



FIELDCONTROLS

TADIRAN AIROW 3™

THE HYDROGEN PEROXIDE AEROSOL CLEANER

Jarred Feder | VP Sales Tadiran IAQ Division

Feb 29 , 2024



FULL STEAM AHEAD

2024 MINGLEDORFF'S DEALER MEETING

MEET TADIRAN



Tadiran Renewable Energy

TADIRAN SOLAR - one stop shop for solar energy systems

TADIRAN ENERGY SOLUTIONS - UPS systems, energy storage*, EV charging management

VP SOLAR - one stop shop for solar energy systems and heat pumps in Europe

ESCOTEK - Energy efficiency



Tadiran Consumer Products

IAQ DIVISION – unique product line based on TADIRAN AIROW™ technology

Expansion and penetration to global markets

Intellectual property, development capabilities and technological roadmap

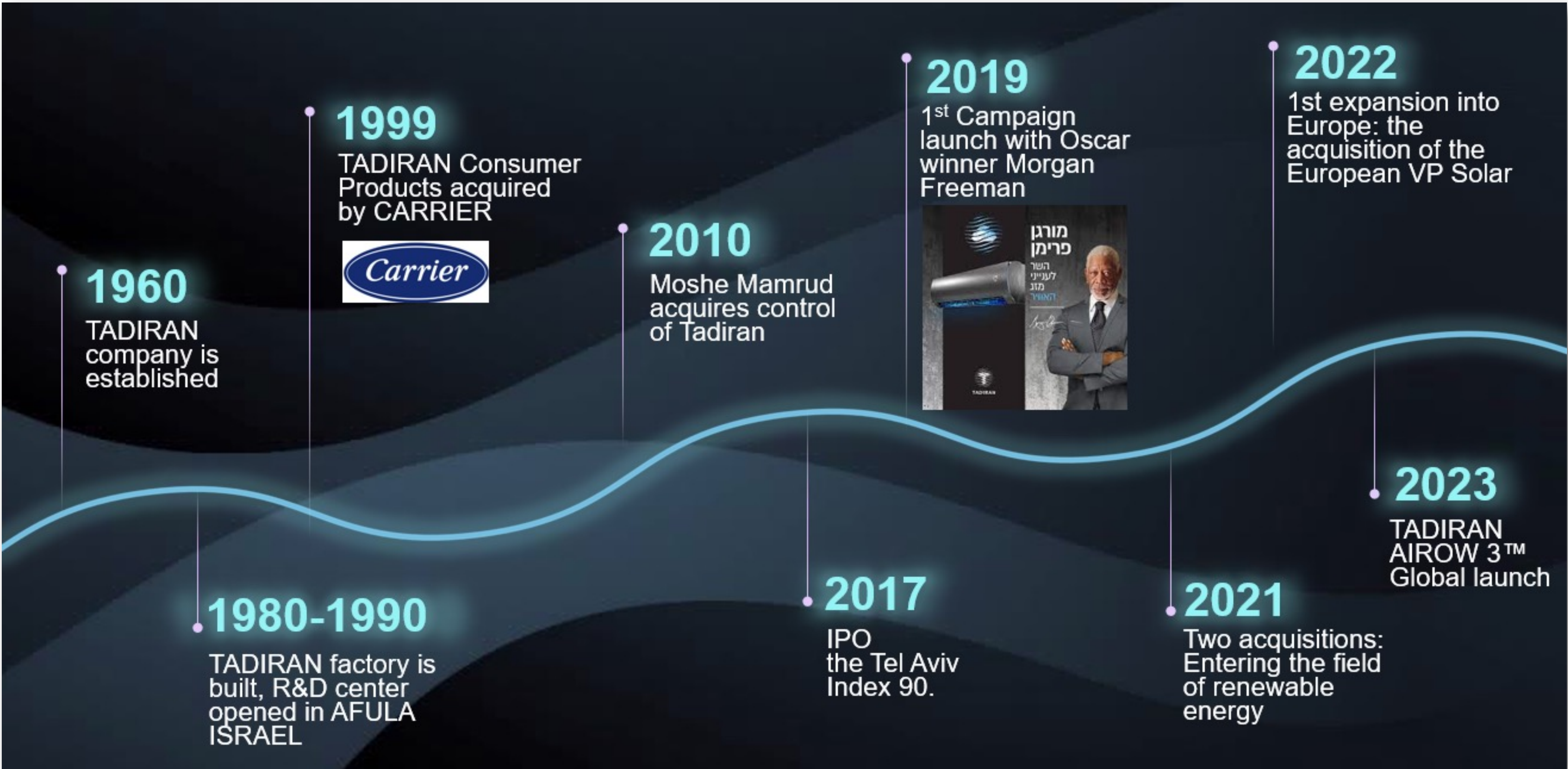
HVAC - residential & commercial applications

ATW Heat pumps

Home appliances

\$1B Market Cap	200 Service team	700 Employees
R&D experience, capabilities and local production facility in Israel	Leading brand and market leader in Israel	60 Years in HAVAC industry

TADIRAN'S MILSTONES



TADIRAN Transforms The Way We Breathe By Making The Vision Of Clean Air A Reality

OUR VISION is to impact health and life quality
through air care, introducing innovative and
environment friendly solutions.



Moshe Mamrud, Tadiran CEO



Meet **TADIRAN AIROW™**

Patented, proprietary air cleaning technology that utilizes hydrogen peroxide to eliminate airborne pathogens, making the indoor air cleaner and safer to breathe.

The perfect combination of powerful purification and no maintenance. Setting a new approach for indoor air purification, both in effectiveness and safety.



TADIRAN AIROW™ SOLUTIONS

That Ensures the Indoor Air is Clean and Safe

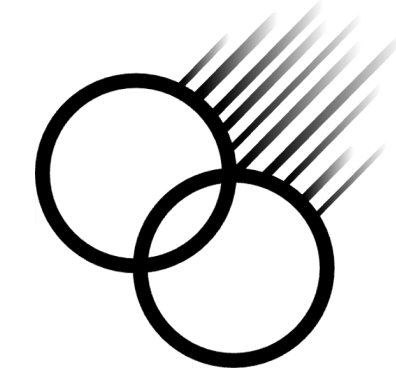


TADIRAN AIROW 1™

For ducted HVAC systems. Designed to fit the interior duct, air handlers, air supply, or air inlet.



#MDMFullSteamAhead



TADIRAN AIROW 3™

For Wall-mounted(mini-split) A/C, VRF ductless split systems, cassettes, fan coils, and heat pump PTACs.



ABOUT HYDROGEN PEROXIDE



Hydrogen Peroxide is a common antiseptic, oxidizing agent, known to be a non-selective cleanser that effectively reduces microbial contaminants.

Hydrogen Peroxide's properties have made it a popular choice for use in common household products, such as toothpaste, and even used for sterilization in medical and surgical procedures for more than 100 years.

Health Guidelines for Hydrogen Peroxide, US Dept. of Labor, Occupational Safety & Health Administration, OSHA - <https://www.osha.gov/>

WHY HYDROGEN PEROXIDE?



Doesn't produce any **toxic** byproducts during the activity



Highly effective in neutralizing
Viruses, bacteria & molds



Safe to use in any size space



Purifies large spaces & **reaches inaccessible areas**



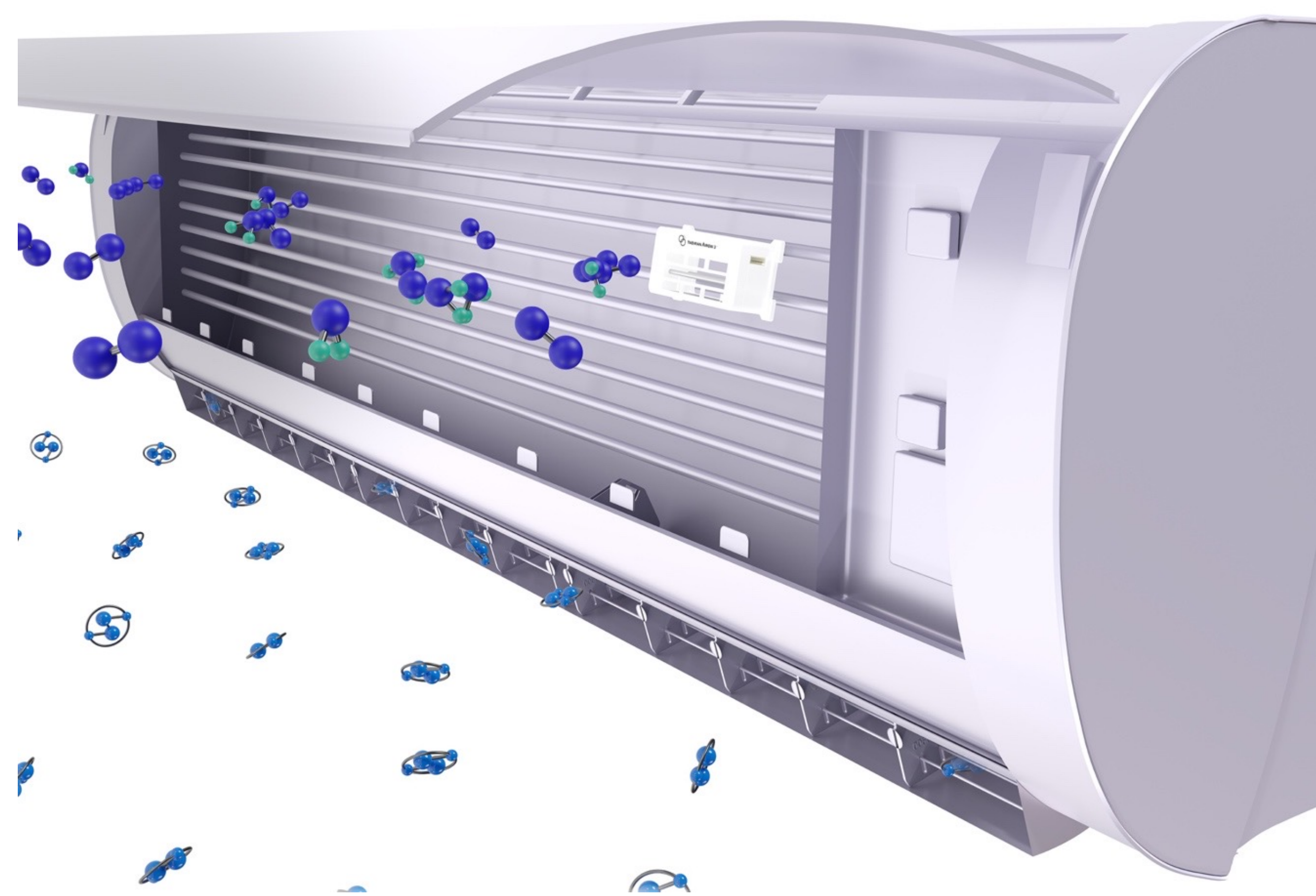
Has a **long-lasting effect**
up to 24 hours after the unit is turned off



MEET TADIRAN **AIROW 3**TM

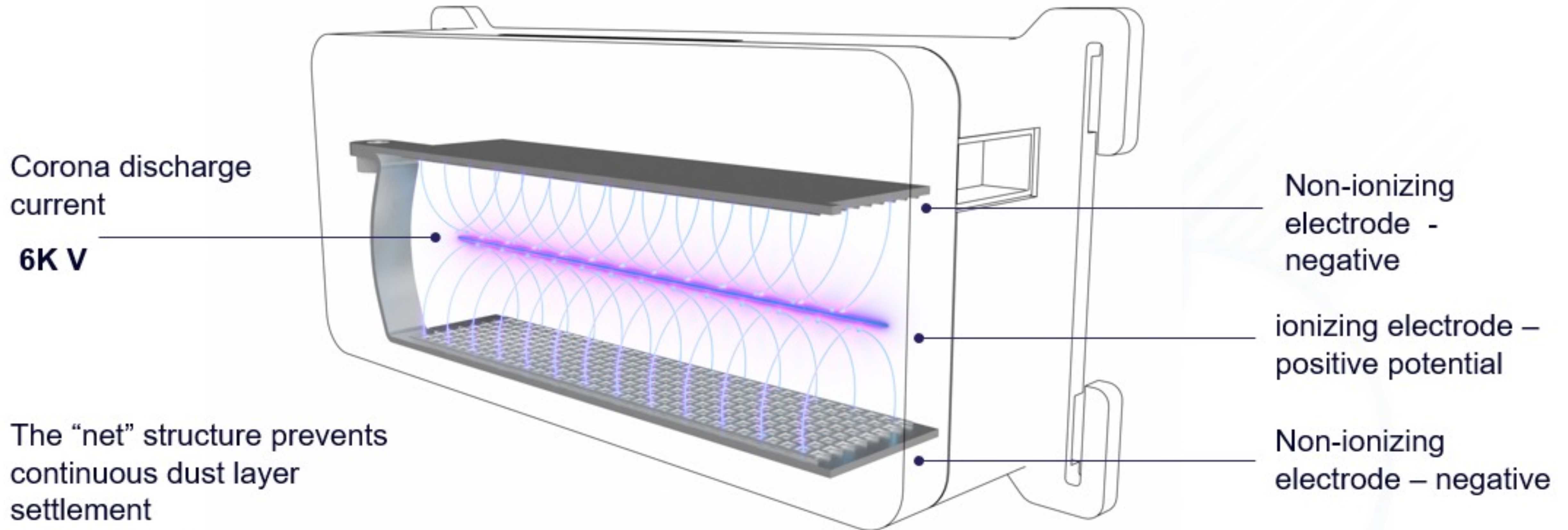
a unique Hydrogen Peroxide air cleaner that reduces airborne pathogens. It is an effective, robust air purification, eliminating certain known aerosolized pathogens, including SARS-CoV-2, viruses, bacteria, and mold up to 99%*.

THE ONLY ONE OF ITS KIND
WITH ZERO MAINTENANCE !



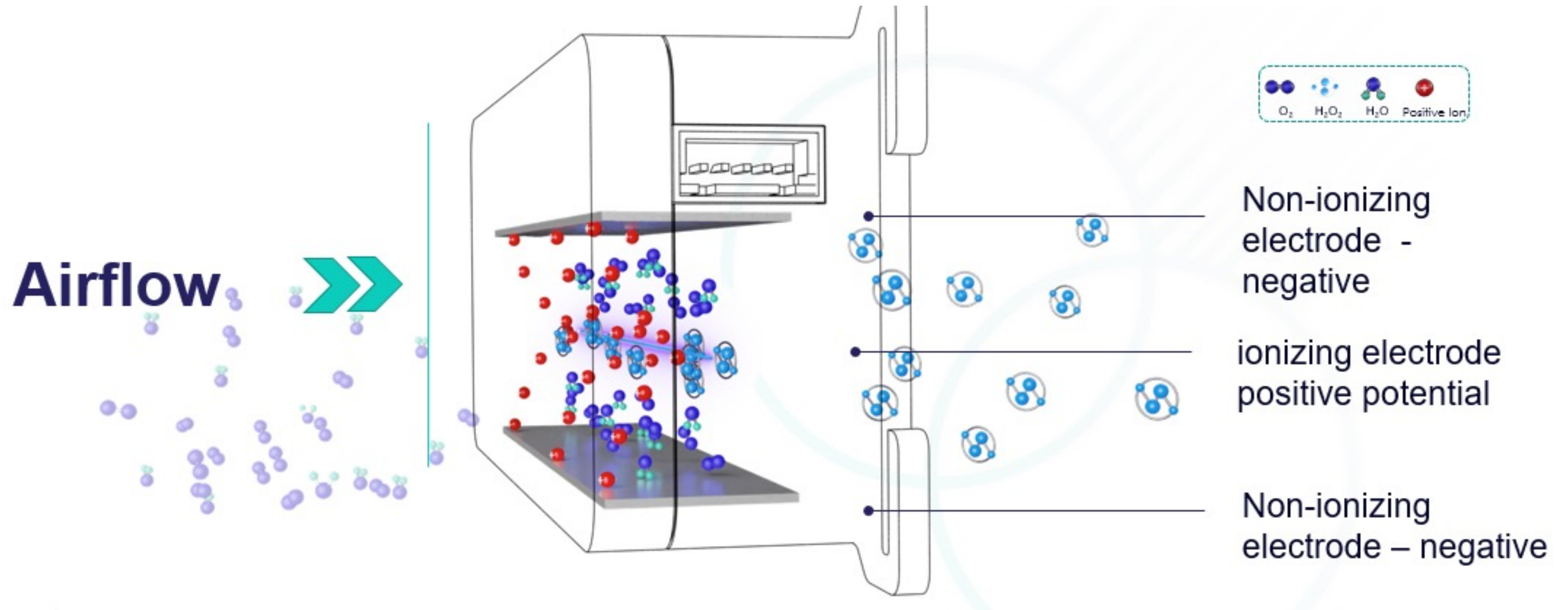


FORMING THE DISCHARGE CURRENT



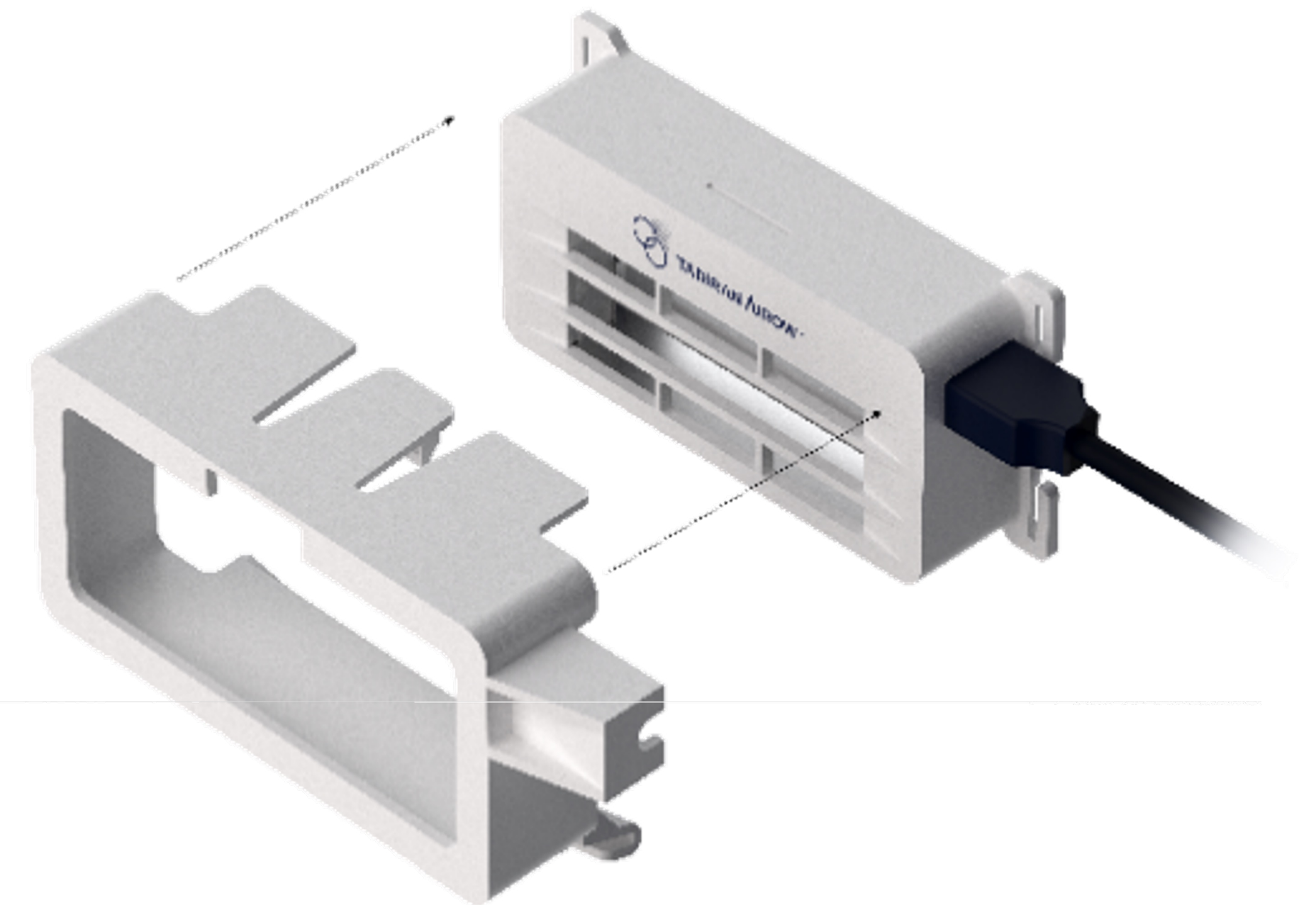
MAINTENANCE FREE

THE ION TRAP



Positively charged ions are attracted to negatively charged screens

MOUNTING BRACKET FOR CASSETTE, SLIM DUCT & VRF SYSTEMS



WHY ARE WE SAFE?



Global Standard

Tadiran AIROW produces quantities of Hydrogen Peroxide far below the OSHA permissible exposure limit.

OSHA*: The legal airborne permissible exposure limit (PEL) is 1,000 ppb on average over an 8-hour work shift.

Tadiran AIROW creates less than 15 ppb which is:

Around 66x less than the permissible amount.

* Health Guidelines for Hydrogen Peroxide, US Dept. of Labor, Occupational Safety & Health Administration, OSHA - <https://www.osha.gov/annotated-pels/table-z-1>



Air Cleaning Apparatus and Method of Use

Produces Hydrogen Peroxide by generating an electrical discharge without releasing any ions into the air.

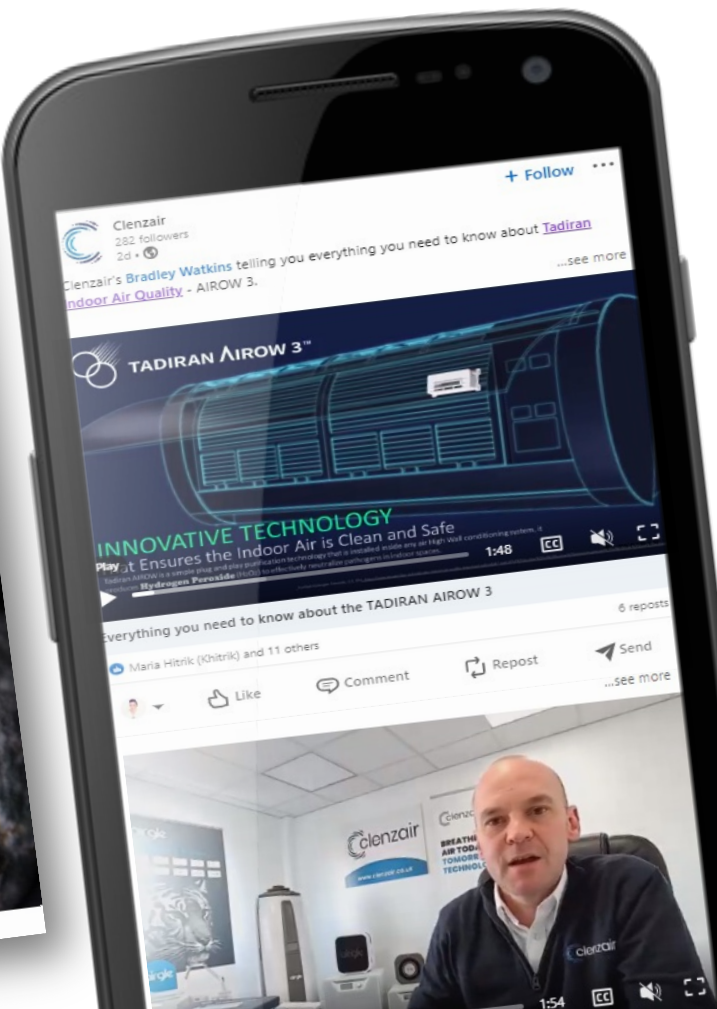
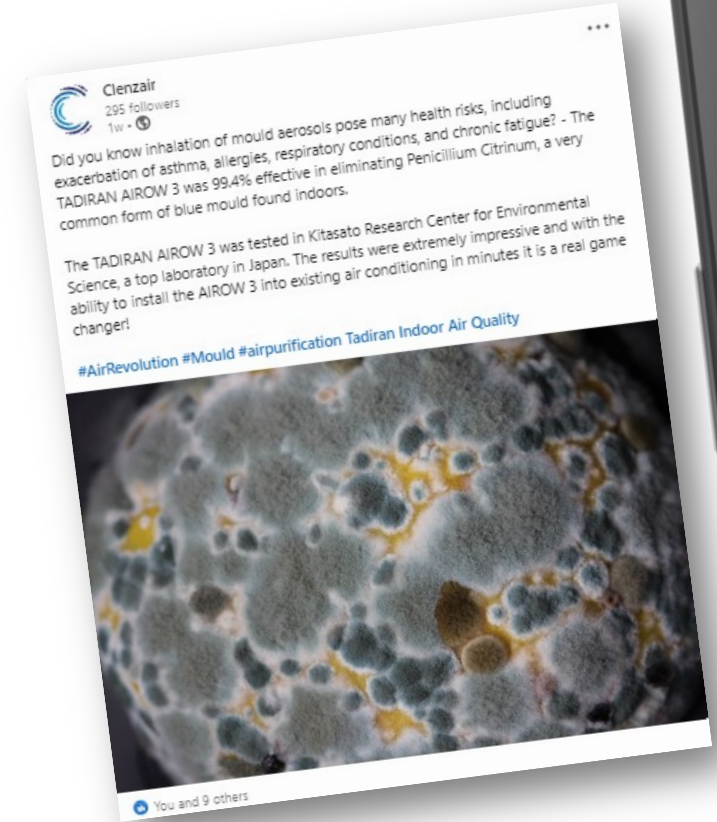
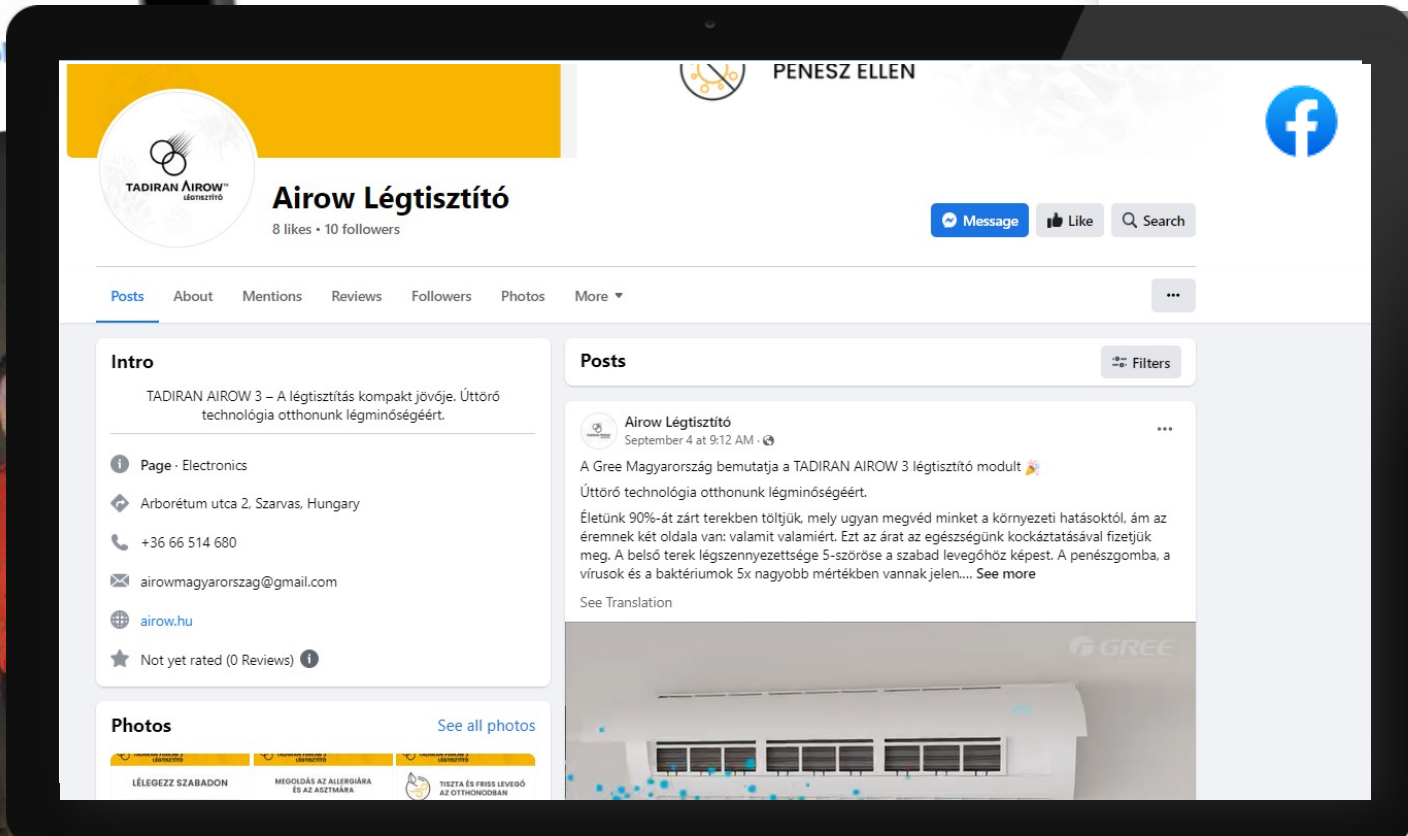
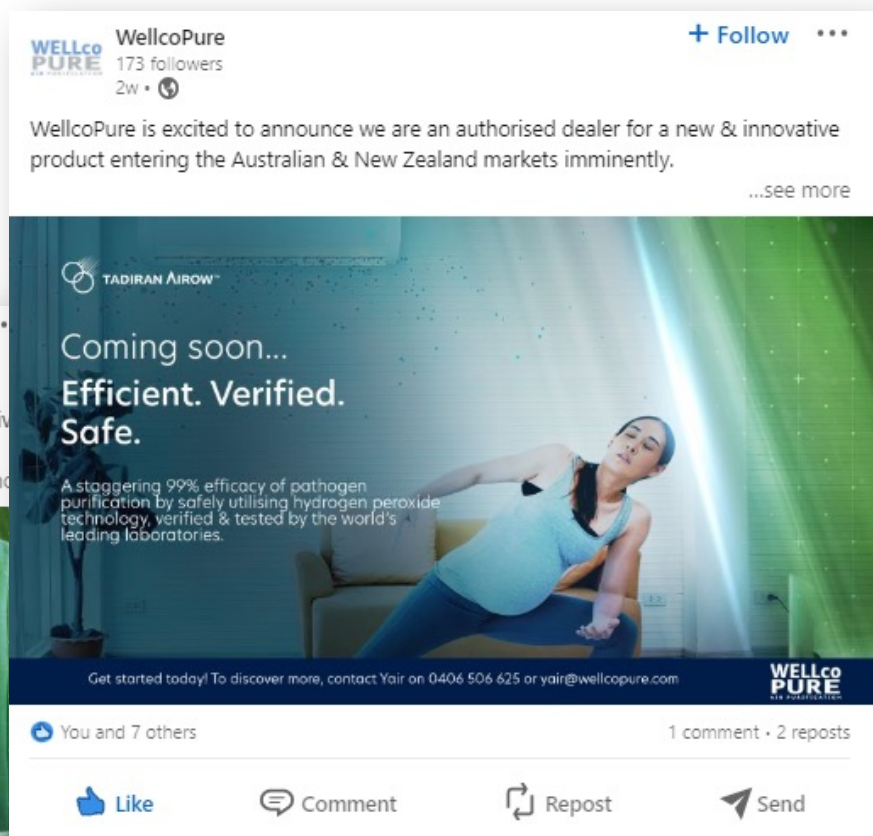
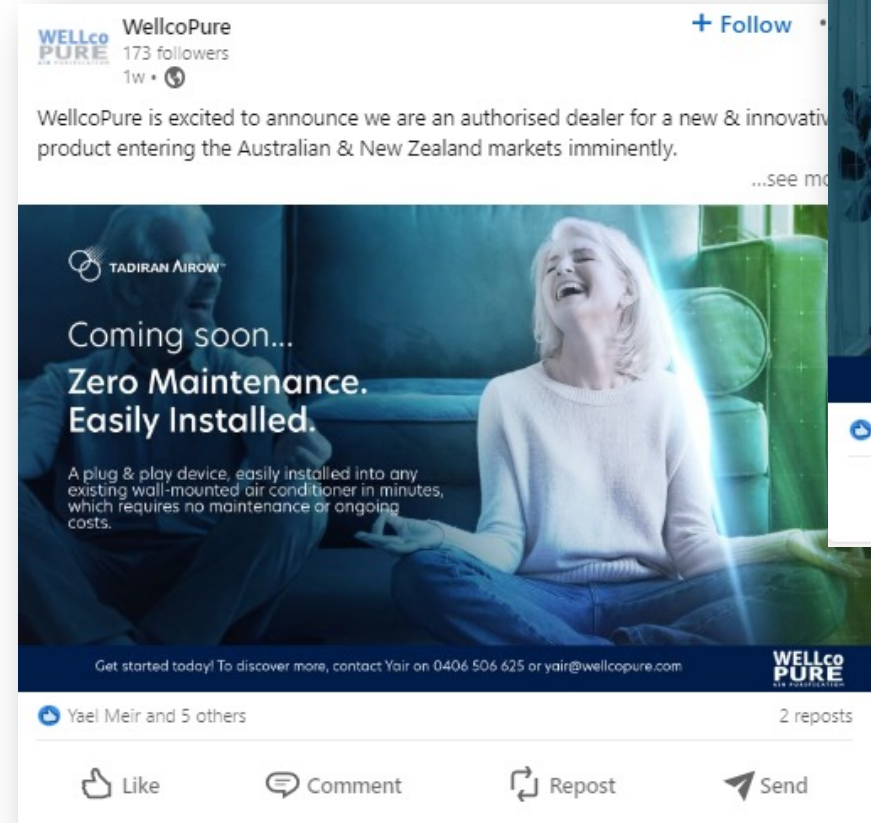
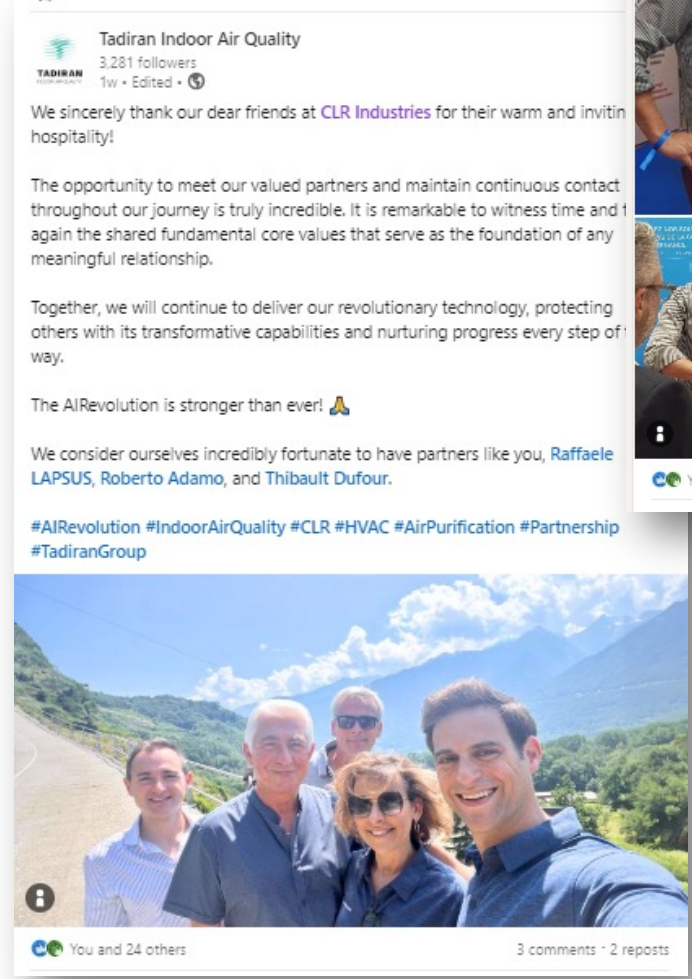
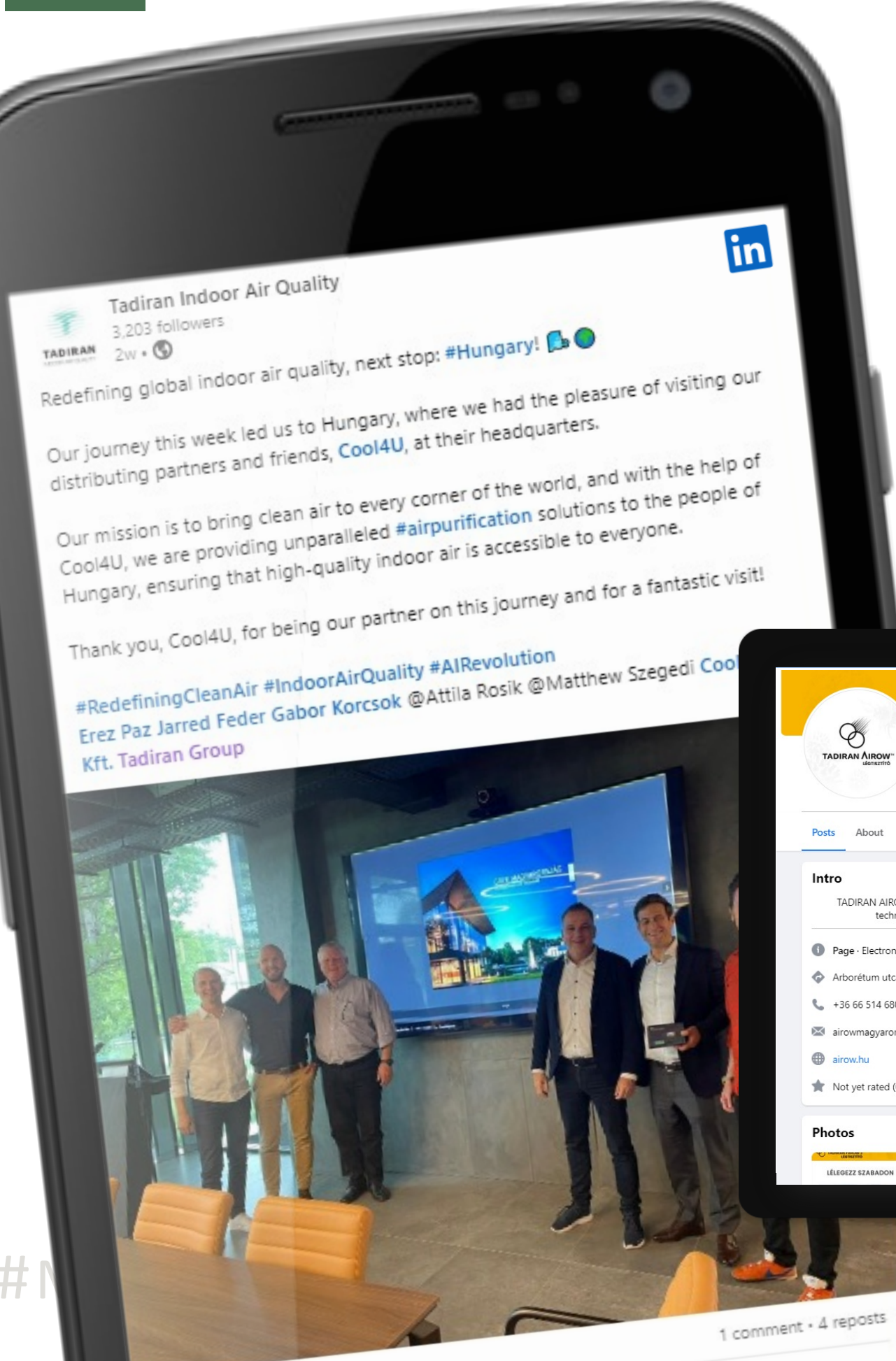
2 additional patents for TADIRAN AIROW 3 apparatus & self-cleaning screens– Pending

BACKED BY SCIENCE

TADIRAN
AIROW 3™

Bioaerosol Type	Species/Protocol	Testing Lab	Results	Chamber Size
Bacteria	Streptococcus pyogenes (Group A Strep)	Innovative Bioanalysis Labs, USA	100%	36 cubic meter
Virus	SARS-CoV 2	Innovative Bioanalysis Labs, USA	99.93%	16 m³, after 60 min
Virus	Phi6, <i>Pseudomonas</i> Virus	Campden BRI, Chipping Campden, UK	99.7%	30 cubic meter
Virus	RNA Virus MS2 <i>Bacteriophage</i>	Aerosol Research and Engineering Laboratories, USA	99.994%	1 m³, after 60 min
Bacteria	<i>Staphylococcus Epidermis</i> vegetative (+)	Aerosol Research and Engineering Laboratories, USA	99.994%	
Bacteria	Streptococcus pyogenes (Group A Strep)	Innovative Bioanalysis Labs, USA	100%	36 cubic meter
Mold	Blue Mold (<i>Penicillium Citrinum</i>) Aerosolized	Kitasato Research Center for Environmental Science, JAPAN	99.4%	25 m³, after only 3 hours
Ozone Emission	Ozone free certified	INTERTEK	<5 ppb-Tested	

GLOBAL LAUNCH 2023

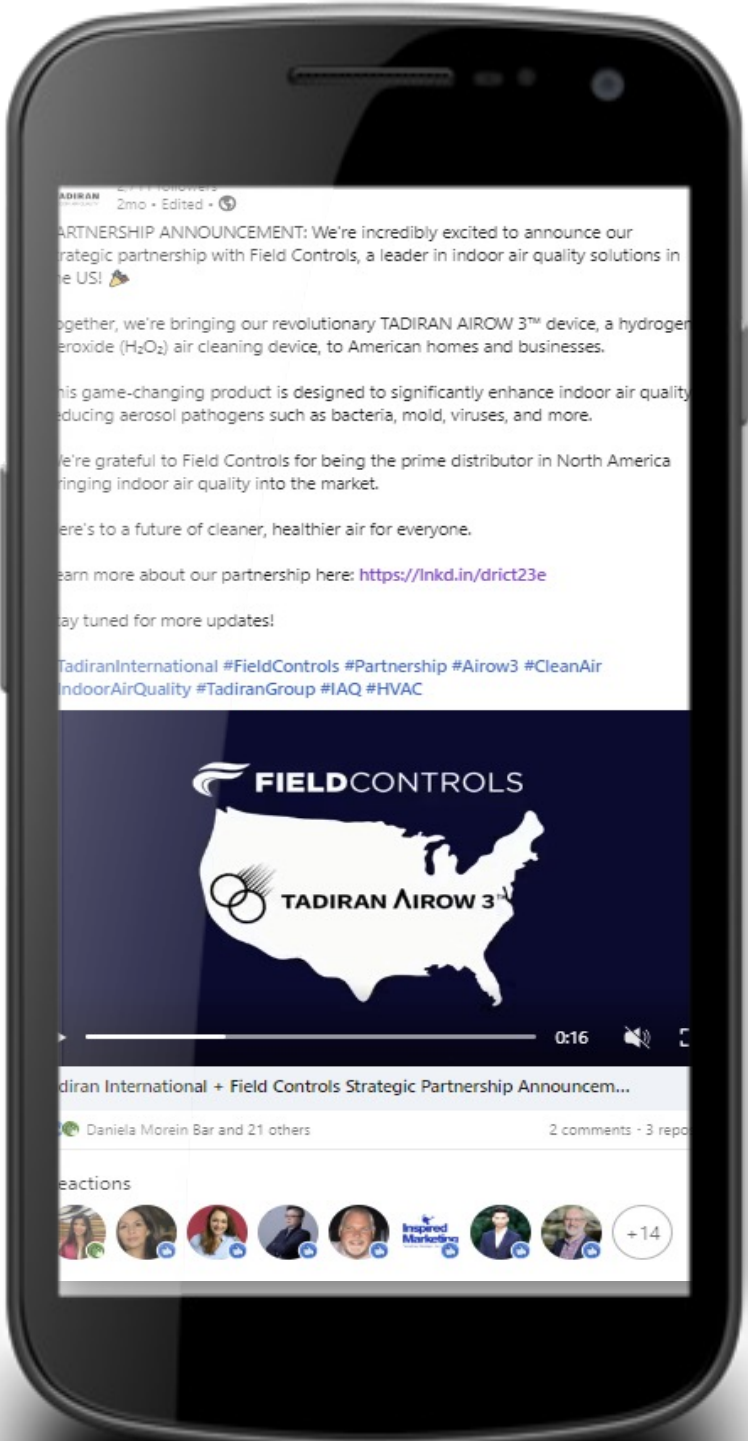


NORTH AMERICA LAUNCH – 2023

Field Controls and Tadiran International Announce Strategic Partnership to Revolutionize Indoor Air Quality

TADIRAN AIROW 3™

Hydrogen Peroxide Aerosol Cleaner





COMING SOON: **TADIRAN AIROW 1™**

For ducted HVAC systems. Designed to fit the interior duct, air handlers, air supply, or air inlet.

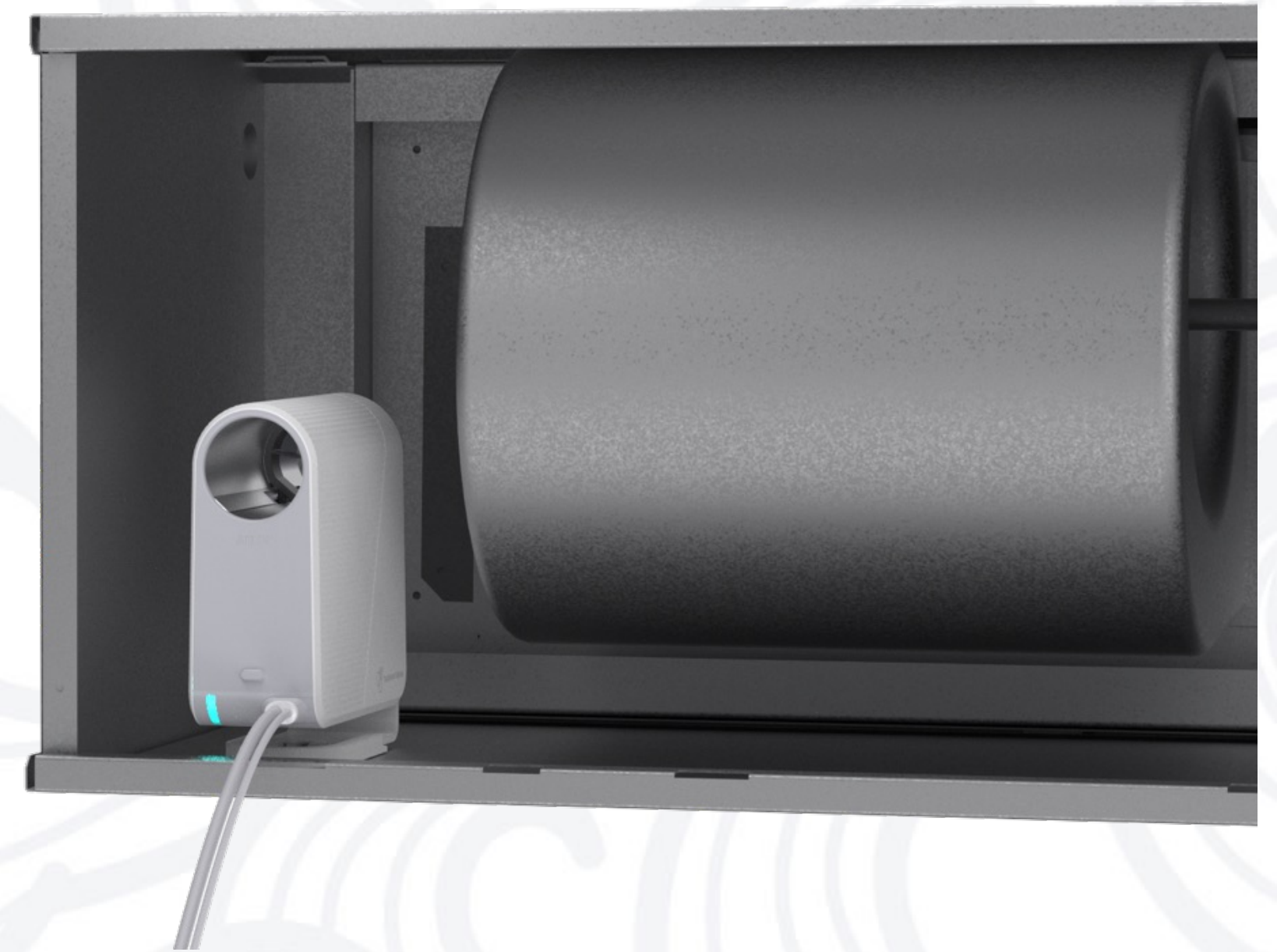
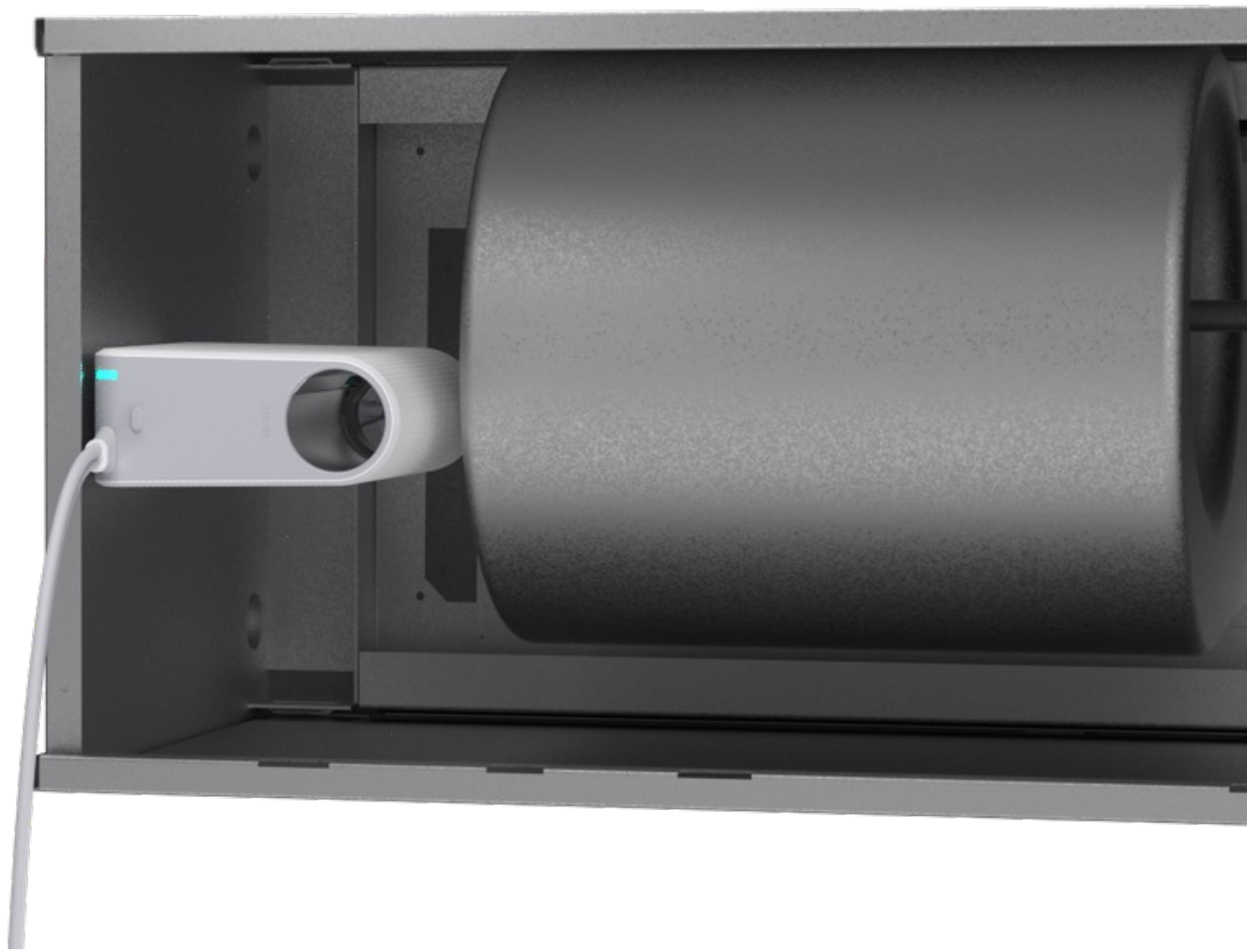
- 1** | Techy design and UI
- 2** | Maintenance free, advance cleaning mechanism
- 3** | Airflow sensor – Extended lifetime
- 4** | High efficacy and H₂O₂ generation



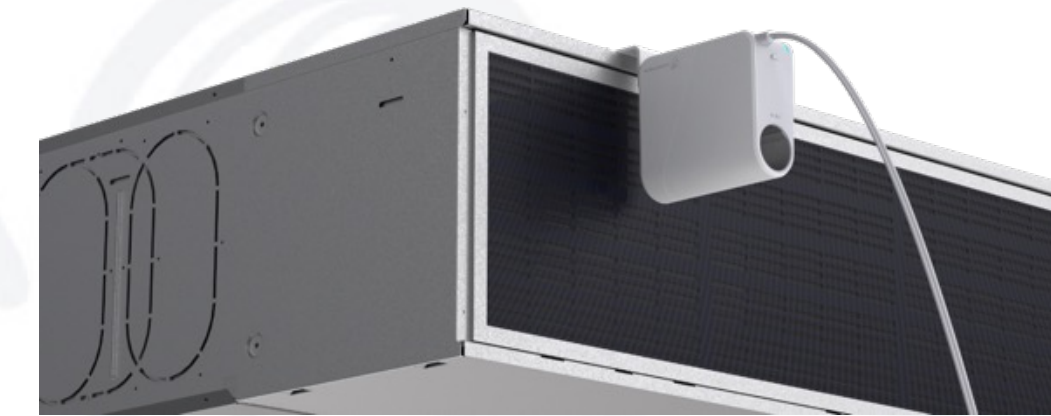
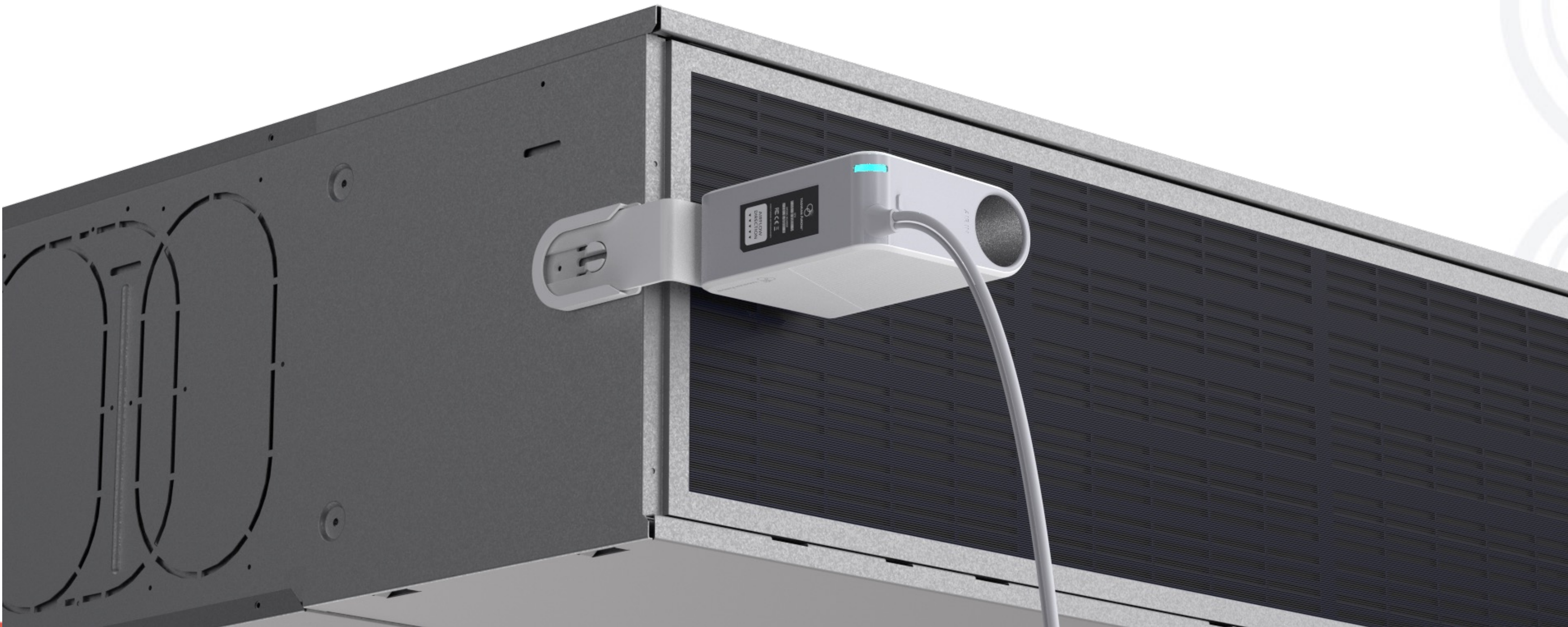
INDUCT INSTALL



INSTALL NEAR THE BLOWER



AIR INLET INSTALL/BELOW FILTER



INDICATION PANEL

Monitoring strength of discharge current in order to ensure max efficacy.



SAFE

- ✓ Low levels of hydrogen peroxide
- ✓ Ozone free
- ✓ No ions

EFFICIENT

- ✓ Reduced testes pathogens by up to 99%*
- ✓ Proactive and long-lasting effect
- ✓ Covers large spaces & treats inaccessible spaces

ECONOMICAL

- ✓ Value for money
- ✓ Lower total cost of ownership
- ✓ **Zero maintenance**
- ✓ Low energy usage



Zero Maintenance



H2O2
Proactive Technology



Ozon Free



Highly Effective Against
Biological Pathogens



Low Energy Usage



Global Patents



Plug & Play



VOC Emission safe

* Independent tests commissioned by Tadiran showed that TADIRAN AIROW 3™ technology eliminated more than 99% of tested aerosolized pathogens under optimal testing conditions, including viruses, such as SARS-CoV-2, bacteria and molds. 1. TADIRAN AIROW 3 reduced detected SARS-CoV-2 aerosol levels by 99.93% within 1 hour (16 cubic meter test chamber) and detected Bacteria Staphylococcus epidermidis aerosol levels by 99.994% within 1 hour (1 cubic meter test chamber). Aerosol of Blue Mold was reduced with TADIRAN AIROW 3 by 99.4% within 3 hours (25 cubic meter chamber). 2. Only qualified and licensed HVAC technicians may install this device. 3. TADIRAN AIROW 3, tested by TUV and Intertek, does not emit more than 0.005PPM ozone. All pictures shown are for illustration purposes only. Actual product may vary.

THANK YOU

We are grateful for your partnership and support We look forward in continuing to build our success together in creating Healthier Homes.





Captaining The Ship

Setting Sale For Higher Profits With Healthy Air

Brandon Glancy | AprilAire Business Development Manager

Feb 29, 2024



OUR VISION

Healthy Air in Every Home



OUR HEALTHY AIR PRODUCTS

Temperature, Zoning & IAQ



Industry's first full-line of
Thermostats integrated
with IAQ control

Best In Class

Air Purification



Best solution for
removing
PM 2.5 particulate

Best In Class

Humidification Control



Industry leader in whole-home
Humidifiers, Invented product
category

Best In Class

Dehumidification Control



2022 Energy Star Most
Efficient whole-home
Dehumidifiers

Best In Class

Fresh Air Ventilation



Industry leader at delivering
supply-side Ventilation
solutions

Best In Class

NEW



Radon Mitigation



UVC

IAQ Leadership for All North American Climates

LIGHTHOUSE AND NAVAL VESSEL URBAN LEGEND



CAUGHT BETWEEN THE DEVIL AND THE DEEP BLUE SEA

You're either unique and different



Or you had better be cheap

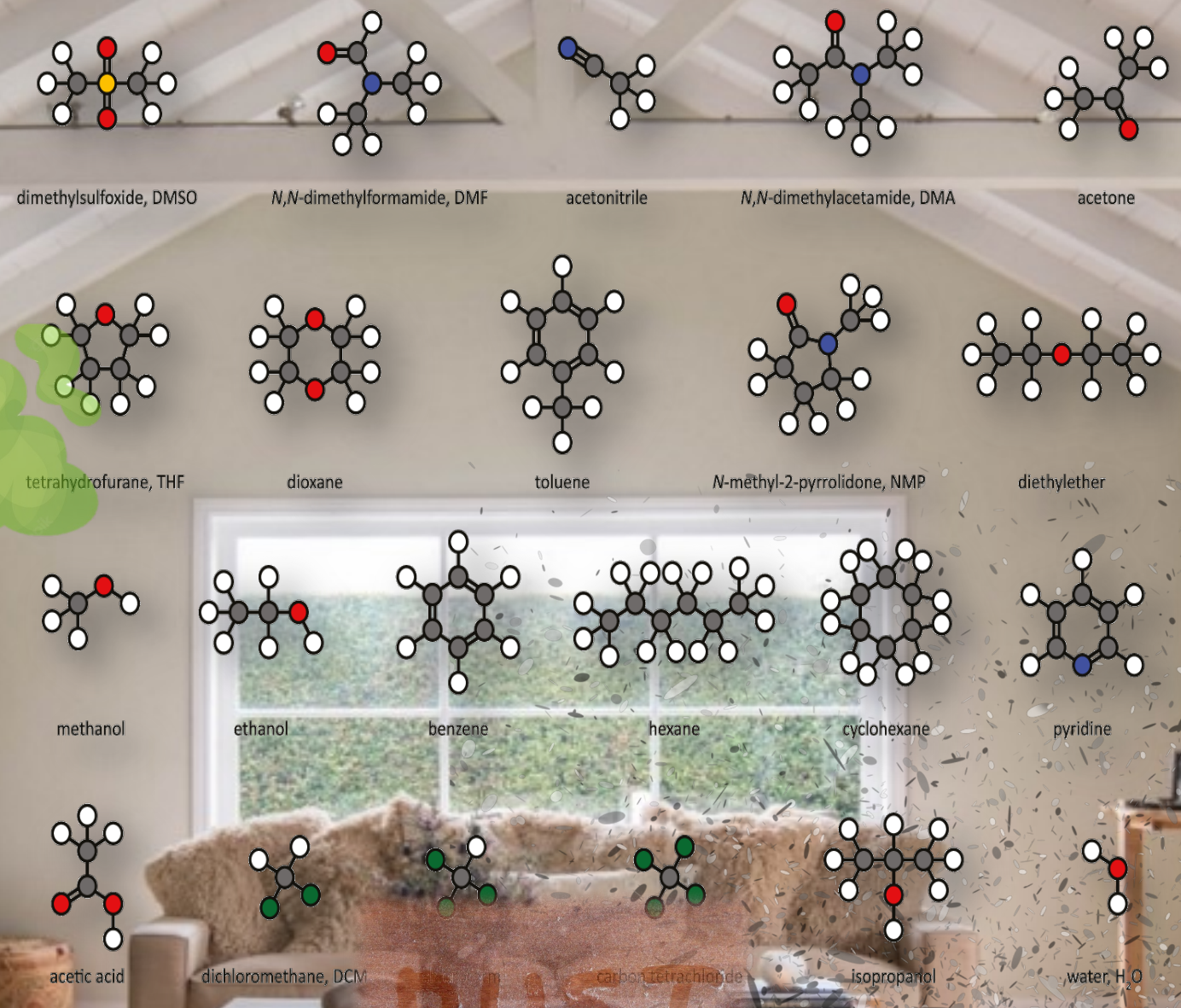


GIVEN A CHOICE

Which glass of water would you drink?



The Home is Choc-a-Block With VOC



- Which of these Problems concerns you the most?
- ☐ **Chemicals** (voc's – Volatile Organic Compound)
 - ☐ **CO₂** — Carbon Dioxide
 - ☐ **CO** — Carbon Monoxide
 - ☐ **Allergies**
 - ☐ **Asthma**
 - ☐ **Dust & Dirt** (Particulate Matter)
 - ☐ **Odors**
 - ☐ **Mold and Mildew Spores**
 - ☐ **Radon**
 - ☐ **Bacteria & Viruses**
 - ☐ **Dust Mites**
 - ☐ **Pet Dander**
 - ☐ **High/Low Humidity**

How's your home like a submarine?



SET SAIL FOR HEALTHY AIR

5X – 100x More Polluted

According to the EPA, the air inside your home can be 5x – 100x more polluted than the air outside. That's because homes are being built tighter, making it hard for your home to inhale and exhale.

30M Pollutants

Just one cubic foot of air can have more than 30 million air pollutants including dust, mold spores, allergens, and more. These irritants can trigger asthma and allergy symptoms.

Asthma Suffers

25M+

Americans are living with
asthma

1.7M

Asthma-related emergency
room visits

11M

Missed workdays due to
asthma

QUESTION

When Joe homeowner hears the word “Air Cleaner” Where does their mind go?

A: Health

B: Comfort

C: System Protection?

TRICK QUESTION!

D: \$50 – Amazon – Free Delivery

Back to results



Roll over image to zoom in



AROEVE Air Purifiers for Home, HEPA Air Purifiers Air Cleaner For Smoke Pollen Dander Hair Smell Portable Air Purifier with Sleep Mode Speed Control For Bedroom Office Living Room, MK01- White

Visit the AROEVE Store
4.6 ★★★★★ 27,716 ratings | Search this page

Amazon's Choice Overall Pick

20K+ bought in past month

-29% \$49⁹⁹ (\$49.99 / Count)

List Price: \$69.99

prime Same-Day
FREE Returns

Coupon: \$10 coupon applied to one item per order at checkout Shop items | Terms

Save up to 5% with business pricing. Sign up for a free Amazon Business account

S Best price

May be available at a lower price from other sellers, potentially without free Prime shipping.

Extra Savings Save 5% on H13 Air Filter Replacement-MK01LX(Pet Da... 3 Applicable Promotion(s)

Delivery Pickup

\$49⁹⁹ (\$49.99 / Count)

prime Same-Day
FREE Returns

FREE delivery Today
5 PM - 10 PM. Order within 7
hrs 24 mins

Deliver to Brandon - Windsor
53598

In Stock

Quantity: 1

Add to Cart

Buy Now

Ships from Amazon
Sold by Aroeve Direct
Returns Eligible for Return,



Portable Humidifier Machine
Suit for Travel and Home Use
with a Set of Accessories



Portable Humidifier Machine Suit for Travel and Home
Use with a Set of Accessories

Brand: [EGEN](#)
4.6 ★★★★★ 4 ratings

\$26⁹⁹

S Best price

Pay ~~\$26.99~~ \$25.99 after using available Amazon Visa rewards points.

Brand	EGEN
Special Feature	Auto Shut Off
Color	White
Product Dimensions	5"D x 4"W x 3"H
Room Type	Usb

START WITH THE WORD “AIR CLEANER” AND YOU’RE WALKING THE PLANK

provide'a'rationale'for
give'an'explanation'for
vindicate demonstrate give'grounds'for
proofbe'good'reason'for pretext
explain attributable condone give'reasons'for
legitimize reason attest confirm theodicy
vindictory invalidate validate why alibi warrant substantiate
guise verify rationalize testify
certification excuse prove certify
account'for be'a'justification'for judgement
explicate corroborate show'to'be'reasonable
rationalization give'a'justification'for
prove'to'be'reasonable
show'just'cause'for

IS YOUR COMPANY DOWN IN THE DOLDRUMS

Most companies I meet are stuck in a rut, not making progress. Those companies all have one thing in common, they sell products not problems.

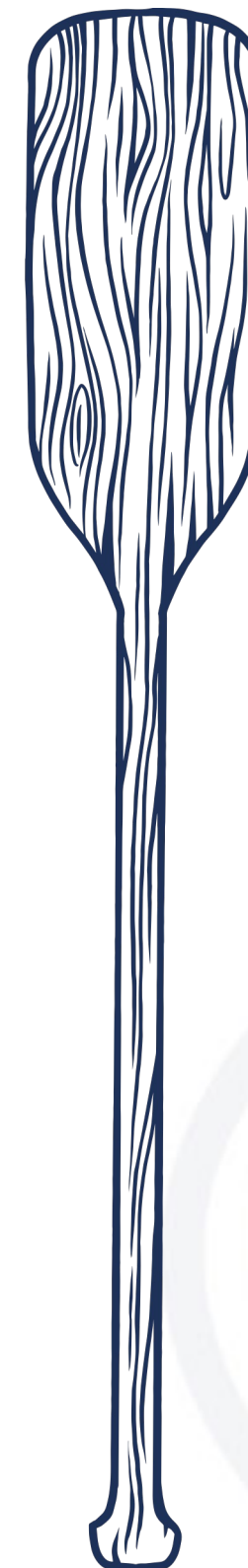
- Start with the products – justify cost.
- **Start with the PROBLEMS that WILL occur with out humidity control – Emotional Value.**

AS WE GO FORWARD, WE WILL LOOK AT HOW HEALTHY AIR CAN HELP YOU LOOK UNIQUE AND DIFFERENT AND SOLVE PROBLEMS THE COMPETITION ISN'T!

THE PROBLEM – SYSTEM HAS DIED

You could

- Go to the home
- Diagnose the problem
- Discuss your system with the homeowner
- Place your bid/quote/estimate on the table
- Hope that you win



CONTRACTORS POLLED

WHAT IS LEADING CONTRIBUTOR TO A TOTAL SYSTEM FAILURE?



“DIRT” BUILD UP ON THE BLOWER

Five Issues That Cause Static Pressure Readings to Look Great

Several situations can cause readings to look better than they really are

DIRTY BLOWER WHEEL

A dirty blower wheel is another issue that makes static pressure measurements look better than they are. Think of blower wheel vanes like snow shovels. When a snow shovel is clean, you can scoop and move a lot of snow with it. When the shovel gets compacted with snow, you don't move nearly as much.

Blower wheels “scoop” air from the return duct system and throw it into the supply duct system. When the vanes are clean, a properly designed and installed system moves the right airflow. If the vanes are compacted with dirt, airflow decreases substantially. **It's estimated that a 1/8-inch coating of dust on blower wheel vanes reduces fan capacity by as much as 30 percent.** As airflow is reduced through the equipment, so is static pressure.

Remember this the next time you see static pressure readings that look great, but the cooling system you're testing is flooding back refrigerant to the compressor. A quick inspection of the blower will eliminate one potential suspect. If it's dirty, clean it. Once the blower wheel is clean, expect an increase in static pressure from the fan moving more air. You might uncover another issue once the dirty blower is corrected

Air Conditioning | Heating | Refrigeration
the **NEWS**



THE STRATEGY

While they sell “HVAC”

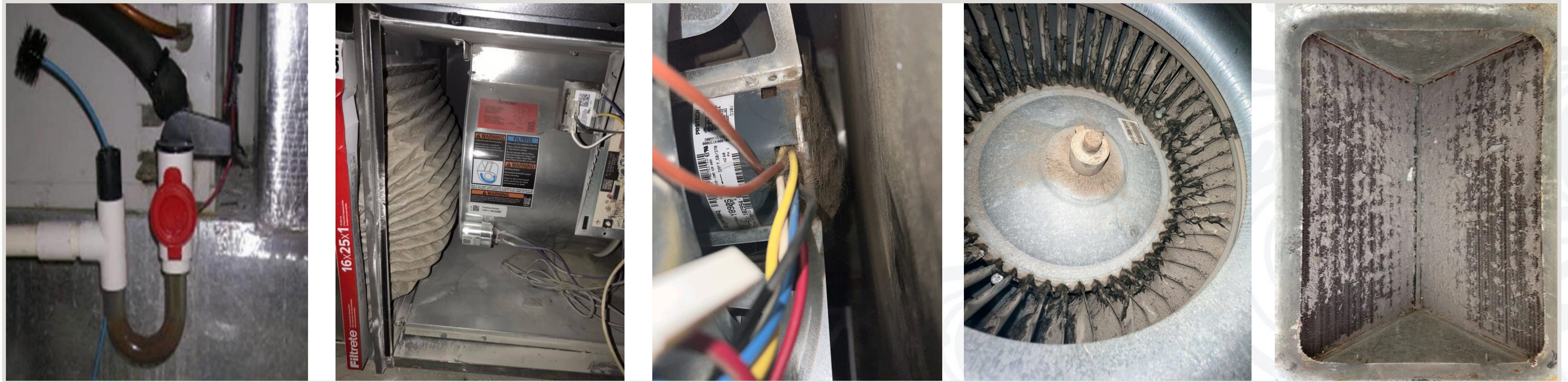


- You sell the problem – Dirty Air!



LET'S GET UNIQUE AND DIFFERENT

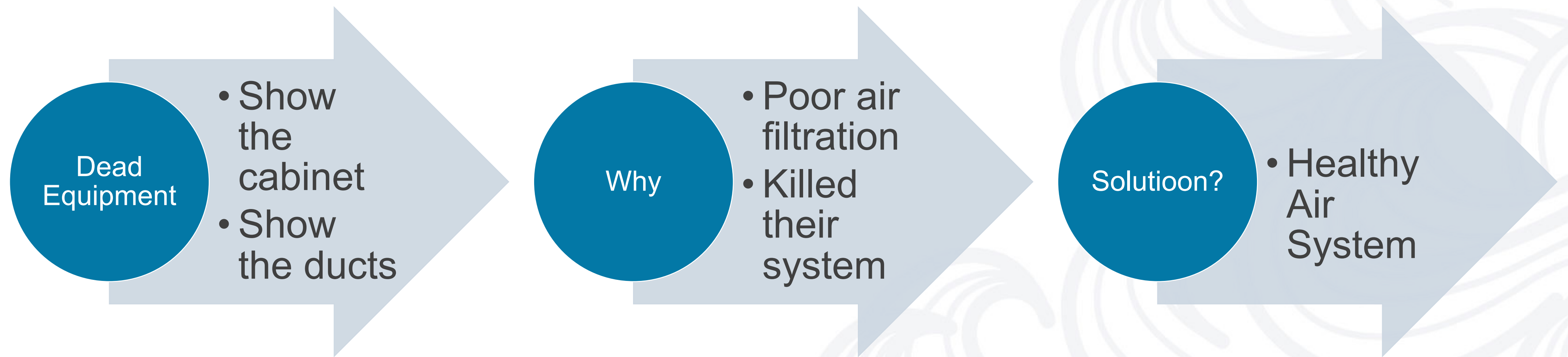
- Show the homeowner through your eyes



Dirty components can raise energy cost by as much as 15%*

*energy.gov

CAPTAIN THE SHIP TO FAVORABLE WATERS



WHY THIS WON'T HAPPEN WITH YOUR COMPANY – GUARANTEED!

- Healthy air-aware homeowners want proper air cleaning.
- Air cleaners are cost-effective adds that should sell your equipment!
- The money is in the equipment sale
 - The money in an air cleaner is in the media sales



RECENT LINKEDIN POST

- “I’m often asked “Do those big filters really work?”
- The clear answer is YES!
- “BE A FILTER..... OR BUY A FILTER!”
- - *Rodney Riddick, Reliable Heating & Air, Atlanta, GA.*



NOW YOU'RE ADDRESSING THE PROBLEM AND THAT'S PROFITABLE

#MDMFullSteamAhead



Sell An Air Cleaner – 9% National Success Rate

- Generated Revenue - \$400
- Sell 200 Systems A Year
- That's 18 Air Cleaners Sold (9%)
- Generated Revenue - \$7,200

Healthy Air System – National Averages Used

- COGS - \$4,500
- Sold Price - \$11,250
- Generated Revenue - \$6,750
- If you increase your sales 3% because of this strategy
- 200 systems becomes 206 systems
- Additional generated revenue - \$40,500

LET'S EXPAND THAT!

+3% To system sales

- 500 SYSTEMS - \$337,500
- 1000 SYSTEMS - \$675,000
- 2000 SYSTEMS – \$1,350,000
- 5000 SYSTEMS - \$3,375,000



YOU JUST SET SAIL

There are more ports to dock your ship and collect your bounty!

Each system now has a revenue generating air cleaner with it.

200 systems a year

85% retention rate with AA cabinets

170 cabinets generating revenue

\$25 a change - \$4,250 / year every year

NEXT PORT – NEXT HOMEOWNER

- Average time spent in current home 5-7 years
- Average life of an HVAC system 12-17 years
- Two to three homeowners per system

Capture the next homeowner with imprinted cabinets!

	Replacement Media Filter P/Y	Profit of Media Filter P/Y \$	Cumulative Profit \$
Year 1	0	\$0	\$0
Year 2	412	\$10,300	\$10,300
Year 3	824	\$20,600	\$30,900
Year 4	1,236	\$30,900	\$61,800
Year 5	1,648	\$41,200	\$103,000
Year 6	2,060	\$51,500	\$154,500
Year 7	2,472	\$61,800	\$216,300
Year 8	2,884	\$72,100	\$288,400
Year 9	3,296	\$82,400	\$370,800
Year 10	3,708	\$92,700	\$463,500



Protect Your Installations & Promote Your Brand

Introducing our **FREE** imprint offer & TM Spiff*

IS THIS OFFER FOR YOUR DEALER?

This offer is for contractors who include an Aprilaire air cleaner on every furnace/air handler installation. This isn't a one-time offer. Every time you use your custom air cleaner part number(s), your order will come with your company's logo imprinted on every unit!

WHAT YOUR DEALER WILL GET:

- Their company name, logo and contact information printed on their Aprilaire air cleaner door.
- Orders shipped direct to dealer.
- Superior system protection, reduces callbacks, combined with all of the repeat business generated by putting your brand on every installation.
- Enrollment in our Aprilaire Partners program, if not already a member.
- All at no additional cost!**

* Offer good for new imprint business only
** \$250 flat rate freight charge orders of fewer than 120 units.



Layout A
(Model 2310 Shown)

Layout B
(Model 2310 Shown)

Layout C
(Model 1310 Shown)



WHAT WILL THE TM GET FOR SIGNING UP DEALERS?

Platinum Tier Dealer
Dealers who place an initial order for 120 or more imprinted cabinets receive free freight for direct ship and TM is paid a \$500 spiff.

Gold Tier Dealer
Dealers who place an initial order for 3 pallets of imprinted cabinets will pay flat rate freight of \$250 for direct ship and TM is paid a \$250 spiff.

Silver Tier Dealer
Dealers who place an initial order for 2 pallets of imprinted cabinets will pay flat rate freight of \$250 for direct ship and TM is paid a \$100 spiff.



FULL STEAM AHEAD

2024 MINGLEDORFF'S DEALER MEETING

#MDMFullSteamAhead

TIME TO TRIM ONE'S SAILS

QR Code your air cleaner, your thermostat, drive business to you!

Some of our contractor partners use this to:

- Find the next homeowner
- Drive business to their website
- Sell filters and other consumables



On the Right Tack

We've strengthened the bid.

Now let's make sure your bid is watertight

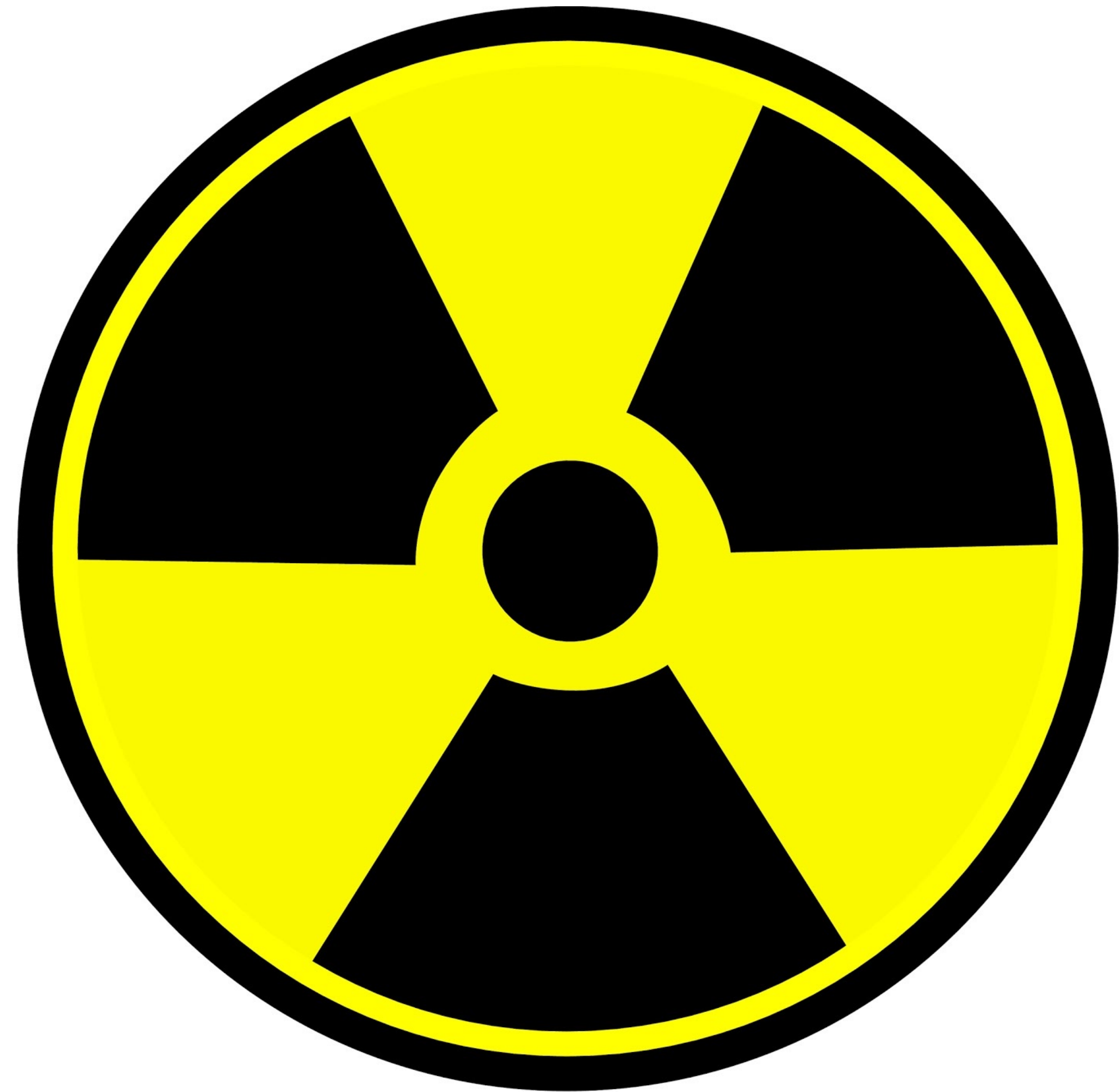
What would have happened to the titanic if they KNEW there was an iceberg ahead?



WHAT IS RADON?

Radon is an **invisible, odorless, tasteless, radioactive gas** that comes from the ground.

It comes from the radioactive decay of uranium and radium and exists naturally in rocks like granite.



WHY TEST FOR RADON

Radon is the **leading cause of lung cancer** in non-smokers. It claims the lives of 21,000+ people per year.



- Radon gas claims **6x more lives** than house fires and carbon monoxide poisoning combined.
- Radon levels fluctuate so **the only way to know** if you are safe is to test levels annually.

HOW YOU CAN MAKE AN IMMEDIATE IMPACT



What is Radon?

Radon is a naturally occurring gas formed by the breakdown of uranium in rock and soil and is known to impact the health of the occupants if it enters into a home.

It isn't detected by smell or look, making it possible to rise to dangerous levels unknowingly.

Awareness



Short-Term Radon Test Kit

Test



Mitigation Fan Kit ARN25K

Recommended for:
1500 sq. ft. < 2500 sq. ft.

Mitigate

KNOCK SEVEN BELLS WITH RADON TESTING

You Bid

- Your Proposal
- Radon Test

**Your tests are a hidden
treasure-trove of new revenue**

New in 24!

Get Paid Just For Testing!

Take advantage of the AprilAire radon referral
program!

Marketing/Referral Fees available!!!!



Stem The Tide of Bid Battles

Close a higher percentage of your bids.

Sell more equipment

More Equipment = More Revenue

Two opportunities to close each bid are better than one.

Get Paid For Your Efforts

INTERESTED IN DOING MITIGATION, LET US HELP!



Radon Training



Get Certified

1. Complete certification training -- two days of measurement training, three days of mitigation training. Register at <https://www.aprilairepartners.com/radon-certification>
2. Once complete with training, pass the NRPP certification test to become a mitigation specialist. Register for the test at <https://nrpp.info/nrpp-exams/>
3. If required in your state, apply for a radon mitigation license.

Don't let anything you've heard confuse you.
We will guide you step-by-step from beginning to end.

Let's be honest

- You'll want that partnership regardless of your resources
 - Busy season
 - While you're getting certified
 - Backfill for jobs you can't get to



TURN THE CORNER

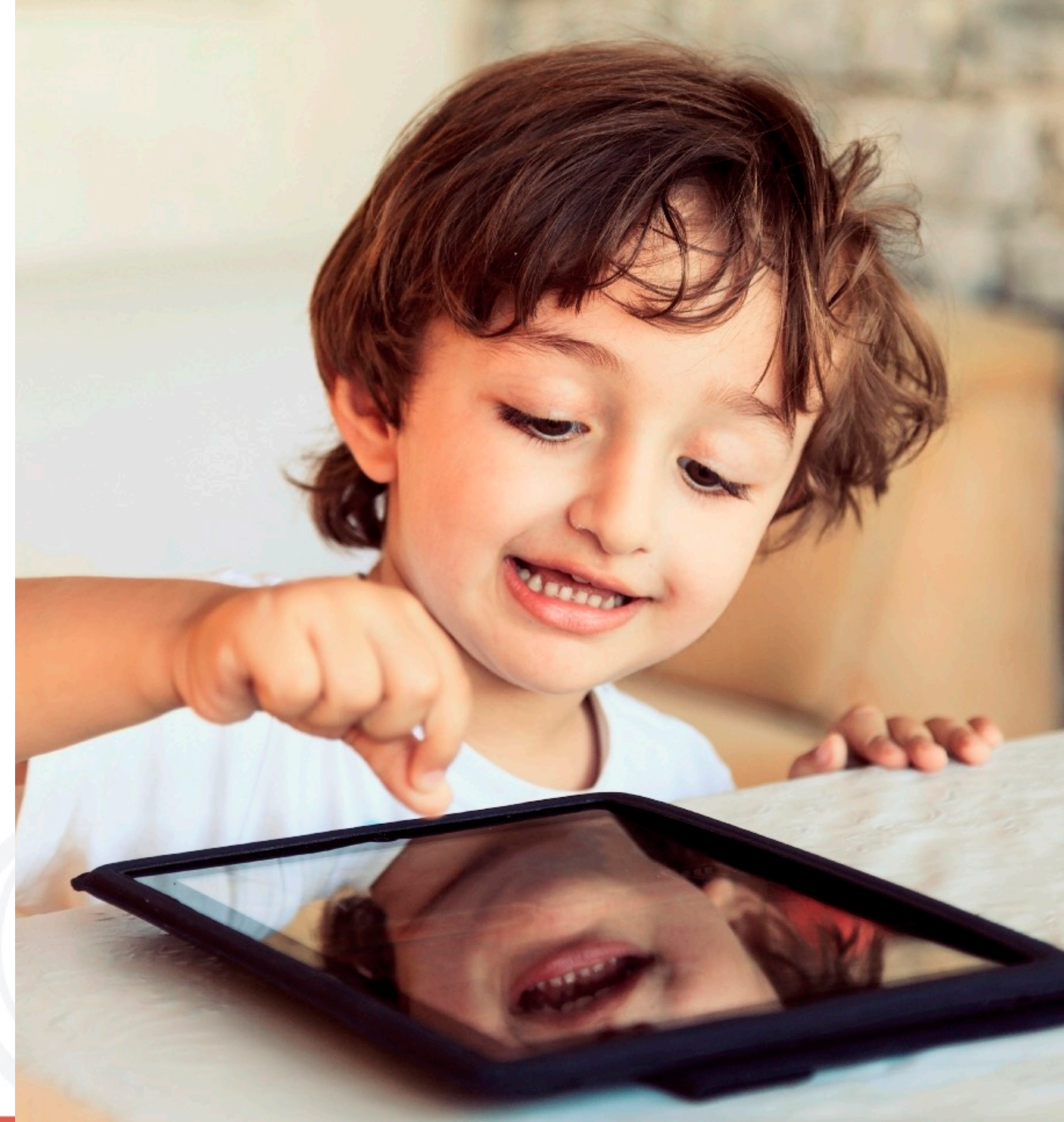


**Make the
unseen,
seen...**

PUT A SPYGLASS ON THE HOME

Visualize the problem

- Humidity tests
- Charts
- Pictures of their equipment
- Ducts
- Anything you can do to make it real



MAKE UP LEEWAY

You've seen it, now use it to press advantage!





Thank you

Additional Resources:

- www.aprilairepartners.com
- AprilAire Pro App
- AprilAire Customer Service App
- Customer Service/Tech Support: 1-800-334-6011





BEST COMMITMENT TO INDOOR AIR QUALITY

Bob Prentice – Indoor Air Quality Specialist



BEST COMMITMENT TO INDOOR AIR QUALITY AWARDS

- Ratio of indoor air quality purchases to residential equipment purchases.

$$\text{IAQ Commitment} = \frac{\text{IAQ Purchases}}{\text{Residential Equipment Purchases}}$$

- Top dealer for each brand for each district.



BEST COMMITMENT TO INDOOR AIR QUALITY WINNERS

<u>District</u>	<u>Brand</u>	<u>Company</u>	<u>City, State</u>
Gulf Coast		Perdido Heating & Air	Pensacola, FL
		LaConsay Air & Heating	Spanish Fort, AL
N. Alabama		3D Air Services, LLC	Alabaster, AL
		Air Outlook Inc.	Huntsville, AL
N. Georgia		Bartlett Heating & Cooling, Inc.	Marietta, GA
		Gainesville Mechanical, Inc	Gainesville, GA
Southeast		Gochnauer Air Conditioning & Heating	Hilton Head, SC
		Indoor Climate Experts	Pembroke, GA
Southwest		Wilson Bryant Air Conditioning	Macon, GA
		Air Conditioning Specialist Milledgeville	Milledgeville, GA

