



Attention Homeowners: What You Need to Know About IAQ



The issue of indoor air quality (IAQ) is becoming an increasingly significant issue to homeowners around the country. According to a recent survey, three in ten homeowners are looking for indoor air quality improvements (Decision Analyst, Inc., March 2007). Families have begun to value the control they can exercise over the climate in their home, not just the temperature. And groups like the World Health Organization have begun to single out indoor air pollution as one of the "greatest risks to public health" since it can contribute to allergies, asthma and even cancer (Indoor Environment Connections, April 2003).

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Poor IAQ also hinders the health and productivity of those who live and breathe in its environment, keeping them from operating at their full potential. Studies have estimated the loss of productivity due to poor IAQ to range in the tens of billions of dollars annually. And while homeowners are becoming more educated about the issues surrounding IAQ, many tend to single out visible aspects like wall and floor coverings. However, just as critical to a home's climate is its heating and cooling system, which can supply a family with either a source of clean air or a breeding ground for mold and mildew.

When mold, bacteria and fungi enter your home through air duct intakes, or multiply in the ducts themselves, your family is put at risk. Mold is a normal part of the outdoor environment. But the question, according to legal writer Stephen Benesh, is "what constitutes an acceptable level of mold" (FDCC Quarterly, Summer 2006). For most conscientious homeowners, that level is as close to nonexistent as possible. Since mold and mildew microorganisms release spores that grow wherever they have access to dust and moisture, many families are noticing an increase in the respiratory illnesses they experience.

Even the federal government understands the significance of the problem, since the Environmental Protection Agency (EPA), the Centers for Disease Control (CDC) and the Occupational Safety and Health Administration (OSHA) have all begun to provide consumer education materials, guidelines for mold assessment and remediation, and new standards in relation to black mold issues. The American Lung Association has also developed the Health House Program to educate the public about the dangers associated with polluted indoor air.

Fortunately, homeowners have an opportunity to address the issue before it becomes a costly headache down the road. Families have an excellent start toward healthier air in their homes by installing antimicrobial, mold- and mildew-resistant HVAC products like those produced by Thermaflex®. Thermaflex has developed EverClean™, a top quality, flexible duct insulated with Owens Corning insulation for use in home heating and cooling systems. It resists mold and mildew growth so well that the GREENGUARD Environmental Institute (GEI) has certified it for superior indoor air quality. To earn this certification, EverClean had to undergo and pass a series of rigorous emissions test for levels of total particles, formaldehyde and other volatile organic compounds. In other words, the flexible ducting had to perform at superior standards in extreme situations in order to prove its value. Recent third party market research has also confirmed EverClean as an excellent match for improving home IAQ. Above all, EverClean comes with a lifetime warranty, by far the best peace of mind the HVAC industry can offer to a homeowner.

It is impossible to put a price on the safety and well

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being of your family. There is no higher priority than making sure your loved ones are protected, and eliminating a silent threat like mold and mildew growth can bring your family a whole new level of comfort and protection. EverClean, with its antimicrobial components and other outstanding features like flame resistance, heavy-duty wire helix and noise-absorbing insulation, could be the IAQ solution you and your family are looking for.

Talk to your builder about EverClean™



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