

UNCOVERING OPPORTUNITIES

AERA MAX[®]

PROFESSIONAL



Fellowes
Brands™

FAMILY BUSINESS
SINCE 1917

**Office
DEPOT.**

Full Support and Contact Information

Senior Sales Director, Workspace & Furniture

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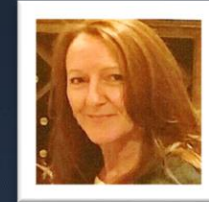


Account Director, Office Depot

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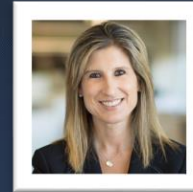


Territory Sales Manager –Midwest & Southeast

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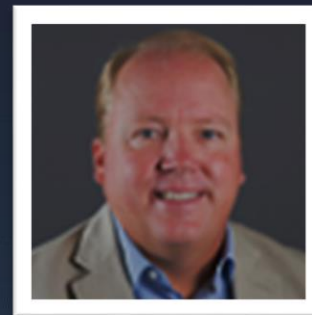


Guest Attendees & Subject Matter Experts

Vice President, Air Treatment Sales

Blake Bobosky
p 630.441.0610

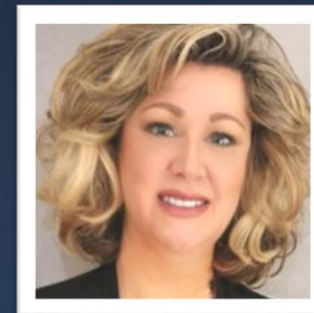
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North America Market Manager, Air Treatment

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Our Brands

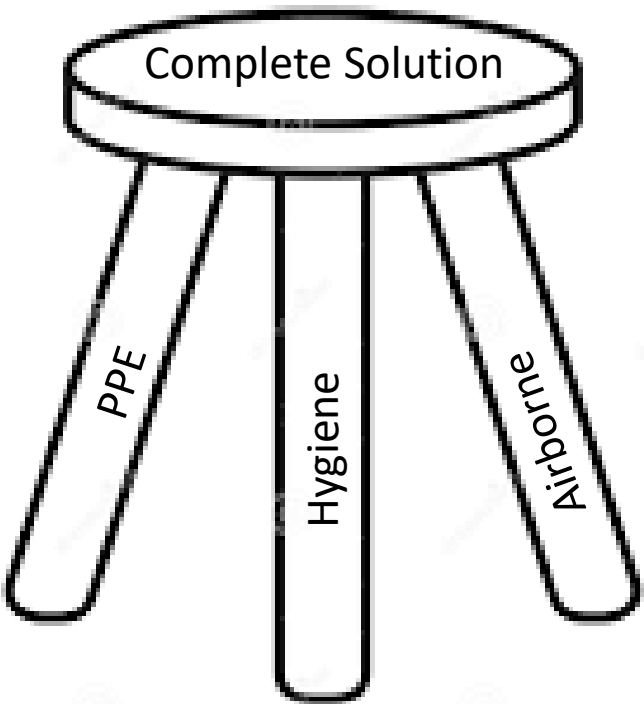


Agenda

- Things to listen for
- What to ask
 - Previous PPE Customer
 - Interest in Health & Safety
- Why invest in AreaMaxPro
- Idea/Conversation Starters
- CARES Funding
- SPIFF
- Contracts



Return to Work, School, etc. Complete Solution



Things to listen for

Trigger Words & Phrases

- Airborne virus concerns
- Clean hygiene solution
- Hand sanitizer, soap, masks, other PPE
- CARES Act Funds
- HVAC system / clean air
- Preparing for return to the office / work / school / etc.
- New spaces, expansion, construction for social distancing
- Client mentions VOC free furniture



Previous Customer | Interest in Health & Safety

- Has the customer purchased
 - PPE
 - Plexi-glass barriers
 - Touchless hand towel dispensers
 - Safety signage
 - Hand sanitizer
- Bringing people back to work
- Safety & Health



What to ask | Strategic Planning Questions

Questions that benefit the customer AND you

- In addition to surface cleaning, hand hygiene and social distancing, what measures are you putting in place to address employee/customer concerns?
- How are you handling air purification needs?
- Have you considered other shared spaces (meeting rooms, open floor plans, reception/guest waiting areas, breakrooms, washrooms, etc)?
- Have you made plans to invest your CARES Act funds ?



Overcoming Objections

- No budget / cutbacks
 - Opening for CARES Act, message to employees and customers that you are investing in their well-being
- We are using hand-sanitizing and social distancing
 - Cleaning the air is critical for protection from viruses. More people get sick from airborne exposure than from surfaces
- Already have HVAC filtration
 - Very few HVAC systems are designed to capture fine particulates such as a virus



Overcoming Objections

There is a vaccine, so I don't need an Air Purifier.

FALSE!

- Most of America will not receive the vaccine until the summer!
 - <https://www.cnet.com/health/when-will-you-get-the-covid-19-vaccine-what-to-know-about-the-delay-priority-order-now/>
- COVID-19 herd immunity unlikely in 2021 despite vaccines
 - <https://apnews.com/article/canada-coronavirus-pandemic-united-nations-acffe5031e65b472e5a4848ab516163f>
- Experts say that COVID-19 will likely become endemic
 - <https://www.verywellhealth.com/covid-19-will-it-be-endemic-5083869>



Protection beyond COVID-19

- ✓ Allergens
- ✓ Mold
- ✓ Bacteria
- ✓ Odors
- ✓ VOCs
- ✓ Smoke
- ✓ Asthma
- ✓ Other Viruses

Why invest in AeraMaxPro?

- Assurance that all possible safety measurements have been taken
- HVAC does not clean fine particulates from air
- Benefits extend further than virus collection, including allergens and VOCs
- Investment of CARES Act funds
- PPE is the last line of defense against contaminants
- Advanced Technology - EnviroSMART
- Added to your OMNIA contract



Successful Applications – Conversation Starters



Washroom



Healthcare



Education



Elderly Care



Corporate Office



Leisure & Hotels

Idea Starters - Arenas



Luxury Boxes



Locker Rooms

CASE STUDY ➔

Commercial grade air purifiers helped improve the indoor air at the Friendly Confines

Learn How AeraMax® Professional Helps the Chicago Cubs Cover the Bases

The Chicago Cubs are always looking for an edge to keep players and personnel in peak condition and sought out a way to continue to ensure their health was top of mind.

"When you have so many players and staff in these tight spaces before, during and after games, the air tends to get stale pretty quickly," said David Cromwell, Senior Vice President of Ballpark Operations, Chicago Cubs. "Germs can also spread quickly so having a quality clean air system was key in keeping our players and staff safe while at the ballpark."

Enter AeraMax Professional from Fellowes. Fellowes personnel assessed the indoor spaces at Wrigley Field, noting areas where concentrations of players and staff gathered. As a result, the Cubs installed a variety of AeraMax Professional 3 and 4 units which are commercial-grade air purifiers that remove up to 99.97 percent of airborne contaminants, such as viruses, germs, allergens, dust and odors, from indoor air.

David Cromwell
Senior Vice President
of Ballpark Operations
Chicago Cubs

HOSPITALITY

Chicago Cubs Case Study

Idea Starters



Replace hardwired clocks in classrooms



Customers are removing air hand dryers

Best Sellers

PureView

AM3 PC / AM3 S PC



5 ACH - 300 Sq ft
3 ACH - 550 Sq ft

AM4 PC / AM4 S PC



5 ACH - 650 Sq ft
3 ACH - 1100 Sq ft

AM2

AM 2

AM2 Wall Mount Model



5 ACH
150 Sq ft

3 ACH
250 Sq ft

Stand
Accessory



Recess Kit
Accessory



Gen 1

AM3 / AM3 S



5 ACH - 300 Sq ft
3 ACH - 550 Sq ft

AM4 / AM4 S



5 ACH - 650 Sq ft
3 ACH - 1100 Sq ft

Success Story



*144 locations

*AeraMax Pro 3 Machines

*\$91,000!!!



Mark Proctor -
*Enterprise Business
Development Manager*

Success Story

Tulare County

- 4 Orders Placed
- Multiple Machines throughout the County
- \$550,000!!!!

Tulare County Office of Education

- 160 AMP4 Machines and Filters
Alvarado
- \$230,000!!!



Cindy Tsuei, Dana Ribero

Tulare County
Office of Education
Tim A. Hire, County Superintendent of Schools

Tiffany Hernandez, Jennifer

New Funding for Schools Through the COVID-19 Economic Relief Bill

New COVID-19 relief package was approved and signed into law on December 27, 2020: \$82 billion for the **Education Stabilization Fund**

- **\$54.3 billion for K-12 public schools** in the Elementary and Secondary School Emergency Relief Fund (ESSER)
 - *More than four times what districts received under the first round of the CARES Act*
 - **\$22.7 billion for Higher Education** institutions
- \$4.1 billion is set aside in the Governor's Emergency Education Relief Fund (GEER) for K-12 and higher ed, with \$2.75 billion of that reserved for private K-12 schools
- Other funds allocated to programs such as Historically Black Colleges and Universities, tribal colleges, and minority-serving institutions, including Bureau of Indian Affairs-operated schools

**Education Stabilization Fund dollars are available through
September 30, 2022**

Like the CARES Act, the latest measure allows for a broad range of uses for dollars to stabilize schools and prevent the spread of COVID-19

- **Purchasing PPE and the supplies needed to clean and disinfect schools.**
- **Repairing school facilities, especially ventilation systems, to improve air quality and reduce spread of Covid**
- Providing resources that principals need to address coronavirus at their schools
- Supporting school district efforts to improve preparedness
- Training staff on the best ways to sanitize schools and proper use of personal protective equipment (PPE)

Seismic: Compelling Tools and Materials

Sell Sheet



Fellowes

PROTECT WHAT MATTERS MOST
Fellowes AeraMax® Professional Air Purifiers

Threats spread of viruses has forced us to re-imagine the meaning of a safe facility. A complete hygiene solution should combine air, surface and hand cleaning to help protect against person-to-person virus transmission. AeraMax Professional commercial grade air purifiers provide maximum protection and ultimate peace of mind with True HEPA Filters that can capture 99.97% of all airborne contaminants, including airborne viruses*. Clean the air you share with Fellowes AeraMax Professional air purifiers.

Fellowes AeraMax Professional offers a wide variety of units designed to meet your space requirements:

- AM 2 Office space 2000 sq ft
- AM 3 Office space 2000-3000 sq ft
- AM 4 Office space 2000-3000 sq ft
- AM 5 PCAM 3 PC Office space 2000-3000 sq ft
- AM 4 PC Office space 2000-3000 sq ft

The statements and claims made herein being solely the responsibility of Fellowes, Inc. and their accuracy is the sole responsibility of Fellowes, Inc.

Products sold at Office Depot

888.263.3423 | Explore more at business.officedepot.com | Visit us in store

Office DEPOT

EDU Short Brochure



AERA MAX
PROFESSIONAL

CLEAN THE AIR WE SHARE

Fellowes
AeraMax
AIR PURIFIERS



Social Media Posts – copy, images and videos



Why Clean The Air In Your Facility? - Aer

Learn the benefits of clean air in your facility.



TEST CERTIFICATE

The following products have been tested for particulate matter (PM) and are certified to meet the following specifications:

Product Name: AeraMax
Model Number: AM-2
Manufacturer: Fellowes, Inc.
Location: 10000 W. 10th Street, Suite 100, Denver, CO 80202
Tested at: Airmid, Inc., 10000 W. 10th Street, Suite 100, Denver, CO 80202

Additional Info:
The test results for the above products are as follows:

RESULTS:

16 May 2020

airmid

Web Banners



Clean the Air We Share.

Fellowes
AIR PURIFIERS

LEARN MORE ▶



AeraMax® Professional
819 followers
2w • Edited •

Learn how air purification and AeraMax Professional are an integral part in making it safer to return to school #indoorairequality #schoolreopening #backtoschool <https://lnkd.in/g/epvR7DE>

Making It Safer to Send Our Kids Back to School

Making It Safer to Send Our kids Back to School

aeramaxpro.com • 3 min read

AeraMaxPro Incentive – Live NOW

PROGRAM KEY AND CONDITIONS: *OFFICIAL COMMUNICATION ONLY

Fellowes
AIR PURIFIERS

EXCITING NEW SPIFF OPPORTUNITY FROM FELLOWES!

PROGRAM DATES:
December 27, 2020 – March 27, 2021

Help your customers
Clean the Air We Share
and earn extra money
along the way!

PROGRAM DETAILS:
START EARNING WITH EACH UNIT SOLD.
UNLIMITED EARNING POTENTIAL, NO CAP!

Office Depot Item #	Mkt. No.	Description	Gen. Ledger Code	SPIF
198400	spiff001	AeraMax Pro 4000 Air Purifier 100% Tank	\$25.00	\$25.00
198401	spiff002	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198402	spiff003	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198403	spiff004	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198404	spiff005	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198405	spiff006	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198406	spiff007	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198407	spiff008	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198408	spiff009	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198409	spiff010	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198410	spiff011	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198411	spiff012	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198412	spiff013	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198413	spiff014	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198414	spiff015	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198415	spiff016	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198416	spiff017	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198417	spiff018	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198418	spiff019	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00
198419	spiff020	AeraMax Pro 4000 Standalone 100% Tank	\$25.00	\$25.00

AERAMAX® PRO
Smart, Effective, Integrated & Reliable

Look for full program details on your Seismic Platform

GOOD LUCK!

Office DEPOT

Eligible Orders Invoiced
Dec. 27, 2020 through March 27, 2021

Earn per unit sold

No cap

Complete details on Seismic

Next Steps:

- Send out “teaser” info to customers
 - Post AeraMaxPRO link on your social feed
 - Videos & Banners
- Go to Seismic Portal to see the AeraMaxPRO SPIFF Details
- Include Fellowes on your next team call
 - Product refresher
 - How we can help with end-user engagement



Clean the Air We Share

Office DEPOT