



Better protect your family from cold and flu viruses, bacteria, mold spores, pet dander and other allergens.

- Unlike other air purifiers, The Infinity captures and kills 100% of the airborne germs and allergens throughout your entire your home.*
- Spend less time at the doctor's office and more time enjoying a healthier family. For Carrier's Infinity Air Purifier, turn to the experts today at Sheren Plumbing & Heating in Traverse City.

Visit www.sherenplumbingheating.com/residential for more information on Carrier's Infinity™ Air Purifier.

"Beyond the investment in the purifier, people should consider their reduced costs in fewer doctor visits, drug purchases and overall improvement on the quality of their life. As a northern Michigan resident, I know what it's like to spend so much time indoors during the winter months, then jump right into allergy season. This purifier is truly one of those things you need to experience first-hand."

-- Adam LaFletche, Sheren's Residential Sales Manager



How Clean is Your Indoor Air?

Your home is the one place you should feel safe, it's your comfort zone. However, the air inside your home could be up to five times more polluted than outside air. Pollen and mold spores enter through open doors and windows, bacteria and viruses spread between family and friends, fine dust particles get kicked up from floors and furniture, dander and air fall from pets.

These contaminants can circulate in the air throughout your home spreading disease or triggering allergic and asthmatic reactions. You don't need to hold your breath. Carrier has a complete line of air filtration and purification products designed to enhance the air quality in your home - led by the exclusive Infinity™ Air Purifier.



How Does it Work?

Truly a whole-home solution, the Infinity Air Purifier treats 100% of the air flowing through your home using a unique three-step process.

STEP 1: The Infinity Air Purifier uses precision point ionization to charge particles as they enter the purifier.

STEP 2: A specially designed, continuously charged media captures airborne particles.

STEP 3: Exclusive, state-of-the-art technology kills captured viruses, bacteria, mold spores and other allergens.

Germicidal Capability

Patented, award-winning technology kills airborne bacteria, viruses and molds.

PHYSIOLOGY		ORGANISM	KILL RATE*
Bacteria	Spore Forming	Bacillus subtilis (Anthrax surrogate)	97% ⁷
	Gram Positive	Mycobacterium Parafortuitum (Tuberculosis surrogate)	99.9% ⁷
		Staphylococcus aureus	97.5% ⁴ 100% ⁵
	Gram Negative	Serratia marcescens	96.6% ¹ 100% ⁴
Pseudomonas aeruginosa		99.9% ⁷	
Virus		Morbillivirus (measles)	99.9% ¹
		Vaccinia (Smallpox surrogate)	99.9% ⁶
		Coronavirus (SARS)	99.9% ²
		Influenza Wild Type A	99% ¹
		Human Influenza	99% ²
		Avian Influenza	99.9% ³
		Encephalomyocarditis picomaviridae (Human Cold virus surrogate)	99.9% ⁴
Fungi		Aspergillus versicolor	99% ⁷

FACT:

Northern Michigan residents spend more than 90% of their time indoors leading to increased viral and bacterial infections (including flues and colds), indoor allergies and asthma.

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With the purchase of an Infinity Air Purifier, Sheren is offering a **free humidifier with installation (a \$350-plus value)** until December 31, 2008.

Adding moisture in your home will increase comfort as well as indoor air quality.



FACT:

According to the Environmental Protection Agency, indoor pollution levels can be two to five times – and occasionally more than 100 times – higher than outdoor levels

Why Carrier's Infinity Air Purifier Is Different & What This Difference Means to You



- Not only captures, but **kills** airborne allergens, bacteria, molds and viruses
- Treats the indoor air throughout the **entire** home or small facility (such as doctors' offices, day cares, preschools, nursing homes, health clubs, gyms, etc.) *
- 100 percent of the air passing through your furnace or air-conditioner is treated
- Does not require cleaning or constant replacement of expensive parts (such as UV bulbs or filters)
- Maintenance is limited to the periodic replacement of the special media cartridge, typically once a year
- Because the particles are killed, you don't have to worry about re-infecting your home when it's time to replace the cartridge.
- Does not degrade in performance over time
- Provides energy efficient and quiet operation
- Includes extended parts and labor warranty
- Is compatible with most HVAC systems
- Offers a patented technology (originally developed for government facilities) that makes it unique in its ability to purify indoor air

*The Carrier Infinity Air Purifier lists agencies that have proven the technology: Center for Disease Control, University of Colorado, Southwest Foundation for Biomedical Research and LMS Technologies

SHEREN'S SPECIAL OFFER

See Inside for Details!

Enjoy cleaner, healthier air with Carrier's Infinity™ Air Purifier

New Air Purifier Captures and Kills Airborne Germs and Allergens
Reduces Occurrence of Flues, Colds, Allergies and Asthma



Turn to the Experts™

SHEREN

PLUMBING & HEATING

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