



DENVER'S POST

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Seeing really is believing

Local company proves higher-capacity is better.

By Gary Southern

Denver's Post Consumer Products Writer

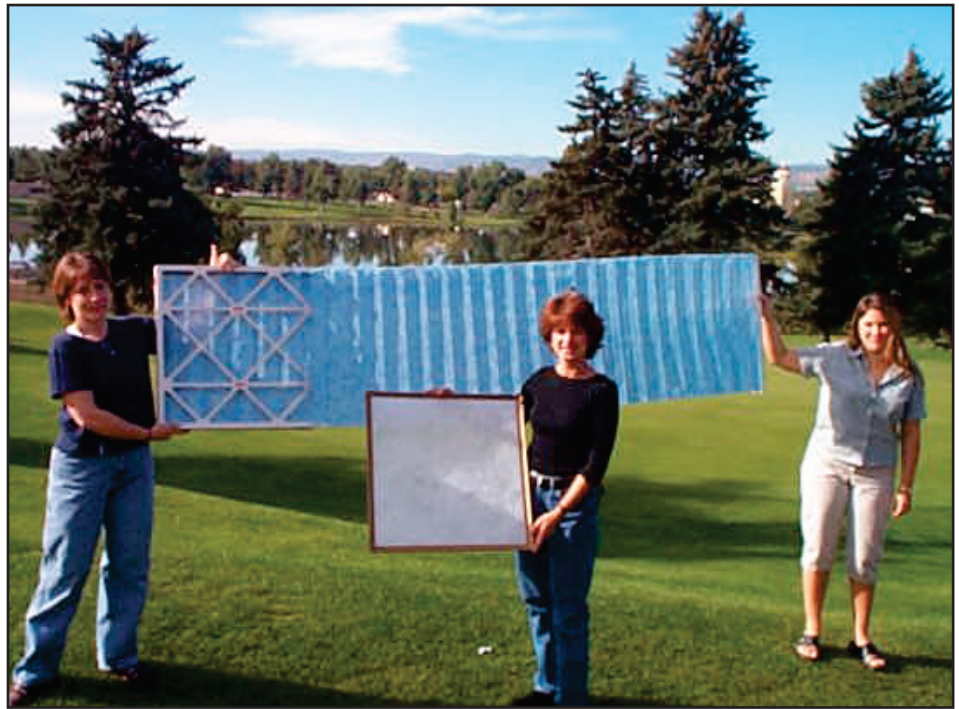
Four Seasons Heating and Home Comfort Solutions of Wheat Ridge, Colo. has proven what HVAC industry experts have been saying for years, namely that high-capacity pleated filters are dramatically more efficient in blocking airborne particles than the standard throw-a-way filters most Coloradans have in their homes.

Four Seasons employees Stacey Wood, Casey Lauhon and Carolyn Cobos cut the end off a Purolator Mark 80D 2-inch High-Capacity Pleated Filter, grabbed the end and just started walking. The distance they were able to walk surprised even these long-time HVAC employees.

"I knew that the Purolator filters were better, but I never knew how much more filtration material there was in each filter," Lauhon said.

Concerns about increased airborne pollutants has had Metro-Denver homeowners scrambling to find ways to purify the air in their homes.

"A good alternative to investing thousands of dollars in an expensive system is simply to replace your standard furnace filters with 2-inch high-efficiency pleated filters. This is especially cost-effective because a 2-inch high-capacity pleated filter only needs to be changed *every-other* month, instead of every month, like a standard



Four Seasons employees Wood, Cobos and Lauhon demonstrate the surface area of a Purolator Mark 80D 2" High-Capacity Pleated Filter compared to a standard throw-away filter.

filter does" said Cobos, Home Comfort Consultant for Four Seasons.

A higher-efficiency 2-inch pleated filter catches more airborne particles because it has more surface area. Four Seasons' dramatic demonstration proved that Purolator's Mark 80D 2-inch filter has almost five-times the surface area of the standard filter in most homeowners' furnaces.

The Mark 80D offers 40% efficiency when blocking particles 1.0 microns and larger, and 99% efficiency when blocking particles 10.0 microns and larger (the size of most pollen), which is also 11-times better than standard throw-a-way filters.

"You can actually breathe the difference" said Wood, who recently began using the Mark 80D in her home.

Additionally, the Mark 80D offers the lowest pressure-drop available, rated at .15" wc (water-column), which means that these filters will actually help the furnace & air conditioner work better and at peak efficiency year-round. Which means you'll be more comfortable and more healthy.

To learn more, call Four Seasons at 303-463-5911 or visit their web site at www.e-homecomfort.com and click on "ONLINE STORE."