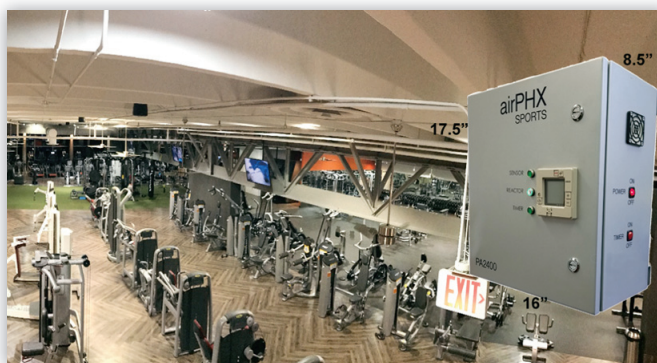


# Why Every Facility Needs airPHX®

## “Protect - Don't Infect”

Win the war on germs! Finally a quick, easy, affordable solution to the incessant odors and bacterial incursion that are the bane of athletic spaces. A game changer, airPHX® (*pronounced air-fix*) has adapted its patented clean air technology to the fitness world. airPHX eliminates bacteria, viruses and other harmful organisms and the odors they cause throughout a facility — in the air and on surfaces including:

equipment, turf, rubber, foam, and tile. Bacteria, MRSA, C.DIFF, mold, Staph, athlete's foot fungus, and norovirus — virtually eliminated in less than 60 minutes with the flip of a switch. In fact, testing of facilities before and after installation of airPHX demonstrates reductions of airborne and surface germs >95%, even on hard to clean turf.



**How does airPHX technology work?** airPHX technology generates clean air using a small (17.5" x 16" x 8.5") wall mounted device that plugs into an ordinary outlet. Once mounted and the timer is set, the unit runs quietly using very little electricity. A “cold plasma” reactor kills bad SURFACE and AIRBORNE organisms organically and continuously, eliminating these bad organisms and odors within a facility, even on hard to clean surfaces. One unit will treat up to 150,000 cubic feet, achieving better than hospital grade levels of cleanliness. And when the clean air circulates thru HVAC systems, airPHX produces benefits throughout an entire building!

**airPHX and the Military?** airPHX technology is on the GSA schedule for fitness equipment and is being offered exclusively by Tactical Fitness GSA ([www.tacticalfitnessGSA.com](http://www.tacticalfitnessGSA.com)). Our customers in the GSA (federal agencies, US Military) fitness market understand the importance of airPHX to the health of their valued patrons.

“The most important machine in any fitness center is the one that works 24/7 to protect every member from infection,” Paul Samide, GM Tactical Fitness GSA and founding partner StairMaster Sports Medical with 35 years' experience in commercial fitness sales.

**Everybody knows about the problem.** We just don't talk about it even when confronted with the ugly details. Per a study by FitRated (2017):

- Exercise bikes had 39x more bacteria than a cafeteria tray;
- Free weights had 362x more bacteria than a toilet seat; and
- Treadmills had 72x more bacteria than a water faucet.

Previous efforts to address these problems included ozone generators and hydrogen peroxide fogging devices, both with respiratory risks and limited effectiveness after application. Facility managers are left with harsh chemicals, expensive wipes, and artificial aroma techniques to mask odors. What the industry needs is a new way to clean without labor-intensive chemicals or other expensive options: the solution has arrived...

**airPHX | SPORTS changing the industry!**

### Effective treatment of one unit

- All ambient air in the space
- Flooring, including turf
- Rubber
- Equipment
- Weights
- Pads, bands and straps
- All surfaces exposed to the air!

**airPHX as Brand Standard?** airPHX technology has been designated as a brand standard for national hot yoga chain SweatNGlow, LLC ([www.sweatnglow.com](http://www.sweatnglow.com)). According to Petra Starke, CEO,



“airPHX ensures that our hot yoga environment is clean and healthy for our yogis – this is a strong differentiator in the yoga world!” Two other national franchisers, both in the traditional fitness space are also negotiating to designate airPHX as a brand standard, citing marketing advantages in a hyper-competitive market.

**airPHX and National Chains?** airPHX technology has been deployed in three of the top 15 health club chains with two more in active evaluation mode. In addition to several commercial dealers, airPHX is being offered to select national chains by Top Down Fitness ([www.topdownfitness.com](http://www.topdownfitness.com)). Broad acceptance of airPHX technology is developing in the same manner as defibrillator devices – now an expected feature of every reputable facility.

When asked about the success of airPHX to date, Bill Pommerening, airPHX President, indicated “airPHX is the first technology offered to the fitness industry that is both highly effective and scalable to large spaces.” The cost savings from reducing expensive wipes and less frequent deep cleans alone justifies airPHX deployment. Mr. Pommerening added “several of our customers are using airPHX as a marketing tool to attract and retain members,” including stressing the benefits during prospective member tours and prominently displaying banners promoting the “Protect - Don’t Infect” theme.

**Return on Investment?** For little cost relative to large training and facilities’ budgets, airPHX is an inexpensive alternative and proven solution. An online worksheet available at [www.airPHXsports.com](http://www.airPHXsports.com) includes the ability to quantify this value through cost savings, reduced staff sick days, and member retention and sales. **One facility paid for its airPHX device by a reduction in expensive disinfectant gym wipes and other cleaning costs in just 3 months!**

**Why is this important to the fitness industry?** Industry publications have drawn a direct link between a clean facility and improved marketing results for a club, including increases in new memberships and member retention. Chris Mattice, airPHX National Sales Director, noted that “one ‘big box’ facility was recently experiencing unusually high levels of membership cancellations due to a recurring odor problem. Almost immediately after deploying airPHX units, the odor issue was resolved and membership cancellations immediately dropped.” Mr. Mattice further noted that “many clubs using airPHX technology make a point to explain the unit’s valuable contribution to the overall workout experience during tours to prospective new members, emphasizing the importance of putting members’ health first by maintaining the highest standards of cleanliness.” airPHX allows facilities to differentiate themselves from other facilities, giving them a leg up on the competition. He added “all facilities have workout equipment. Our customers take advantage of being able to tell members that they have airPHX technology protecting their members.”

### What does it eliminate?

- Odors
- Influenza (the common cold)
- Norovirus
- MRSA and Staph
- Athlete’s foot
- Over 30 common bacteria and viruses and the odors they cause

### Return on Investment?

- Lower cleaning costs
- Fewer wipes/cleaning supplies
- Reduced sick time
- Member attraction
- Member retention

**Industry Adoption.** airPHX I SPORTS is the newest science in the athletic world, establishing the gold standard of athlete, member and staff care for professional sports, colleges and commercial fitness facilities.

Contact us today at 1-(855)-4AIRPHX, 1-(855)-424-7749, [www.airPHXsports.com](http://www.airPHXsports.com), or [info@airphx.com](mailto:info@airphx.com). Your members and staff will thank you.