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Fresh-Aire UV® Names Air Force 1 as “International Rep of the Year, 2013” at New York’s AHR Expo 2014



(right to left) Chris Willette, president of Fresh-Aire UV, Jupiter, Fla., presents the “Rep of the Year--2013” award for outstanding performance to Digby Howse, president, Air Force 1 Sales & Marketing Ltd., Toronto, Ontario, at the International Air-Conditioning, Heating and Refrigerating Exposition (AHR Expo 2014) Jan. 21, in New York.

NEW YORK--Fresh-Aire UV®, Jupiter, Fla., the largest manufacturer of UVC and PCO/carbon indoor air quality (IAQ) products in North America, named Air Force 1 Sales & Marketing Ltd., Toronto, Ontario, as its “Rep of the Year--2013” at the International Air-Conditioning, Heating and Refrigerating Exposition (AHR Expo 2014) Jan. 21, in New York.

The 14-year-old manufacturer’s representative firm, which only started with Fresh-Aire UV two years ago, has already established a solid customer base for Fresh-Aire UV’s premier APCO® (advanced photocatalytic oxidation) system, which combines UV-C light with activated carbon cells for comprehensive odor, VOC and microbial control, according to Chris Willette, president, Fresh-Aire UV. Air Force 1 brought wholesale distributors on board and featured Fresh-Aire UV air purification product lines into several buyer’s guides.

The Air Force 1 sales team also trained dozens of local contractors, who are now educating their respective customers on APCO’s ability to fight allergies, mold growth and odors with DVDs and informative product packaging throughout the rep’s territory of Ontario.

“Air Force 1 has demonstrated that improving the consumers’ residential IAQ is possible by getting education to the wholesalers and contractors,” said Willette.

The rep firm’s goal for 2014 is to introduce Fresh-Aire UV’s Commercial Series to the Canadian healthcare, education, office, industrial and hotel markets.