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## STATE-OF-THE-ART ANTIMICROBIAL COATINGS HELP HVAC PRODUCT MANUFACTURERS STAY AHEAD OF STAINS AND ODORS – AS WELL AS THE COMPETITION

(Northbrook, IL – January 7, 2008) With more than \$13 Billion in (U.S.) sales, the HVAC industry is one of the fastest growing and most competitive commercial products categories on Earth. And while most people see only the outside of the air vents and heating/cooling ducts, it's what goes on behind the scenes that makes the difference between a comfortable, odor-free environment and one filled with foul odors.

In the race to stay ahead of stains and odors – as well as their global competitors – leading heating, ventilation and air conditioning product manufacturers are aggressively pursuing technological advances that enable them to differentiate their products from the competition. Chief among these is the ability to minimize the growth of odor and stain-causing bacteria, molds, and mildews, fungi before they can infiltrate commercial, industrial, institutional and residential spaces.



The good news for HVAC product manufacturers, and their facility owner/manager customers, is that the latest specially-formulated coatings for metal surfaces make it easy and cost-effective to implement antimicrobial, highly attractive and easy-to-clean coatings into HVAC products with metal surfaces, including:

- Air Conditioners (condenser coil, evaporator coil, housing, drains)
- Dehumidifiers (fan blades, evaporator coil, compressor, skins)
- Fans (grill, blades, base, skins)
- Furnaces/Boilers (pipes/tubes, stack, skins, coil)
- Heat Pumps (coil, compressor, evaporator, skins)
- Registers (skins)
- Vents/Diffusers (skins)
- Water Heaters (tanks)

“The key to minimizing odor, stains, and other chronic HVAC system complaints is provide an active layer of protection to surfaces where mold, mildew, fungi and other microbes can flourish,” says Michael Jacobs, president of Sureshield Coatings Company, who points out that HVAC components coated with antimicrobial coatings are already being used in hospitals, clean rooms, office buildings, and many other commercial and industrial buildings. “By designing and specifying metal components that are treated with an effective antimicrobial coating, such as Sureshield<sup>®</sup>, HVAC industry leaders are laying the foundation for better system performance, aesthetics and durability for future generations.”

( more )

Armed with an industry-leading portfolio of over 150 affordable and easy-to-use antimicrobial, antifingerprint, and easy-to-clean coatings for metal, the Sureshield team works closely with HVAC manufacturers, as well as many other industries, to integrate the right powder, liquid or coil coating formulas to enhance metal-surfaced products with these valued features and benefits.

Working with a proven industry leader, like Sureshield Coatings Company, keeps research and development costs down because the antimicrobial coating products are already developed and ready to use in manufacturing facilities. “HVAC product manufacturers are finding that adding antimicrobial coatings to their products’ metal surfaces provides a marketable difference that can help them attain a greater than 45% premium on their products,” explains Jacobs. “Sureshield fits into a company’s existing manufacturing process with minimal change, and we provide assistance from research and development, through design and production, and marketing of finished products.”

Sureshield is available in clear, solid and transparent colors, and a variety of textures and glosses that are designed to resist fingerprints for the life of the product. For more information about how you can incorporate Sureshield coatings’ cost-effective antimicrobial, antifingerprint and easy-to-clean protection on HVAC products, visit <http://www.sureshieldcoatings.com/consumers/applications/hvac.php>, call toll-free (866) 573-4424 or send an email to [info@sureshieldcoatings.com](mailto:info@sureshieldcoatings.com).

#### About Sureshield Coatings Company

Headquartered in Northbrook, Illinois, Sureshield Coatings Company maintains production in multiple facilities in the United States, Europe, and Asia, in order to provide over 150 advanced coating formulas to address metal product manufacturers', industry, and consumers' concerns related to odor and stain-causing microorganisms, fingerprints, and cleanability. As a member company of Horizon Business Group, Sureshield Coatings Company offers technical, marketing, and regulatory services that make it easy and cost-effective for clients worldwide to streamline implementation of in-demand antimicrobial, anti-fingerprint and easy-to-clean coatings for metals.

Sureshield Coatings Company

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\*Sureshield is formulated with antimicrobials to help suppress the growth of odor and stain-causing microorganisms on the coating. Sureshield is not intended as a substitute for good hygiene or to prevent foodborne or infectious illnesses.