

Selling Qualitair™ Against the Competition

Competition	Key Qualitair™ Selling Points
Room Ionizer (Sharper Image, Others)	<ul style="list-style-type: none"> • Covers the whole home with odor control and disinfection - not just a room at a time • No harmful by-products - only oxygen is emitted from the Qualitair™; Room Ionizers give off low levels of ozone • Never needs cleaning - Room Ionizers need to be taken apart and cleaned weekly • Invisible - do you really need a big plastic sculpture? • Easier to operate - never need to turn the Qualitair™ on or off • More reliable - Qualitair™ needs service at most every 12 to 18 months, Room Ionizers need annual service
Room Ozonator	<ul style="list-style-type: none"> • Covers the whole home with odor control and disinfection - not just a room at a time • No harmful by-products - only oxygen is emitted from the Qualitair™; Room Ozonator give off low levels of ozone • Invisible - do you really need another thing to hide? • Easier to operate - never need to turn the Qualitair™ on or off • More reliable - Qualitair™ needs service at most every 12 to 18 months, Room Ozonators need annual service
Room Air Filter (HEPA)	<ul style="list-style-type: none"> • Covers the whole home with odor control and disinfection - not just a room at a time • Easier to operate - filters need regular replacement • More energy efficient - Qualitair™ uses just 47 watts, and only runs when your HVAC fan is operating; filters can use up to 250 watts for one room and operate up to 24 hours a day



Air Treatment Systems by The LeverEdge

Home Air Purification System Comparison

Customer Benefit	Qualitair™	Room Ionizers	Room Ozonators	Room Air Filters
Better Health				
Bacteria Control	Yes* **	Limited	Yes**	Limited
Virus Control**	Yes* **	Limited	Yes**	Limited
Mold/Fungus Control	Yes* **	Yes**	Yes**	Yes
Pollutant Control	Organic Pollutants	Organic Pollutants	Organic Pollutants	Organic Pollutants
Smoke Control	Yes	Yes	Yes	Yes
Harmful side-effects	None	May harm asthmatics, lung and heart disease sufferers due to ozone by-product.	May harm asthmatics, lung and heart disease sufferers due to ozone by-product.	None
Odor Control	Effective against most household odors.	Effective against most household odors in room.	Effective against most household odors within range of unit.	Not effective against gases or particles smaller than filter.
Dust Control	No	No	No	Within range of unit
Range of Protection	Protects your whole home, all the time, up to 3,000 sq. ft. per unit.	Only covers one room at a time, when on. Typical range under 500 sq. ft.	Only covers one room at a time, when on. Coverage varies by make/model.	Only covers one room at a time, when on. Coverage varies by model.
Ease of Use	Automatically runs any time your fan, heater, or AC runs - never need to turn it on/off.	Recommended to run all the time; gunky collection grid to clean weekly.	Manual operation.	Filters need regular replacement.
Cost of Use	\$90-180 replacement part every 1.5 years (worst case; typical replacement period is much longer) \$0.05 a day in electricity.	\$40 replacement part every year to every 3 years per unit; \$0.05 a day in electricity.	Replacement parts schedule and cost depend on make/ model.	Up to \$150/year in filters plus \$0.50-1.00 a day in electricity.
Invisible Protection	Yes	No. Aesthetics and size depend on unit.	No	No. Can be big & ugly.
Silent Protection	Yes	Can be noisy when need cleaning.	Yes	No. Can have unacceptable fan noise.
Energy Efficiency	47 watts - less than a small light bulb.	10 watts, but runs all the time.	Typically energy efficient. Actual energy use depends on make/ model.	Typical 100-250 watt power use - if used all the time can cost over \$1/day in electricity.

* Laboratory Test Report available

** Note: Eradication effectiveness varies by type of bacteria or virus or spore. For example, anthrax spores are virtually indestructible but the live virus is vulnerable.



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