

## **Postponement of Air Filter Change Linked to Higher Costs**

*Marc Tillery, President and CFO of the Fresh Air Club, cautions that consumers who forgo changing their air filter could create unintended consequences of higher costs in three key areas - energy consumption, health care costs, and productivity loss.*

**Nov. 18, 2009** - [PRLog](#) -- With money tight in today's economy, many consumers are feeling the constant pressure to reduce their monthly budget and forgo purchases that "may not be needed right now." Marc Tillery, President and CFO of the Fresh Air Club, cautions this could have unintended consequences of higher costs in three key areas. "I know we certainly have cut-back on some things around our house. And some cut-backs make good financial sense. But not our air filters." Research by the Department of Energy shows by changing your air filters on a regular schedule, at least every 60 to 90 days, you can reduce your electricity costs by 10 to 15%. This is due in large measure to the fact that air conditioning systems, or HVAC systems, are the largest consumer of electricity in a residential home.

"It might not seem like a big deal not to replace your air filters frequently in order to save a few bucks. But when you don't replace them on schedule you are actually putting a strain on the heating a cooling system which just drives up your energy consumption," says Mr. Tillery. Residential heating and cooling systems are designed to withstand a certain amount of resistance in air flow. But a clogged or dirty air filter left unchanged will cause the fan and other system components to work much harder to maintain the desired temperatures in the home. "The heating and cooling system manufacturers that we have worked with recommend replacing a dirty filter with a clean fresh replacement filter on a schedule of every 30, 60, or 90 days. The frequency is a personal choice and depends mainly on the conditions in your home - such as how much you use your system, residents with allergies or chronic breathing problems, or indoor pets".

"When you put pen to paper, a replacement air filter is much cheaper than the cost of electricity - which can save you 50 to 200 kilowatt hours a month depending on your usage." Mr. Tillery goes on to say, "Your air filters also play a big part in preventing or reducing health care related costs for your family. There is a direct link between improving quality of air you breathe at home and the reduction of health care related costs."

The US Department of Health and Human Services issued a report that estimated 25% of preventable illness can be attributed to poor indoor health quality, and that air pollution alone is associated with 50,000 premature deaths and more than \$40 Billion dollars in health-related costs. Approximately 23-30% of the US population is genetically predisposed to pollen allergies and an estimated 20% of Americans have asthma. These numbers are astounding when you consider the link between asthma and hypersensitivity to allergens, pollens, air temperatures, and indoor air quality that exacerbate suffering symptoms like runny nose, itchy eyes, coughing and sneezing.

"It may also surprise people to learn that some of the biggest hidden costs from not changing air filters on a regular basis are productivity loss and absenteeism. If the air quality in your home is contaminated, it is more likely to trigger an asthma attack, cause headaches, and decreased concentration - especially in children and seniors," Mr. Tillery points out. According to the America Lung Association, asthma is the leading cause of student absenteeism resulting in approximately 40 million missing school and parent work days per year! It should also be noted that asthma cases have increased 75% between 1980 and 1994, and continue to grow according to the EPA.

"The gap between the cost of replacing your air filter on schedule and the costs of energy, healthcare, and productivity is so great, you can make the case that having your air filters delivered to your door so you

don't forget to change them really makes good common sense.”

#### About The Fresh Air Club

The Fresh Air Club is the ONLY residential air filter home delivery and recycling service, offering its Members scheduled shipments of high efficiency, MERV-rated filters on a 90, 60, or 30 day plan through-out the year to help their families keep their indoor air quality fresh, clean, and free from harmful pollutants while at the same time recycling each filter through an innovative pre-paid return and tracking system that results in 0% local landfill impact. The company's appeal and success is centered on the convenient and eco-friendly business model that addresses poor indoor air quality of homes - one of America's top 5 risks to public health, according to the Environmental Protection Agency – and the requirement for more companies to offer “green” solutions.

The Fresh Air Club has revolutionized the way people change their home air filter - by bringing the air filters directly to them on a recurring schedule so Members are reminded to change their filters, and recycling the dirty filters to reduce the impact on our environment. The site opened after a month of beta testing with initial customers in Texas, Colorado, and Oklahoma. The program is available in the continental United States with offices located in Houston, Dallas, and Austin, TX. The business processes of the company are U.S. Patent Pending.

Leading the Fresh Air Club is Co-Founder and Chief Executive Officer, Joni Bock, whose background includes serving as a nurse for 10 years, along with a number of senior management positions with Providian, Dell Computers, and Wotlers Kluwer. Fellow Co-Founder and Chief Filter Officer Marc Tillery is a residential construction and HVAC specialist associated with running a successful residential and commercial construction company, formerly Apex Construction Services.

With today's busy lifestyles, general health awareness, and consumers demanding more value and “greener” alternatives, it's no wonder that The Fresh Air Club has become the preferred method for maintaining the quality of air at home. You may visit the home page at <http://www.FreshAirClub.com> for more information, service plans, and enrollment.

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America's ONLY home delivery and recycling program for residential air filters. The program includes home air filters shipped directly to your door every 30, 60, or 90 days. Then use the pre-paid postage to return the dirty filter to our recycling center.

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