

Admirals Cove Receives Envirovision Award

Admirals Cove is the first club to be awarded the prestigious RGF Envirovision Award. The award recognizes Admirals Cove environmental awareness and its concern for the health and the safety of the members, guests and employees. Another first for Admirals Cove!



Ron Fink, President of RGF and an Admirals Cove resident since 1987, had developed products that would safely kill odors, mold, bacteria and viruses. After the hurricanes many serious mold odor problems appeared in the residents clubhouse. RGF was called upon and within days advanced Oxidation units were installed in the problem areas, successfully removing the mold odors. With no budget for this unforeseen problem, Ron agreed to just do it, and later he would be reimbursed for the hard manufacturing costs. The systems were so successful and well received by residents that during recent renovations all rooms and common areas on both the East and West clubhouses were outfitted with RGF's Guardian Air purification devices.

RGF's Envirovision is the flagship program of RGF Environmental Group in West Palm Beach. Ron founded the company 22 years ago. Prior to RGF, Ron was in the nuclear weapon detection business with the Department of Defense DIA in the 1960's and later in the nuclear energy business. In 1985 he turned his hard radiation experience into safe soft or light radiation to provide the world with the safest and purest water, food and air without the use of chemicals. Today, RGF manufactures over 500 environmental products with distribution in 33 countries.

The new Admirals Cove golf course will utilize two RGF golf water recycling systems bringing them in compliance with EPA wastewater discharge. Working with Golden Bear, RGF was the first to develop an effective golf course system. Golden Bear came to RGF with the problem and RGF solved it. In 1989 the first golf wash water recycle unit was installed at Jack Nicklaus' hometown course in Muirfield, Ohio.

The club will benefit from the Envirovision Program in many ways. We will have the safest water, air and food possible. RGF's air purification units were used by the Chinese government to kill the deadly SARS virus with a 99.9% kill rate. Disney, Hilton, Marriott, most cruise lines and major food companies have tested them and are installing them for protection against the Norwalk virus, E-coli, Strep, MRSA virus, mold, bacteria and odors. Kill rates were all 99.9+%. The Disney Cruise line has not had a Norwalk virus outbreak since installing the air units on its cruise ships.

The Admirals Cove kitchen is being evaluated for the food

sanitation system at this time. With food sanitation kill rates of 99+% for food borne bacteria, it will mean a safer food supply for the members.

Did You Know?

The technology actually sends hydro peroxides into the air which have been proven to kill 78% of germs from a sneeze at three feet.

How can the Guardian Air help my business?

With all the products you have to offer your customer why should you spend time with the Guardian Air product line? There are actually very good reasons to stock the Guardian Air from RGF.

1. The vast majority of the products you sell today are dependent on the weather. If we have a very cold winter, our heating equipment and service does well. Conversely, if we have a very hot summer (think of the summer of 2006), A/C equipment and service sales do well. But if we don't have a cold winter or a hot summer, we struggle to keep up and keep our businesses together. This fact is borne out by the 20% failure rate in the HVAC contracting business annually. The Guardian Air is a product that can be sold equally well every month of the year. Indoor Air Quality, as such, is not temperature dependent. So by selling the Guardian Air you can reduce or eliminate the negative months of the year. Your accountant will love you for it.

2. The vast majority of the products we sell in the HVAC contracting business don't deliver very good margins. When they were first introduced they had good margins but in a very short period of time, the margin declines. Why? Because we have a lot of competition and not all of it is smart competition. It seems that there is always someone who is willing to cut the price to get the order. The Guardian Air product line produces an incredible margin year around. The minimum sell price protects you against the price cutting that affects other products in the industry.

3. The Guardian Air family of products are designed to be sold by anyone who has a set of keys to one of your service vehicles. By stocking a 212-GA and a 118-GA VSF (Variable Speed Fan) on each of your service vehicles, you have the potential to turn every single service call into a sales call. The literature you require (quad fold or DVD) is supplied to by your wholesaler and all your technician has to do is tell the customer you are in the IAQ business and you have a good opportunity to close a big sale on the spot.

Get into the IAQ business. See your wholesaler today and

get a 212-GA and a 118-GA VSF unit for each of your service trucks. Remember to get the literature on the truck as well and don't forget the spiff program.



Clean Air

Environmental News

A NEWSLETTER FOR OUR WHOLESALERS AND EMPLOYEES

CHICAGO PUBLIC SCHOOLS INSTALL RGF'S GUARDIAN AIR PRODUCTS TO INCREASE ATTENDANCE

In February of this year, PS 135 began the installation of 58 Guardian Air units to assist in reducing absenteeism due to illness. During a meeting in January of 2006 members of the school district met with RGF and G. W. Berkhiemer to discuss ongoing problems with the air quality in the school.

Like many older schools there were many complaints regarding the air quality. The most common were mold and musty odors and teachers complaining of being uncomfortable in certain rooms. The RGF factory personnel explained the unique approach to air quality that the Guardian Air family of products provides. That is, it's ability to kill microbes (mold, bacteria and viruses) in the conditioned space instead of trying to kill them in the air handler. They also shared with the members of the school district the fact that a well known cruise line had installed them in all of their cruise ships to protect the passengers from the Norwalk Virus. During the discussion, RGF shared with the school district the results of a test done by Midwest Research Institute (MRI), where the Guardian Air achieved a kill rate on Norwalk Virus of 99.9999% in a series of one hour tests. It is important to note that the Norwalk Virus is the cause of 54% of all the stomach flu Americans suffer each year.

The school district decided to try the product and would phase it in during class room modifications to be done in spring of 2007. As part of the project, the school decided to run preliminary studies on the effect on absenteeism verses the same period a year earlier. The results showed that with the Guardian Air units installed, the absenteeism fell by 15-20%. This is a very important point for all school districts as they receive their federal and state funding based on daily attendance records. So the more students in school, the more funding they receive. In essence, PS 135 got an increase in their funding of 15-20%.

This information should be interesting to any of your customers who have responsibility for areas where people gather in groups. Such as, assisted living facilities, universities, day care centers (both children as well as seniors), hotels and meeting facilities, work related assembly areas, government buildings, churches, shopping areas, restaurants, and of course schools, If you would like copies of the MRI test on Norwalk Virus to share with your customers, please contact your RGF wholesaler.

Contractor of the Month May 2007 Marshall Oil, Inc.

Skipback, PA

Denny sat in the front row of the kick-off meeting at Peirce-Phelps over a year ago and soaked up every fact he could and then asked several questions when the session was complete. It is obvious today that he put what he learned to work at Marshall Oil in Skipback Pa.

Marshall Oil is a very aggressive marketing company and they have found the Guardian Air products to be a perfect fit for their team. They never stop trying to reach their customers with multiple types of marketing. They will use post cards, newspaper ads, cable TV spots and recently a serious push on home shows; which they see as a more important part of their marketing program as each year passes.

Marshall actually has its own Marshall. The company icon is an old west Marshall. As seen in the ad (right), the Marshall has been around for so long that the customers now recognize him and identify him with quality products and great service. He will soon be the center piece of a new company sign outside their home base in Skipback PA.

In a recent conversation with Denny we found out that they continue to sell the Guardian Air everyday. Denny feels that a big part of this is due to the spiff they pay their technicians.

They also include a Guardian Air on every new proposal they submit to a customer. Many of them take advantage of the Carrier financing to include the product with new systems. All and all, Denny and the team at Marshall Oil never stop trying to find new ways to educate their customers about the value of great indoor air quality.



The Goddard School in New Jersey follows suit after the results of the Chicago Public School Systems Testing.

Recently, RGF Environmental and Johnstone Supply of New Jersey partnered up to try and provide some Indoor Air Quality (IAQ) solutions for the Goddard School, a franchise independently owned and operated, located in Hamilton, New Jersey. The idea to install the Guardian Air systems into the Goddard School came after a very successful test run in the Chicago Public school systems which resulted in the overall reduction of sick days for both the students as well as the teachers of the Chicago public schools. Due to the proactive approach that the Goddard school and owner Fred Maresca takes towards quality assurance, we at RGF were confident that we would see similar results for the Goddard schools, and we look forward to seeing how effective the Guardian air units can be in the near future.

After speaking with Fred Maresca, he had informed me that there were close to 120 kids from the ages of 6 weeks to 6 years enrolled at their school. An environment like this can be a challenge when dealing with IAQ issues simply due to the amount of kids that are still in diapers at these young ages. Although the odor issues were the most noticeable concerns, there were other IAQ contaminants present which have been reduced significantly with the install of the Guardian Air unit. The Goddard School was a perfect fit for RGF's Guardian Air because of their approach to providing a safe and healthy learning environment and because of the ability of the Guardian air to reduce the airborne contaminants significantly.

RGF and the Goddard School have taken the necessary steps to significantly reduce the airborne contaminants which should help the overall IAQ of their facility, providing a much safer and healthier environment for learning.

The hotel room of the future...

72% of business travelers say the room of the future should contain...

- Caller ID
- E-mail
- *** Air Purifier**
- Exercise equipment



Congratulations to our Bahamas Sales Incentive Contest Winners !!!

Peirce Phelps Inc. - Philadelphia, PA

Insco Distributing Inc. - San Antonio, TX

They won a four day stay on the Envision Mega-yacht.



Chris on the Envision in the Bahamas



Ron, Chris and the guys on the Islandancer

Did You Know?

All RGF Commercial Products have received ETL or TUV Certification. This is equivalent to

Product Profile - Guardian Air Air Improvements Aid Bottom Line

When the Executive Director of a 74 resident South Carolina assisted living facility was offered the opportunity to test a new odor elimination system, her decision was easy. For two years she had tried everything -- with little success -- to solve the odor problem in the community's 24-room Alzheimer's wing. Now, two years later, the problem is just a noxious memory. In spite of intensive (and expensive) odor reduction efforts -- aerosols, deodorizers, perfumes, air misters, "we had Alzheimer's wing resident moveouts and caregivers who toured but then wouldn't respond to our follow-up efforts," the ED told ALD. "The odor caused by the constant inconstancy and the restricted space was the major problem." Odors attach to particulate in the air, circulate, contaminate surfaces, and re absorbed into carpet, bedding, and even clothing. "Cleaning surfaces is temporary and freshening the air just covers the problem up, neither approach solves the problem" said the ED. She jumped at the chance to test an air purification system in the Alzheimer's wing which was designed to cleanse the air of odors and microbials (viruses, germs, bacteria and mold) without creating chemicals and unhealthy gases. Within days after installing the Guardian Air System, the improvement in the air quality was dramatic. Occupancy soon increased to one hundred percent and there has been a waiting list for the Alzheimer's wing for the last year. "I wanted a controlled test, so I measured and quantified everything I could think of -- employee call-outs, resident sickness, as well as costs and occupancy rates -- before and after," said the ED. "By any measure, the test was a success. Staff absenteeism and turn-over has improved substantially. And, surprisingly, not only are our Alzheimer's wing residents sick less often than they were before the system was installed, they are sick less often than our residents in the rest of the facility (in which the system was not tested). We have not had one case of pneumonia in the Alzheimer's wing in two years. I wish there were a Smell-O-Meter that could demonstrate the difference the system makes in air quality."

Since the system was installed, the ALF has experienced higher revenues and lower costs -- not a bad combination.

Among the quantifiable results:

- \$97,200 annual revenue increase;
- \$14,000 savings on reduced carpet and bedding replacement;
- \$5,400 savings by eliminating odor "cover ups"; and
- \$7,700 savings due to lower staff absenteeism.

Our distributor in South Carolina utilizes Photohydroionization (PHI) technology. According to the product literature, PHI "has the distinction of being the only technology approved by the Chinese government to protect its population from the SARS outbreak" and "is the only air purification system tested and proven to kill the Norwalk (cruise ship) virus." After providing a preliminary estimate based on information supplied by telephone (including the square footage of the facility and the number of air handlers), RGF typically conducts a site assessment and prepares a full proposal. System components are installed in the facility's HVAC ducts. Installation takes from one to three days, depending upon the size of the facility and

the accessibility of the air handling equipment, and is included in the purchase price.

The total capital expense is generally less than \$1,000 per resident room. There are no operating costs. There is a two-year warranty on Guardian Air System equipment. Our distributor offers a Service Contract that extends the equipment warranty to three years. Leasing programs are also available.

"By achieving specific air quality goals, our assisted living clients are often able to realize a return on investment in a short period of time," Jo Whitson told ALD. And just as important: "The Alzheimer's wing now has a clean smell, but not a disinfectant smell," says the South Carolina ED. "You wouldn't believe the difference it has made."

Did you know?

About 5% of the world's population resides in the USA. About 20% of the world's economy is in the USA. Yet, 70% of the world's lawyers reside in the USA, and a staggering 94% of the world's lawsuits are made in the USA!

Letter from a satisfied customer

"I am a father of five, a three year old daughter and quadruplet two year olds, three girls and a boy. The quadruplets were born prematurely and are especially susceptible to respiratory infection.

In November, 2005 all my children were in the Emergency Room suffering with respiratory distress. My one daughter was having such serious problems that she was induced into a come like states before her little body was overcome. The doctor was afraid that she would succumb to the respiratory distress, and have to be intubated and attached to a respirator.

After this experience my wife and I are constantly concerned and aware of our children's breathing. The Guardian Air Plug-In purification system was recommended to me as I was talking about my family with my local air conditioning contractor. At the time I was first told about this product my two children were suffering from respiratory infection, and we were bracing ourselves for all of them becoming infected.

I was very impressed with what I heard about the Guardian Air and the way it treats the entire conditioned space. I could not believe how easy it was to use. We were able to just plug it in and turn it on immediately and it was amazingly quiet as it ran. If not for the light on the light on the unit I would not have been able to tell if it was actually on and running.

Most importantly, I believe that the use of the Guardian Air Plug-In was instrumental in allowing us to hold the infection at bay. Usually illness runs through my children very quickly. When we started using the Guardian Air Plug In, the infection had spread to two of the quadruplets and my three-year-old daughter. I think that the purification of the air in the house made it difficult for the infection to pass between the children.

The end result for us was that our children got better sooner and two did not get sick at all. I believe that had I been using the Guardian Air sooner, my children would probably not have gotten sick at all. This product was perfect for my family and helped us to beat the infection and keep our children healthy."