

The Ozone Specialists

Newaire: Back To Nature Through Ozone Generation

There is perhaps nothing "greener" in nature than fresh air of the great outdoors. Unfortunately, indoor air quality isn't always as pleasing. Odor problems can be found in office buildings, hotel rooms, restrooms, the car or any other place where people are present on a daily basis.

Getting back to nature, however, is often the best way to solve indoor air problems. This can easily be done through the use of ozone generation. **The Ozone Specialists** offers a wide range of products under the brand names of **Queenaire Technologies**, **Rain-bowair Activators** and **Newaire** to improve indoor air quality.

Ozone is often referred to as nature's own purifier.

It is most evident at the seashore, near a waterfall, in rain forests and after a thunderstorm. Ozone makes up approximately 20 percent of the air being breathed everyday. Classified as the second strongest oxidizer in the world, Ozone has been used over the last century to purify water and eliminate a wide range of odors in air.

Ozone is very effective in eliminating unpleasant smells associated with tobacco smoke, mold and mildew as well as human, pet and food odors. Ozone is not used as a re-odorant, but instead totally destroys offending gases, reacting with contaminants in air and water and on fabrics, walls and ceilings.

The Ozone Specialists has developed products over the years that emulate the air found by a waterfall or in a forest where the negative ion counts are high and the fresh smell of ozone is very prevalent. Two new products from the company are the **Newaire HW500** and the **Newaire Auto**.

The Newaire HW500 can be hard-wired to virtually any wall or ceiling 110 volt connection, while the Newaire Auto can be plugged into any DC outlet in a vehicle.

Like other products from Newaire and The Ozone Specialists, the HW500 and Auto use very simple clean technology that allows the user to naturally eliminate odors without the use of chemicals. There is no residue involved, with nothing to refill in the Auto unit and just a simple, twice-a-year cartridge change for the HW unit.

"From the restroom to the garbage area and every place in between, this is the safest, most effective means of eliminating troublesome odors while improving the air quality throughout a facility," **The Ozone Specialists President Susan Duffy** said. "The bonus is, the end-user will actually save money in the process. Everyone is looking for 'green products.' What can be greener than Mother Nature's very own air cleaner?"

"There are absolutely no chemicals involved. More people are looking at long-term solutions and realizing that they can save a lot of money by using an air purifier. Our products provide naturally deodorizing benefits 24/7, while the user is not dumping chemicals into the environment."

The Biggest Quarter Ever!

Despite today's slow economic conditions, there is plenty of growth and optimism at The Ozone Specialists. According to Duffy, 2008 was a banner year for the company, which is coming off its "biggest quarter ever."

Duffy feels this growth is due, in part, to more people recognizing the true benefits of cleaning indoor air through ozone generation; and the fact that this process is friendly toward the environment.

Company officials are also excited about a new headquarters/manufacturing facility that has been built in **Ogdensburg, NY**. Located in the upper reaches of upstate New York, not far from the St. Lawrence River, the new 6,600-square-foot facility is expected to better serve the future needs of employees and customers alike.

"We worked with the local community to create new jobs in the area and literally are now producing everything in-house," Duffy said.

She said both distributors and end-users have expressed their sincere appreciation for being able to work with a true U.S. manufacturer.

"We just attended the Car Care World Expo, where we received very positive feedback about the Newaire Auto and the fact that we are a U.S. manufacturer," Duffy said.

In conducting research for the Newaire Auto, Duffy and her co-workers found many similar products that had been manufactured in the past from foreign sources, but that these products did not work very well, she said.

"We now we have a product with the Newaire Auto, however, that retails for around \$39.95 and works incredibly well. It not only improves the air quality of a vehicle that a person is driving in, but it also allows for deodorization to take place overnight.

There was a lot of excitement at (the Car Care World Expo) for both the product and the fact it's made at home (in the United States)," Duffy said. "The (Newaire Auto) offers plenty of benefits for all types of users, whether they are a car, truck, RV or boat owner, or someone driving or riding in a delivery vehicle or shuttle bus."

Excitement has also been generated for the Newaire HW500, which can be hard-wired into an existing lighting system.

"It's in the restroom where I think the HW500 creates such a tremendous opportunity, regardless of who distributors are calling on. Everybody has a restroom," Duffy said.

She added that the Newaire HW500 opens a whole new area of possibilities for clean air at such locations as gas stations, fast food restaurants, etc.

"We just had one of our customers receive a new

order from a person who is in charge of 160 gas stations across North America. That person is having (a Newaire HW500) installed in each restroom of these stations," Duffy said. "There are certainly opportunities for distributors to expand. With today's business climate, it's important that we all expand and look for new opportunities."

Jan/san distribution continues to play an important role when it comes to selling products produced by Newaire and The Ozone Specialists. This is aided by the fact that more distributors and end-users today are becoming familiar with the benefits of ozone.

"When I started in this industry 20 years ago, there were few people who really knew about an ozone generator. There has also been a lot of misinformation over the years as far as ozone safety and effectiveness," Duffy said. "The simple answer is, when a person opens his or her windows and lets air blow through to freshen a home or car, it's the ozone in the air that naturally has the deodorizing effect. We (The Ozone Specialists) are duplicating what happens naturally outdoors.

"Customers are beginning to understand this fact. A lot of times people who know about our products are just simply trying to find out where they can get them. For a distributor, all they often have to do is let customers know that our products can be purchased through their business."

An added point for distributors to remember is that The Ozone Specialists is a company very willing to provide product and customer service support.

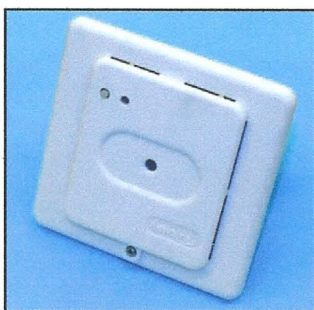
"We are available and willing to help distributors talk with their customers and to support them in the field," Duffy said. "It's important that we discuss new product applications that distributors and their end-use customers may not have considered in the past. This type of support is really important right now considering how the overall economy is going."

According to Duffy, officials at The Ozone Specialists will also continue to focus on developing new technology as evident by the recent introductions of the Newaire HW500 and Newaire Auto.

"We have three brands of products that have been around for decades on a portable basis. We have taken this technology and downsized it while still giving customers a very low and safe level of ozone," she explained. "We incorporate negative ion technology to not only get rid of odors naturally, but to also improve overall air quality.

"When someone is using an ozone machine to clear the air, all he/she is really doing is manipulating the oxygen in the room, causing it to react with some other gas, which is the source of everything we smell. When this is done, no residue is left behind."

Contact: The Ozone Specialists,
9483 State Highway 37, Ogdensburg, NY 13669.
Toll Free Phone: 1-877-646-9663;
Toll Free Fax: 1-800-493-4550.
Web site: www.theozonespecialists.com.



Newaire HW500



Newaire Auto