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### **Company Profile**

Bloomfield College is a private 4 year liberal arts college located in Bloomfield, NJ.

### **The Situation**

Bloomfield College had been purchasing filters from Tridem and Grainger mostly, but showed in interest in looking at other offers.

### **The Action**

Gen Aire originally came in pitching the energy savings with Camfil, but after discovering that their main priority was the initial price of the filters, we decided to switch gears and pitch our generic brand.

### **The Result**

Gen Aire won the job, and have received 3 orders so far.

### **The Proof**

Bloomfield College is currently very happy with us, and we are going to be doing a Lunch in Learn with their facilities staff the 3<sup>rd</sup> week of September. Hopefully in the near future, we will be able to convert them to Camfil 5-star products.

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*Specializing in:* HEPA filters & housings • Carbon filtration systems • Ultraviolet Emitter systems • Cleanroom ceiling systems  
• ASHRAE rated filters & housings • Containment filtration & dust collector systems • Custom Air Handlers • Cleanroom Wall  
Panel Systems • HVAC Systems Cleaning • Potassium Permanganate filtration systems • Service Contracts