

# 5 Ways to Go Green Without Spending All Your Green

Oh, the **joys** of going green! Oh, the **misery** of spending a ton of money to do it! There IS a balance somewhere. I mean, we can't all raise pesticide-free vegetable gardens and drive steam powered vehicles, but we can do many sensible, simple things to go green right away... the right way. Follow this advice to get there - -

1. **Upgrade Your Filter.** (Pretty obvious, huh? You'd be surprised.) Improved air quality not only benefits you and other occupants, but keeps your system cleaner. There's a large benefit there too since most **system failures** are related to dirt.

Dirt on the evaporator coil causes two problems: it reduces system airflow, and cuts cooling capacity. Equipment operating with dirty coils may use as much as **37% more energy** than equipment with clean coils. The solution? Clean the evaporator coils, then maintain their efficiency with better filtration.

**Even Greener:** If your goal is to obtain points in the Green Building Council's LEED standards by upgrading to MERV 13, finding the easiest and least costly method to do so is important. Quality Filters GQP MERV 13 pleated filter line offers 2" and 4" standard filter sizes so upgrading means simply changing filters. There is no retrofitting required for your air handling systems or filter racks, which can dramatically reduce costs. Plus, the GQP offers similar service life and pressure drop compared to standard pleated filters but offers greatly improved air quality:

2. **Watch the Drop.** Fact: The cost of the energy to push air through a filter can be **8 times more than the cost of the filter**. That's where a "cheap filter" gets really expensive! Choose the filter with the lowest 'Pressure Drop' for your required efficiency. Lower pressure drop results in lower energy cost and fewer CO<sub>2</sub> emissions. For example, the Quality Flow filter from Quality Filters, Inc. has up to a 50% lower pressure drop than comparable filters. The energy savings alone can pay for the filters.\*
3. **"Hold the Dust!"** Higher dust loading typically means longer service life, fewer changes, less maintenance costs. Plus, longer service life saves product cost and landfill impact. The Quality Flow filter holds up to **three times more dust** than comparable filters and should last three times longer.\* This means you're scheduling fewer changes, fewer 'down' hours, holding less filter inventory or order intervals. It's just smart to look for greater dust holding and longer change cycles. (Unless you actually like changing filters regularly!)
4. **The Hidden – and Scary – "True Cost"**. Most people look at "sticker price" only. A cheap bulb that burns twice the energy is no longer cheap. Same thing here. Initial purchase price must be balanced against **1) efficiency 2) service life and 3) energy cost** to arrive at "True Cost". Kimberly Clark's "energy calculator" is a tool for evaluating the Life Cycle cost of your application. (Just visit [http://www.kcfiltration.com/resource/calculator/KC\\_calc.html](http://www.kcfiltration.com/resource/calculator/KC_calc.html)). Simply enter the data for two different filters of the same efficiency that you are considering and you will see which filter offers the best total cost. You will also be able to view any carbon dioxide emissions reduction. Disposal reduction, labor and shipping costs should also be considered.

\*Pressure drop and dust holding information can be found on an independent test report form per the ASHRAE 52.2 standard and is usually stated as inches of water gauge at a given airflow rate.

If you think we're leading you to see that ours are tops, you're right. (You can check your current brand too of course.) We designed Quality Filters to excel in overall performance, not be "cheap" up-front to trick you into far greater costs later. We don't feel that's right.

5. **Stick to a Schedule.** There is a specific trade off point where the energy cost of keeping a filter in service longer is more expensive than replacement. Too soon and you buy too many filters; too late and you lose energy dollars plus put your equipment at risk. Since energy costs are 83% of HVAC operations costs, it makes sense to change your filters *slightly ahead* of a low pressure drop. Why? Quality Filters are cheaper than wasted energy! Reduced energy consumption also reduces CO<sub>2</sub> emissions. \*Call Quality Filters, Inc. for assistance in calculating the optimum replacement curve. You can also learn more when you read "[Delaying Filter Maintenance: How Much Is It Costing You?](#)".

**Lower costs, longer change cycle**

"After installing Quality Flow MERV 14 products in several medical and commercial locations, our customers have been **exceedingly impressed** with the extended life and operation.

The purchase costs have been greatly reduced, and the traditional 'annual' change cycle has been extended to an average of **18 months** which increased the savings even further!

This is truly an innovative product in construction, visual presentation, and performance. Another great job from the staff of Quality Filters."

*T. A. Riddell  
President. STMS Enterprises, Inc.*

Getting the best filter shouldn't be about guesswork. That's why when you call Quality Filters, Inc. a Certified Air Filter Specialist is available to answer questions and provide information on all your Quality Flow filter options. And when you fax back the form below, **you'll receive 10% off your initial filter investment.** It's like we're paying you to save money and have better air filtration – hard to top that!

## Here's how you can get 10% off you first order.

Fax this page back to Quality Filters, Inc. at **251-947-2499**:

Your Name \_\_\_\_\_ Company \_\_\_\_\_.

City/ST/Zip \_\_\_\_\_ Phone \_\_\_\_\_.

Fax \_\_\_\_\_ Email \_\_\_\_\_.

That's it! You're only one step away from filters that last longer, reduce your impact on the environment, and save you money while they do it ... and all it took was a fax! This could be the most profitable 5 minutes you've ever spent.



**QUALITYFILTERS, INC.**  
THINKSIMPLE. THINKSMART. THINKQUALITY.

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