



# NEWS RELEASE

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## Introducing the company behind Smokeeter and Crystal-Aire

### **To Accelerate Growth, New Branding Strategy For United Air Specialists (UAS) Puts Emphasis On The Company's Proven High Performance Clean Air Total Solution Capabilities**

CINCINNATI, OH — September 5, 2003 — Since 1966, United Air Specialists, Inc. has been a technology leader in the design and application of indoor two-stage electrostatic precipitator commercial air and pollution cleaners. Initial success was such that the company quickly became better known by its trademarked products — Smokeeter<sup>®</sup>, Crystal-Aire<sup>®</sup>, and Fresh-X-Changer<sup>®</sup>.

“While these proven products will continue to be available,” notes Matt Hoffman, marketing and sales manager, “our future growth needs to come from our expertise as a high performance total system clean air solutions provider. Our new focus will be one of aggressively promoting the UAS brand, not the product names that masked our significant clean air system solution capabilities. To fully support our new branding thrust, the company is making a significant financial commitment to an aggressive advertising and marketing communications effort specifically designed to drive sales. We’re firm believers that one of the best times to develop new business and capture market share is in a down economy when our competition has pulled back. MaloneZeris, LLC, a B2B and B2C specialist marketing communications firm has been retained to design and implement the overall program.”

United Air Specialists has a proven track record of developing total system clean air solutions for offices, restaurants, recreation and fitness centers, printers, doctor and veterinary offices, nursing homes, medical centers, retail shops, and more.

The company recently introduced VisionAir™, its newest solution to indoor air quality concerns. The VisionAir system combines an expandable, attractive design, remote control operation and interchangeable filters to provide ease of operation and effective air cleaning — removing up to 99.97 percent of indoor irritants and pollutants such as bacteria and viruses, pollen, fungi, aerosols, and smoke. United Air Specialists, Inc., [www.uasinc.com](http://www.uasinc.com), is a CLARCOR company.

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**Editor's Note:** A copy of this release in Word, and also the United Air Specialists new product release on VisionAir (sent 8/12/03), along with supporting illustrations (300 dpi), is posted at <http://www.malonead.com/prdriver> for easy download and use.

