

## Larry Wetzel honored by manufacturing industry

Air Innovations' Chairman of the Board Larry Wetzel, P.E. was recently named to the Wall of Fame by the Manufacturers Association of Central New York (MACNY). Wetzel was recognized for his long-standing leadership in manufacturing excellence, and for dedication to the success of his business and the community.

Wetzel has more than 40 years experience as owner and manager of manufacturing companies, as well as engineer, inventor, venture capitalist, *continues on page 2*

## Wine Guardian around the world

**Chinese economic growth translates into a taste for wine** "The Asian market is booming in its purchase of high-end products," notes WG Export Manager John Patalita. "Coupled with the steady growth of the wealthy class in China is the elimination of the 40% wine duty in Hong Kong two years ago." In 2007 China imported just two million cases of wine; traders are now predicting the country could buy 50 million cases by 2017.

This interest prompted Wine Guardian to initiate discussions with specialists from the U.S. Department of Commerce regarding market size and market acceptance of conditions in Asia. We then identified potential WG distributors and made our first sale to mainland China, consisting of a mix of through-the-wall and ductable systems, in various sizes. The first WG systems were also shipped to Azerbaijan and Hong Kong.

**Progress continues elsewhere** Recent installations took place in England, Mexico and southwestern France, not far from the legendary vineyards of Bordeaux. ▲



## AI launches new corporate website

Highlighting the numerous and varied capabilities of Air Innovations in an interesting, easy-to-navigate website was one of our objectives when we redesigned our corporate platform recently. It was a challenge because as the company has grown, traditional lines separating our divisions have become blurred. So we decided to focus less on the specific products we manufacture and more on the fact that Air Innovations has the ability and experience to custom-tailor solutions for just about any environmental control need, in just about any industry.

The flexibility to meet client needs is illustrated by flash-animated stories on the homepage and other primary landing pages of the site. "We think we've developed a high-end site that truly showcases the firm's capabilities," said Cheryl Gressani, director of business development. "To do so, we spotlight environmental control projects across a range of industries in mini-case study format. We felt this was the most effective way to tell our story and encourage potential new clients to call us with their ideas. Chances are, we'll be able to create the right solutions for them."

Syracuse-based Pinckney Hugo Group is partnering with AI on its marketing communications programming. ▲

**HAVE A LOOK . . . visit [www.airinnovations.com](http://www.airinnovations.com)**

## Floratech's international expansion

Floratech continues to build business with some of the largest supermarket chains in North America, supplying Low Profiles and Wall of Color floral displays. These feature Always Open® patented boundary layer airflow technology that directly cools vases, keeping flowers fresh longer and helping stores sell more flowers profitably because customers see, smell and shop the flowers without the barrier of doors that can inhibit impulse sales.

Architects and store fixturing firms designing new grocery stores, big box club stores and garden centers will appreciate Floratech's focus on custom designing refrigeration in many sizes and colors to suit store décor and department layouts. Our cooler configurations form islands, counters, wall units or walk-around displays. ▲



John Patalita, Floratech division manager, inspects 38' of refrigerated Wall of Color floral displays destined for a Central American supermarket.

## Air Innovations systems to control pre-launch rocket environment

NASA's move to decommission space shuttles has brought back the need for unmanned rockets to deliver payloads of equipment and stores to the international space station.

One of the companies contracted to build these rockets is currently testing them at a space launch processing facility on the East Coast. This company designated Air Innovations' environmental control systems for the final two critical stages of pre-launch. First, the rocket will be outfitted with its payload about a mile from the launch site. Then, it will be towed in a horizontal position to the site, a lengthy process during which the contents must be kept at a constant level of temperature, humidity and pressurization — whatever that particular payload requires. The portable AI systems specified for this part of the pre-launch will accompany the rocket on its crawl to the pad, steadily supplying the payload's required environmental control.

Once at the pad, the rocket will be raised into a vertical position. At that point, AI's core systems, located deep in a bunker under the pad and controlled from a remote location, will take over the spacecraft's payload and core environmental specifications until minutes before launch.

Sometimes during these pre-launch processes, a call may come to abort the launch. If this occurs, the Air Innovations equipment must instantly re-set to take over control of the payload's environmental conditions. Redundancy is built into the units for constant back-up if it becomes necessary.

The environmental control systems for this space launch are some of the largest ever built at AI, and required hundreds of hours to build.

Air Innovations has had previous experience building environmental control systems for other applications in the aerospace industry. This includes an explosion-proof unit that was required to operate in corrosive, salt-air conditions while providing low humidity for a 235-foot high rocket space booster being launched on the West Coast. Its most recent payload carried secret defense materiel for the National Reconnaissance Office. ▲



Larry Wetzel (center), his wife, Glenda, and son, Michael, at the awards ceremony

### Wetzel honored

*continued from front page*

businessman and civic leader. The origins of AI derive from 1983 when he founded Clean Room Technology, Inc. Later this was merged with the French company Clestra, where he served as chairman of Clestra's worldwide cleanroom operations. Wetzel was a co-founder of Exponential Business Development Company, which invested in and assisted start-up companies in Upstate New York. In 1996, Wetzel, with his son Michael Wetzel, P.E. as his partner, acquired controlling interest in Floratech Industries. Shortly thereafter he created an air conditioning product for the cleanroom and indoor air quality market, HEPAir®. Successful HEPAir sales led to Floratech acquiring the cleanroom air conditioning manufacturing divisions back from Clestra in 1999. In 2001, Floratech changed its name to Air Innovations to better reflect its mission. Since then, under Larry and Mike Wetzel's leadership, sales, profits and employment increased 15-fold. Today, Air Innovations is the 113th fastest growing privately held manufacturing company in America according to *Inc.* magazine. Later in 2011 AI will celebrate its 25th year of business.

Wetzel attributed Air Innovations' success "to its focus on products and services that utilize our expertise in refrigeration and air conditioning, and on meeting and exceeding our customers' perception of quality, price and delivery." And he thanked "AI employees, consultants and suppliers who team with our customers for the success of all parties."

*Congratulations, Larry — and we thank you for your inspired leadership all these years.* ▲



AI Chairman Larry Wetzel and President/CEO Mike Wetzel stand with one of the environmental control units that AI designed/built for its newest space launch contract. The contract included five water-cooled ECUs that will service both the core and payload of the spacecraft at the launch pad. The core systems were up to 30 feet in length.

In addition, a portable, air-cooled ECU (left) was built. It will travel on a 25-foot trailer, from payload assembly area to the launch pad.



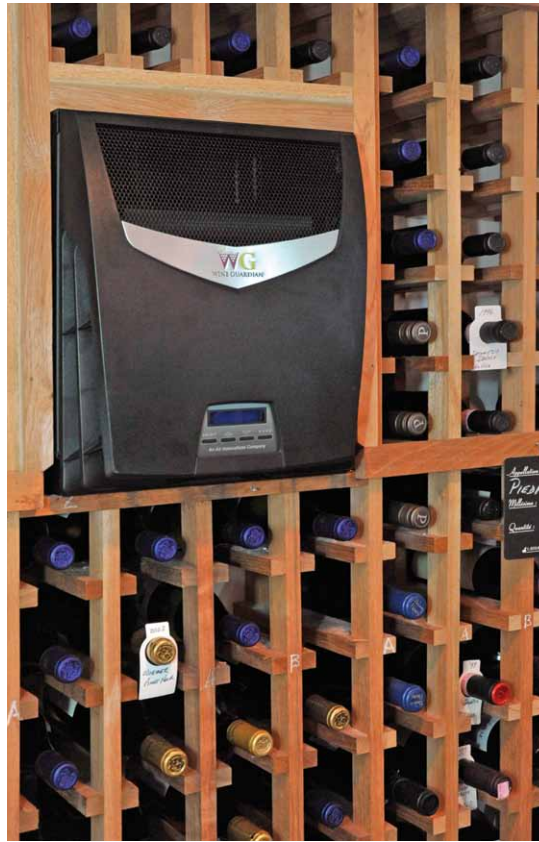
## It's official!

### Wine Guardian is the quietest and most energy-efficient wine cooling system

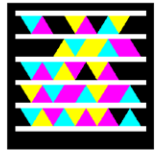
Research conducted by the Center for Atmospheric Research in Sciences and Engineering (CARES) at Clarkson University rated WG's Through-the-Wall (TTW) model as the quietest and most energy-efficient system of its type in North America. The WG units were approximately 50% quieter and 50% more energy efficient than comparative competitive brands in CARES' controlled testing.

"Sound levels are important, especially to customers whose wine cooling equipment is located in a space adjacent to living areas," said Mike Militi, WG division manager. "The TTW is a good replacement choice for other brands as our compact, lightweight system is designed to fit into the same-sized wall dimensions as competitive equipment," he explained.

To read more about the CARES methodology and comparative results visit [www.wineguardian.com/news](http://www.wineguardian.com/news) or contact an authorized Wine Guardian distributor. ▲



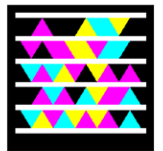
Wine Guardian's small footprint, low noise and energy efficiency are perfect for new and retrofitted wine cellars and storage rooms.



**Air Innovations is now using MS tags to connect with customers.**

Over the next few months we will be adding special bar coding to product packaging and marketing materials for customers' fast access to specifications, installation and operation manuals, and applications notes.

**Use your mobile device to scan the tags and learn more about ...?**



## AIR INNOVATIONS EMPLOYEE NEWS

### Welcome new employees

**Ron Caramella**, director of operations, oversees all manufacturing functions. He has extensive experience in production management and process engineering, with a 19-year tenure at a large manufacturing firm where he headed up new product development, implemented cross-functional training, and provided production services for rapid prototyping.

Caramella is certified by Villanova University as a Lean Six Sigma Sensei, and holds a green belt designation. He earned an associate's degree from Cayuga Community College.

### Excellence recognized

During the past 12 months four employees have been acknowledged for their contributions to the company by winning "Employee of the Quarter" awards. All have more than a decade of experience with the firm: **Johnna Carney**, materials management/inventory; **John Stone**, senior purchasing agent; **Bruce Meissner**, engineer; and **Russ Warner**, service manager. Thank you for your creative solutions, corporate loyalty and dedication to customer satisfaction.

**Jeff Teller**, manufacturing assembler. Jeff previously worked three years at AI

**John Willoughby**, warehouse clerk

**Maggie Ocmand**, purchasing clerk

**Careers with AI**  
We are accepting applications from qualified HVAC technicians and from mechanical engineers with HVAC background.



Ron Caramella



Jeff Teller



John Willoughby



Maggie Ocmand

### Congratulations

**Deb Emery**, CPA, director of purchasing and finance, was named a "40 under 40" by the *CNY Business Journal* in recognition of her professional achievements and commitment to community service. Winners were selected from a 16-county region that extends from Northern New York to the Southern Tier.

### Dedication appreciated

A 10-year service milestone was celebrated by **Mike Militi**, division manager. Five-year milestones were achieved by **Jim English**, engineer, and **Stephan Miklajcyk**, manufacturing product specialist.



**AiR INNOVATIONS**

**7000 Performance Drive  
North Syracuse, NY 13212**

PRSR STD  
US POSTAGE  
PAID  
SYRACUSE NY  
PERMIT #999

**AdvancAir®**

**Floritech®**

**HEPAir®**

**HEPAiRx®**

**IsolationAir®**

**Wine Guardian®**

**Air Innovations®**

This newsletter is online at  
[www.airinnovations.com](http://www.airinnovations.com)

For more information  
on Air Innovations  
or its divisions:  
[info@airinnovations.com](mailto:info@airinnovations.com)  
800-825-3268  
+1 315-452-7400

## **HEPAiRx now available**

The first and only patented indoor air quality product in America that is designed to improve the health of occupants by using fresh, outside air is now for sale to the public. Designed and manufactured by Air Innovations, the HEPAiRx® ventilating room air purifier quickly and effectively dilutes, filters and reduces the indoor pollutants that are often cited as causes of asthma, respiratory irritations and allergic reactions. It is a uniquely packaged combination of an energy recovery ventilator, high-efficiency particulate air (HEPA) filter, heater and air conditioner that is conveniently window-mounted.

The commercial launch of HEPAiRx is welcome news to the millions of Americans who suffer from illnesses triggered by poor indoor air quality. "Good indoor air quality (IAQ) is critical to maintaining good health," said Larry Wetzel, P.E., chairman of Air Innovations, and inventor of the HEPAiRx. "Poor IAQ has been linked

to the high incidence of asthma, a disease that afflicts more than 22 million Americans, including 6.5 million children."

HEPAiRx is most effective in single-room settings, such as bedrooms where people spend large amounts of time. The unit's soothing "white noise" often blocks sounds outside or inside the house, which also may help occupants sleep better.

During the past three years, HEPAiRx has undergone rigorous testing, clinical trials and industrial design. Studies with pediatric asthma patients showed that, within minutes, the unit removed and reduced the kinds of pollutants that trigger respiratory irritations and can exacerbate the symptoms of asthma. Research also yielded statistically significant reductions in children's asthma symptoms with HEPAiRx use. The children felt so much better that, "Ninety-five percent of the families who participated in a recent clinical trial decided to keep the unit afterwards," said Wetzel.

HEPAiRx, manufactured at AI headquarters in North Syracuse, NY,

may be reimbursable under customers' flexible spending and health savings accounts with a doctor's prescription. "Customers should check with their medical insurance company for other reimbursement possibilities," said Wetzel. For more details, visit [www.hepaiRx.com](http://www.hepaiRx.com) ▲

