEAN AIR DELIVERY RATE @ 3 tons*	660	1200
MAINTENANCE INDICATORS	no	yes
HOMEOWNER CLEANING	difficult	easier
SURFACE AREA	46 sq. ft.	334 sq. ft.
HIGH VOLTAGE ARCING	yes	no
OZONE	10-20 PPB	5 PPB
WARRANTY	5 years	10 years
TECHNOLOGY	40 years old	new
STYLE	dated	ultra modern
PROFITABILITY	average	exceptional

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The ozone question.

Some of your customers may express concern about the ozone emissions of ionizing air cleaners. It is a valid concern, and one that Trane takes very seriously.

Research has shown that plug-in air cleaners emit the highest level of ozone while whole-house systems like TRANE CleanEffects™ deliver almost none.

In fact, we designed TRANE CleanEffects™ to fall well below the FDA voluntary emission limit for medical devices because we consider safety and quality to be top priorities. With TRANE CleanEffects™, you can rest assured that the clean air circulated throughout your home is good for you and good for the environment.

TRANE CleanEffects™

Warranties generate additional income.

Trane extended warranties create additional income. Selling extended warranties is another way to protect your customers and generate future business.

It all adds up to a stellar reputation.

We know that when you recommend our products to your loyal customers you are placing your livelihood and reputation in our hands. We salute your expertise in delivering Trane technology and innovation to your customers—making their homes a better place for living. You are the reason we can say “expect more from Trane.”



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trane.com