

Camfil's "Truly Green" Brochure Helps Air Filter Customers Focus on Sustainability

/EINPresswire.com/ Sustainable [air filters](#) can save costs while reducing energy, emissions, and waste. Camfil's new publication shows customers what to look for.

"Going Green" is on everyone's radar. And little wonder: By using products that require less energy and produce less waste, companies can help the planet while saving costs. But with so many products to choose from, choosing those that deliver the greatest benefits can be a challenging task. To help air filter customers make the right decisions, Camfil -- the world's leading provider of clean air solutions -- has released a new brochure, titled "Truly Green" Clean Air Solutions.

The publication, available free online at <http://www.camfil.us/Filter-technology/Green-Clean-Air-Solutions>, details the key factors in selecting sustainable air filters. These include:

- **Energy.** Customers will want to look at the filter media that is used in an air filter, since the fiber type, density, and structure all impact performance. Also important is the media configuration -- how the media is shaped during production. Here, Camfil's processes can help shave energy costs by up to 50 percent. Finally, there is filter configuration. Innovative designs can mean lower pressure drops over the life of the air filter -- and less energy used.
- **Carbon Footprint.** Camfil air filters have a powerful impact on the amount of CO2 emitted into the atmosphere. Energy, after all, is consumed at every step in a filter's lifespan, from production to disposal. Solutions that leverage sustainable supply strategies -- requiring less energy and creating less waste -- can substantially reduce a filter's carbon footprint.
- **Waste Reduction.** If a filter can maintain peak efficiency throughout its service life, it lasts longer -- meaning less waste sent to landfills. Indeed, when Camfil 5-Star premium filters replace competitive filters, annual waste volume is typically reduced 30% to 75%.

Camfil's new "Truly Green" brochure also outlines a crucial tool to help customers select sustainable products: [Camfil LCC Green Software](#). This innovative program lets users identify the most effective air filter for their needs by analyzing "life cycle" cost -- the total cost of filters, energy, labor, carbon footprint, and waste disposal.

The new brochure is a natural extension for Camfil, whose cutting-edge commercial air filters have helped customers reduce their HVAC energy consumption by 25 to 50 percent. It's a commitment reflected in an industry leading focus on research, including a newly opened R&D center in Trosa, Sweden.

Sustainability can be a win both for companies and the world around them. With its new brochure, Camfil gives customers the information they need to truly go green.

The world leader in air filtration systems, Camfil provides clean air solutions for hospitals, hotels, office buildings, educational institutions, and pharmaceutical and biotech companies. We provide the tools to achieve sustainability, maintain high air quality, and reduce airborne infections -- all while lowering total cost of ownership. Camfil customers go green without ever sacrificing performance. For more information, visit us online at <http://camfil.us>, or call us toll-free at 888.599.6620.

Read more about how Camfil's Truly Green Brochure Helps Air Filter Customers Focus on Sustainability here: <http://www.prnewswire.com/news-releases/camfils-truly-green-brochure-helps-air-filter-customers-focus-on-sustainability-202387331.html>

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