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Company Profile

The Essex County Police Academy is an indoor shooting range located in Cedar Grove, NJ. The range master is Jeffery Sutherlin. The facility is owned by Essex County College. The facilities director is John Cristiano. The Essex County Police Range is the training facility for _____ and trains _____ officers per year.

The Situation

Essex Co Community College was buying filters from Tri Dem. They were having to change their 2" pleats every two weeks because of the constant use of the facility, and the lead dust building up. The Tridem sales person had not been doing a great job of follow up with the customer. The customer was very open to the offer from General Aire since we decided to give them a box of Camfil 30/30. General Aire offered a guarantee of at least double the life of the filters using these products. General Aire also offered to return with the Cam Tester to prove the performance of the Camfil products and establish a proper change out timeframe as many of their units do not have magnahelic gauges. A combination of a double life guarantee, money savings, and a promise of follow up all contributed to closing the deal.

The Action

General Aire had three total meetings with Essex County College in order to close the deal. The first was with John Cristiano who had met with General Aire before, but decided to go with another distributor. When I spoke to John this time around, he was mentioning the problem they had been having at the range. He then set a meeting for me with Jeff Sutherlin, the range Manager at the Essex Co. Police Range (owned by Essex Co. College). Sgt. Sutherlin met with Joe Gorman and myself to show us the HVAC system along with the filter he had installed above the bullet trap. Sutherlin said that he had to change the pre-filters every two weeks. I guaranteed that Camfil's 30/30 would at least double the life. After meeting with John Cristiano again, he accepted the challenge and agreed to have our filters installed.

The Result

The filters were indeed installed, and after 1 month we got a call from Jeff and John saying that it had lasted past the guaranteed time frame. Essex Co. College then asked us to write their specs for filters for the upcoming year

The Proof

General Aire will be revisiting Essex Co college each month and assisting in the upgrading of their filtration.