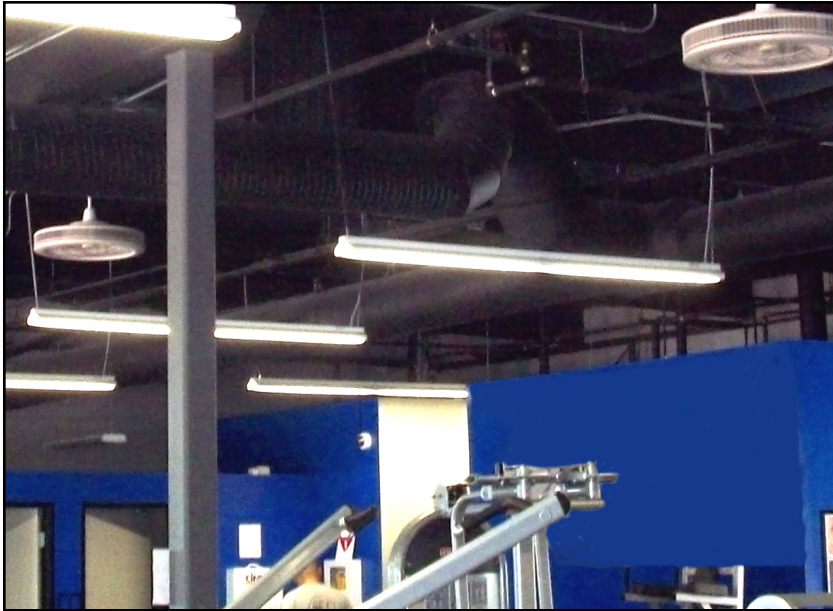


# Fitness Clubs Boost Memberships By Offering Allergy-Friendly Air Quality

## Reduce Odors and Dust

*Save Wasted Staff Time Spent Dusting the Facility and Equipment*



**Purifans Filter Out Odors and Harmful Dust Particles**

The Purifan is a patented, 2,000 CFM air cleaner that installs exactly like a ceiling fan. One Purifan filters all the air in a 20 x 20 x 8 foot room every 90 seconds. That is 40 air changes per hour to remove allergens, dust, smoke and odors.

Installing Purifans will reduce allergens, dust and odors in any gym or workout facility, making the air much healthier for everyone in the room.

Health conscious consumers will choose to be a member at a club that offers healthier air.

### Indoor Air Quality

The air in the average fitness club is filled with floating microscopic particles, odors and gasses. These particles arrive every day on the shoes, hair, clothes and skin of the customers.

The indoor air can be filled with decaying skin cells, insect feces, pet dander, dust, pollen, mold, decaying leaves, animal dander and common dust. The arriving customer's shoes track in all types of poisons and chemicals from the parking lot or sidewalk including chemicals, oil, brake fluid, anti-freeze, bird feces, lawn fertilizer and pesticides. These dangerous chemicals are transferred to dust particles that have temporarily settled to the floor. It is no wonder that breathing this mix can cause allergy and Asthma problems.



### IMPROVING INDOOR AIR QUALITY CAN HELP EMPLOYEES STAY HEALTHIER

The owner of any successful gym or workout facility knows their employees are critical to running a smooth, profitable business. When these employees get sick and miss work, or show up at work while they are sick, the business will suffer.

Respiratory illnesses are a major cause of employee missed work days. When you add



the impact of contagious colds, flu and respiratory illnesses, Purifans could have a significant impact on lowering employee illnesses, medical costs and sick days.

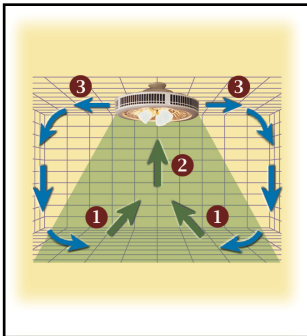
When you lower health insurance usage, the future insurance rates stay lower, allowing businesses to offer employees better health insurance coverage at a lower cost.

## WHY FITNESS CLUB OWNERS ARE INSTALLING PURIFANS

### WHAT CUSTOMERS AND OWNERS CAN EXPECT IN AN ALLERGY FRIENDLY FACILITY



*Purifans produce cooling airflow.*



*Purifan's Airflow is a key to why it captures more dust, allergens and odors.*

Purifans will filter the typical workout facility about 40 times per hour reducing allergens, mold, dust and odors by 90% in most cases. Customers should expect to experience fewer allergy symptoms and a reduced need for medicines and inhalers.

Owners and fitness center employees will see less visible dust on surfaces and expensive workout equipment. This saves employee time that is wasted constantly dusting equipment to keep the facility looking clean.

Heating and cooling costs should be lower.

The allergy symptom changes should include improvement in congestion, nasal drainage,

headaches, bronchitis, sinusitis, coughing, sneezing, itchy eyes, itchy skin, reduced Asthma attacks and Respiratory Tract Infections.

The customers and staff will notice that common fitness and gym odors will decrease. Odors from perspiration, body odors, breath odors, carpets, locker rooms and poor personal hygiene will be reduced by the activated charcoal in the Purifan filters. The air will feel and smell fresher and cleaner. This is important to many customers and will help boost a club's competitive advantage and customer satisfaction.

Outdoor particulates like pollen, mold, traffic fumes and other harmful particulates will be reduced making the air healthier.

Fitness Clubs report they really appreciate how Purifan reduces common dust that collects on workout equipment and clogs cooling grills on motorized equipment

### PURIFAN HAS EARNED ELEVEN PATENTS

Rugged Design has a Lifetime Warranty - The entire unit spins at 200-225 RPM like the blades of a ceiling fan.

Easy-to-change hidden filters capture dust, pollen, mold and odors, last 9-12 months in most homes - MSRP \$40

Totally Quiet Operation - a major product advantage for bedrooms, TV rooms, hotel rooms offices and schools.

Purifan uses a ceiling fan motor and mounting system. You can use 3/4 inch down-rods to lower the Purifan. It uses 1/2 amp or 60 watts

Filtered Air goes in all 360 degrees delivering fresh air to every part of the room. Moves 2,000 CFM of air like a ceiling fan

Optional light kits can add class and style to residential and commercial installations

Ceiling Fan Motor has 3-Speeds and Light Controls. Can have wall switches or wireless controls like a ceiling fan.

Purifans install just like a ceiling fan. In some cases existing ceiling fans can be converted into Purifans.

### INDOOR AIR QUALITY INFLUENCES OPINIONS ABOUT CLEANLINESS



Fitness Club members are concerned about the club cleanliness. The dust on the equipment and the odors are signs the club is not being kept clean. Employee time spent dusting all the workout equipment is not a profit producing employee activity, but must be done. Purifans reduce the dust and odors projecting a cleaner club image to customers.

MORE INFORMATION AT [WWW.PURIFAN.COM](http://WWW.PURIFAN.COM)

## WHY FITNESS CLUB OWNERS ARE INSTALLING PURIFANS

### HOW CLUBS PROMOTE BEING ALLERGY-FRIENDLY TO ATTRACT MORE CUSTOMERS

Once a fitness club owner invests in Purifans they want to promote this new customer benefit to attract more members to their club, and to increase the loyalty of current members. Here are a few suggested ways to spread their word about your new Allergy-Friendly fitness facility.

**Signs and Banners in Workout areas.** These low-cost signs and banners can be purchased at area sign stores and hung on walls in the workout area, or hung overhead. Telling members you offer filtered air for their workout will help build loyalty and referrals.

**Street-side Plastic Signs** - These low-cost plastic signs have a life of one week to 10 days, but can announce your club is "ALLERGY-FRIENDLY" which may cause new customers to stop in and check out the benefits. Surveys show up to 67% of consumers have seasonal allergies, and this low-cost sign on a high traffic street could boost your club membership. You can place these signs out periodically on weekends to attract potential members in to check out your club.

#### **Say "Allergy-Friendly" In All Advertising -**

Put these words in yellow page ads, TV ads, radio ads, direct mail ads, coupons, newspaper ads and magazine ads as another benefit of joining your fitness facility.

#### **Promote Customer Referrals** - Offer free

brochures with the benefits of an Allergy-Friendly Club and ask existing members to pass them on to potential new members at work or their social friends. Offer to put the referring customer's name in a drawing for each new member they recruit.

Some Clubs have offered a Purifan System as the prize, so customers can install a Purifan in their home. Dealers have made special offers of low-cost Purifans for this membership drive contest.



### PURIFAN IS WILLING TO DO A FREE TRIAL IN YOUR FITNESS FACILITY



Purifans will make a big difference in the indoor air quality in any fitness facility.

What does that really mean? The best way to find out is to do a Free Trial by installing Purifans on your existing ceiling fans, or add

Purifans to your facility with new motors provided by Purifan. Then you can do your own test for 7 to 10 days to see how much better

the air feels and smells.

You can experience how much less dust will settle on equipment and surfaces, saving your employees time wasted dusting your equipment and facility.

You can also gather customer feedback on their perceived value of working out in a club that filters the air 40 times per hour to provide a healthier, better smelling workout facility.

Every facility is different, with different sources of indoor air quality problems and odors. The

best way to find out if Purifans can really make a difference is to do a Free, No-Risk Trial in your own facility, with your employees and your customers. Call 800-686-6131 to schedule a Free Trial.

If you elect not to keep the Purifans, you can take them down and return them. You can re-install the ceiling fan blades and convert the motors back into standard ceiling fans. This is a No-Risk way to evaluate Purifans in your own facility

### INDOOR AIR IS A KEY CONTRIBUTOR TO ALLERGIES AND ASTHMA



Many studies have proven that reducing exposure to microscopic airborne allergen particles can eliminate allergy and asthma symptoms. In public schools, installing Purifans helped reduce sick days for students by as much as 61%. Inhaler use dropped by 70% and students test scores went up the first year. Children who feel better learn more in school.

MORE INFORMATION AT [WWW.PURIFAN.COM](http://WWW.PURIFAN.COM)



## Why Fitness Clubs Should Filter The Indoor Air



When people workout they breathe harder and inhale more air than normal. The quality of the indoor air is important to their health.

The Purifans really can help the improve the indoor air quality which helps people with allergies or Asthma.

The people working out exhale large volumes of air, adding their breath odors and moisture droplets that can contain viruses and bacteria from illnesses they are carrying. These droplets can be inhaled by others spreading illnesses like colds and flu.

The CDC says filtering the air 12 or more air changes per hour will reduce the spread of contagious illnesses. It will also reduce the negative health impact of inhaling particulates deep into the lungs. Cleaner air is healthier.



### Top 15 Reasons

- 1 - Reduce Harmful Airborne Particles
- 2 - Reduce Undesirable Odors
- 3 - Reduce the Need to Dust Equipment
- 4 - Improve Your Competitive Advantage
- 5 - Keep Employees Well and At Work
- 6 - Increase Customer Loyalty
- 7 - Increase Customer Referrals
- 8 - Promote Facility as Allergy-Friendly
- 9 - Lower Heating and Cooling Costs
- 10 - Keep HVAC Ductwork Cleaner
- 11 - Helps Air Conditioning Work
- 12 - It Uses only 60 watts of Energy
- 13 - It Comes with a Lifetime Warranty
- 14 - Low Cost Disposable Filters
- 15 - Substantial Financial Payback



***Clean Air a Key to Fitness***  
***Purifans reduce odors and dust that***  
***damages expensive equipment and***  
***makes equipment look dusty and dirty.***

### ***Goal of This Newsletter***

- 1 - Help Fitness Club Owners and Managers Understand How Purifans Clean the Air
- 2 - Explain How Purifans Can Boost Club Membership and Success
- 3 - Show Methods Clubs Can Use To Promote This Concept

***Call 800-686-6131 for Pricing, Information or Questions***

## PURIFANS IN FITNESS CLUBS CAN BOOST CUSTOMER SATISFACTION

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