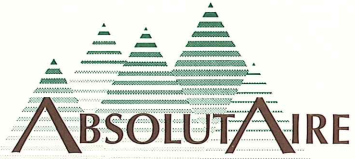


PURE
AND
SIMPLE.



AN
ABSOLUTE
COMMITMENT.

THE ABSOLUTAIRE MISSION.

AbsolutAire will set a new standard for leadership in direct-fired displacement ventilation. This commitment includes **value** in our products, **support** for our customers, **responsibility** for the environment, and **dedication** to the goals of ourselves and our associates.

A NEW STANDARD FOR LEADERSHIP.

We start with a well-known premise: Almost every building or enclosure requires some type of ventilation to prevent the buildup of harmful gases and contaminants. Fresh air is needed to replace stale. New air is needed to replace exhausted. To meet these needs, the HVAC industry offers a variety of ventilating products, exhaust units, and make-up air systems.

At the same time, depending on the climate and season, tempered air is needed to satisfy your ventilation requirements. The HVAC industry has responded with numerous options for heating, cooling, and air-conditioning systems.

A SIMPLE SOLUTION.

Regardless of the air-management need, forget multiple air-handling systems and complex ductwork requirements.

"There's nothing magical about running a successful business ... just treat others as you would want them to treat you. Everyone wants respect. And everyone aspires to succeed in some way. With honesty and integrity, we can build solid relationships with all of our employees and associates."

- Jack Budnick, on Management

Introduce a slight positive pressure into the building. This pressure will displace airborne contaminants from the building through any and all openings – cracks, windows, and doors. The result is an even flow of tempered ventilation air ... wall-to-wall, floor-to-ceiling.

This slight pressure is another tool for AbsolutAire to use in its air-management technology. We're calling it "displacement ventilation" ... fresh pushes out stale, and warm pushes out cool.

It sounds simply natural ... because it is.

DISPLACEMENT VENTILATION.

A PROMISE TO PERFORM.

We have a goal: to become the unquestioned leader in ultra-high-efficiency heating and ventilating technology. Direct-fired displacement ventilation is where we're starting.

But, AbsolutAire won't stop there. With our attitude to excel comes our promise to perform. And that means providing so much more.

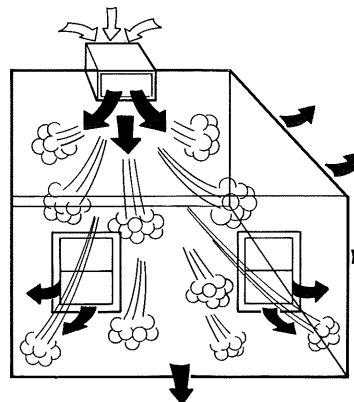
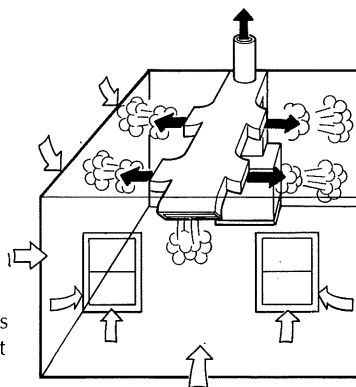
No doubt, our challenge is your opportunity.

"Integrity must be a cornerstone. We'll grade ourselves against the very highest standards. And we'll expect nothing less from those who wish to share in our certain success."

- Bob Jauch, on Integrity of Self

Traditional Indirect

- Low Efficiency
- Heat Stratification
- Poor IAQ/Higher Costs
- Outside Air, Dust, Dirt Infiltration



Gas-Fired Direct

- 99.8% Energy Efficient
- Uniform Temperature
- Improved IAQ/Lower Costs
- Slight Pressure Forces Out Smoke, Odors, Contaminants

EFFICIENT. CLEAN. AND COMFORTABLE.

SUPERIOR INDOOR AIR QUALITY.

Fresh, tempered air is continuously drawn in, flushing stale air, smoke, odors, and fumes. With slight pressurization, outside dust, contaminants, and infiltration air are kept out as well.

INCREASED WORKER COMFORT.

Direct-fired technology minimizes heat stratification from floor to ceiling. And, with uniform heat distribution and reduced air infiltration, worker comfort pays off in increased productivity.

LOW FIRST COST.

Start with a competitive unit cost. Then calculate the savings from using fewer heaters, fewer electrical and piping runs, and minimal ductwork. Retrofit payback periods are short, and new system installation costs are much less than traditional systems.

LOW-COST OPERATION.

With our direct-fired technology, 100% combustion efficiency results in extremely economical fuel costs per BTU. The design and construction of both the burner and fan assemblies reduce maintenance needs. Electrical costs for fan operation are minimized as well.

ENVIRONMENTALLY FRIENDLY.

The energy efficiency of our products aids efforts toward conservation of our fossil fuels. And – better yet – with a 100% efficient combustion process, emission of harmful gases and particulates is held to a bare minimum. Comparative test results are startling.

INSTALLATION FLEXIBILITY.

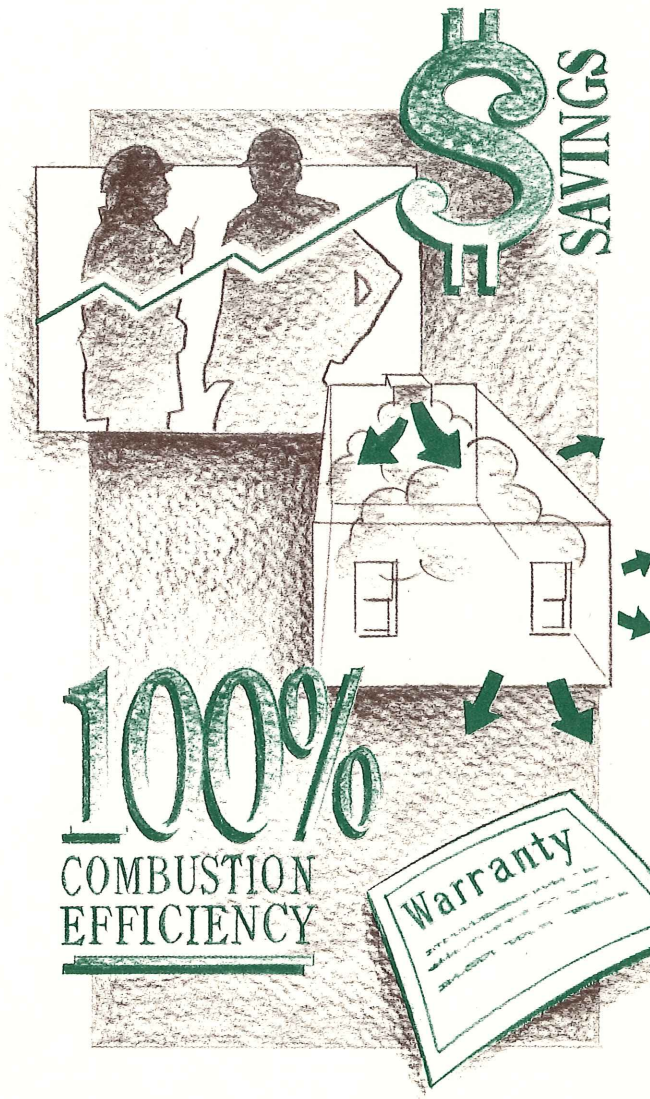
A lighter weight yet stronger construction than comparable units, along with standardized cabinet sizes, allows for more installation options. Roof, sidewall, suspended, platform, or upright ... the choice is yours.

"It's absurd that direct-fired technology represents only two-percent of the total HVAC market! We have something that's more efficient, cleaner, more comfortable, and much more economical. We're aiming to expand the market for direct-fired products. And, unlike others, we'll succeed by being conscious beyond the bottom line."

*- Jack Budnick, on
Market Growth*

AN EXCEPTIONAL WARRANTY.

The AbsolutAire products will carry one of the industry's best warranties ... not just limited to parts and labor. Our network of trained representatives will assist with your design and application needs.



ABSOLUTE VALUE.

"Our product warranty will be the best in the industry. Not only on product, but application as well. To insure this, our team will share the responsibility, as each and every member contributes value to our customer solutions."

*- Bob Jauch, on
Product Warranty*

THE BEST AVAILABLE TECHNOLOGY.

AIRFOIL, NON-OVERLOADING FAN.

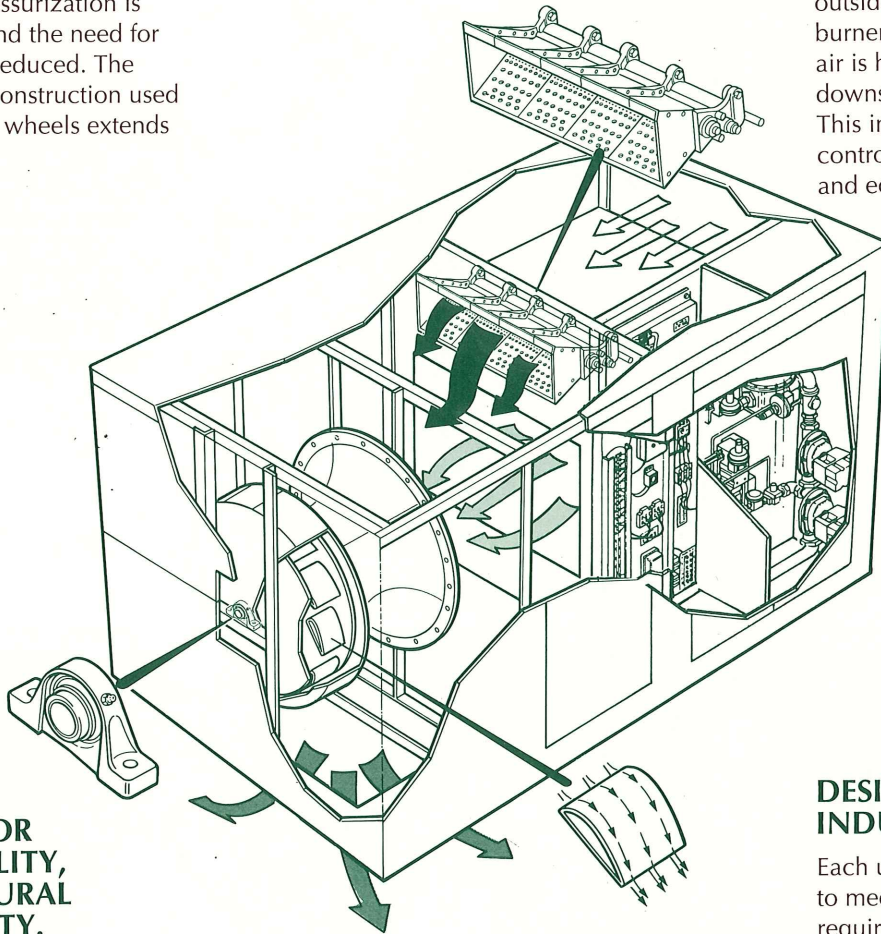
The backward-inclined airfoil fan provides constant performance at the lowest operating expense. Very effective and precise building pressurization is achieved, and the need for filtration is reduced. The aluminum construction used on most fan wheels extends bearing life.

FIXED-PROFILE, IN-LINE BURNER.

A constant air velocity is maintained across the burner profile. This insures a highly efficient combustion process. Little or no maintenance is required. And, the 25-to-1 turn-down ratio on our fully modulating burner achieves precise temperature control without wasting energy.

VARIABLE VENTILATION CONTROL.

A 5-to-1 turn-down ratio on the bypass damper system automatically adjusts outdoor air volume, ranging from 100% to 20%. A minimum of 20% outside air flows across the fixed burner profile. After the outside air is heated, return air is mixed downstream from the burner. This insures precise temperature control and an extremely safe and economical operation.



BUILT FOR DURABILITY, STRUCTURAL INTEGRITY.

Aluminized steel construction and high-quality prime and finish paint coatings provide weather resistance. Steel framing and reinforced seams insure long-term structural integrity. And a recessed enclosure for the control panel and gas manifold minimizes maintenance due to weather effects and adds to an aesthetically pleasing look.

"R&D will stretch well beyond our walls. We'll involve not only our customers, but also our suppliers, in this creative process. Such partnering relationships will help insure a continual flow of energy-efficient, environmentally friendly products that define the industry's standards of excellence."

*- Bob Jauch, on
R&D Partnering*

THE ABSOLUTAIRE R300 SYSTEM.

DESIGNED TO MEET INDUSTRY STANDARDS.

Each unit is designed and built to meet exacting in-plant testing requirements, as well as conformance to ANSI Z-83.4 and Z-83.18 standards for products of combustion, air and heat capacity and performance, and safety.

"Our greatest opportunity, at least initially, may be for retrofitting buildings with direct-gas-fired products. There are thousands of inefficient, costly indirect systems out there. With typical payback periods of 12 to 24 months, few can afford not to switch to direct-fired."

*- Jack Budnick, on
Customer Needs Analysis*

ABSOLUTAIRE: FRESH AND NEW.

Yes, AbsolutAire's a new name in HVAC. But, our faces are familiar. And, our experiences and track records are among the best in the industry.

A NEW PLAYER, PLAYING FOR KEEPS.

Now, we've accepted a new challenge. By purchasing the assets of the Duo-Aire air-handling division, we enter the HVAC industry with a proven line of direct-fired heating and make-up air products.

But, to take full advantage of the exceptional marketplace opportunities, the former Duo-Aire line is enhanced by the addition of the innovative AbsolutAire R300 Series of direct-fired heating and ventilating units.

And, ultimately, this advanced technology for heating and ventilating will be coupled with various air-cooling methods to provide a full range of HVAC products.

OUR TOOLS AND TECHNOLOGY.

Like everyone else in HVAC, we're in the business of air management.

As such, air is our most basic tool ... and, we plan to put that tool to work like no one else has ever attempted.

Another basic tool we'll use is natural gas ... one of the most efficient, economical, and abundant fuels available. Also, the cleanest of the fossil fuels, with minimal gaseous and particulate emissions from combustion.

"The customer, of course, is Number One. That's why we'll always be listening and looking for ways to provide better service ... to innovate and create solutions that exceed expectations ... to not only do things right, but also to do the right thing. Our goal of becoming the unmistakable leader in direct-fired technology demands such a customer attitude."

*- Jack Budnick, on
Customer Importance*

conventional methods, but also for its numerous other benefits in "displacement ventilation" ... a concept that others have danced around, but none have committed to in the way we plan.

These two tools are at the heart of AbsolutAire's technology for direct-fired heating and ventilating. We've chosen the direct-fired approach not only for its superior efficiency over

Ab'so-lut'Aire' (ăb'sō-lūt'âr')

n.1. A fresh, new concept in the design, manufacture, and marketing of comfort space heating, ventilating, air-conditioning, and make-up air products. 2. A proactive business entity committed to excellence ... free from past limits or restrictions. 3. An innovative solution for providing positive, total value in displacement ventilation applications.

FOCUSED ON BECOMING THE BEST.

A DIFFERENT FOCUS.

So, what will make AbsolutAire different? A catalyst for growing the direct-fired market? A leader that earns and retains the respect of its competitors?

Pure and simple, the answer lies in its focus. There's an operating philosophy that keys on teamwork to meet market needs. We'll listen and we'll respond. Not only with cost-effective solutions to your especially difficult problems. But, also with answers that exceed your expectations.

That, we feel, will be absolutely refreshing.

"Our sales representation will be among the strongest, most capable ever assembled. And, that strength will be supported in every way possible by all aspects of our business."

*- Bob Jauch, on
Sales Support*

WORKING TOGETHER.

Total value goes well beyond price. At AbsolutAire, the commitment to total value starts with a design that insures efficient, clean, and comfortable heating and ventilating. It includes a manufacturing process that guarantees quality construction, on-time delivery, and long-term reliability.

This design and production excellence is then coupled with

one of the industry's most competitive unit costs.

COMMITTED TO TOTAL VALUE.



Jack W. Budnick
President

"Leaders must do the right thing. And, our stakeholders – our customers, our sales agents, our suppliers, our communities, and our investors – should accept nothing less from us than total value."



Robert T. Jauch
V.P. - Engineering & Marketing

"Management must do things right. And, our basic operating philosophy will be to exceed our customers' expectations for quality and nurture our employees' aspirations for success."

Low installation costs, plus the ongoing operational savings from direct-fired systems, add even more value. And low maintenance costs, plus an outstanding product and application warranty, add more than just common cents to the equation.

Now, the bottom line for direct-fired comfort space heating, ventilating, air-conditioning, and make-up air products has never looked better. Our **Absolute Commitment To Total Value** will certainly make a big difference. Pure and simple.

