



The Flanders Way

Newsletter Date: November 23, 2009

Volume 3, Number 3

Flanders Corporation

531 Flanders Filters Road

Washington, NC 27889

Phone: (252) 946-8081

Toll Free Phone: (800) 637-2803

Fax: (252) 946-3425

Toll Free Fax: (800) 531-5928

www.flanderscorp.com

Holiday Plant Closings

The Flanders Corporation will observe the following holidays:

November 26-27, 2009

December 25, 2009

We look forward to working with you in meeting your needs around these holidays as well as the coming year!

Contact Your Regional Sales Manager If Needed!

Eastern Regional Manager

Tim Robinson

New Cell: (727) 331-0302

trobinson@flanderscorp.com

Western/Central Regional Manager

Elwood Jefferson

Cell: (619) 921-3535

ejefferson@flanderscorp.com

Company Strengths and Industry Changes!

By: Tom Justice, Chief Operating Officer

It is indeed a pleasure to write to you in this my first newsletter article and I will begin by thanking everyone for the warm welcome that I have received here at Flanders over these past few months.

As we near the close of 2009 we see a year characterized by the dichotomy of individual successes and the economy in general. During what has been arguably the worst recession during our lifetime, we look back and see a number of surprising success stories among the long string of failed companies. The theme has been very consistent; those companies who not only survived but gained market-share were characterized by bold leadership and an overall sense of confidence which pervaded their organization. These few successes were companies who made smart strategic decisions to increase spending for research and development, increase advertising, expand market footprint, etc. As a former colleague of mine was fond of saying, "no one ever cut their way to prosperity; you have to sell your way out of tough times." In these times we must be more vigilant than ever in controlling costs but not become timid when spending to increase market share.

Flanders has been fortunate during these difficult times to have been able to rely heavily on our fundamental strengths; strong leadership, market diversity, technological leadership, dedicated employees and most important loyal customers. These strengths have made 2009 a successful year but even as we gain traction with many of our new programs we are more aware than ever of the fact that change is coming at us at an ever accelerating pace. As we move closer to 2010 we do so with a stronger sense of urgency and more specifically a stronger dedication to innovation, quality excellence and world class service.

In our own market a number of changes are in the works which may well change the way we do business;

- **Appendix J of ASHRAE standard 52.2-2007** provides an optional method of conditioning a filter "using fine KCL particles to demonstrate efficiency loss that might be realized in field applications." We will see requirements for such testing increase in the coming months.
- **Underwriters Laboratory** is moving to revise the UL 900 standard and drop the Class I category. This will be good for some, bad for others.
- **ASHRAE** has issued a standard for **in-situ filter testing** which now provides the platform for companies to question the performance claims of competitive filters in specific applications.
- The **California Energy Commission** recently adopted ASHRAE Standard 62.2-2007 "Ventilation and Acceptable Indoor Air Quality in Low-Rise Residential Buildings." On January 1st this becomes law and will be incorporated into local building codes. The standard calls for a minimum MERV 6 efficiency and a maximum clean pressure drop of .1" wg.



Flanders Personnel News!

Paul Bernao: Corporate Eng. Mgr.

Paul Berna has joined Flanders Corporation as Engineering Manager for Flanders/FFI and Flanders/CSC. Paul will be responsible for leading the Engineering team for all of High Purity and will report to Tom Morse, VP Operations - High Purity.

Paul, a Mechanical Engineering graduate from Michigan State University, comes to us with over 20-years of experience in Engineering Mgmt., including mechanical, industrial, electrical, tooling and R & D, with a strong interface with both nuclear and Department of Defense markets.

David Howe FFI Plant Manager

David Howe has been named Plant Manager of Flanders High Purity Operations in Washington, NC. In this capacity, David will report directly to Tom Morse, VP of Operations - High Purity. David will begin in this new role on November 1, 2009.

David will manage the filter production and metal shop facilities as well as Inventory, Shipping, Receiving, and Maintenance. Levie Hardy will remain as Production Manager of Flanders / FFI and Irving Mason will remain as Production Manager of Flanders / CSC.

Flanders remains committed to keeping you informed and well positioned to compete in a changing market. We will provide more discussion on these as well as other specific issues in future newsletters.

I want to thank each of you for your continued business and extend best wishes to you and your families for the upcoming holidays from all of us at Flanders.

Polytetrafluorethylene (PTFE) Filter Media

By: Shawn Windley, Director of Foremarket Sales

I hope that this letter finds each of you enjoying as reasonably successful year within this economic climate. I have a few issues and tools to discuss with each of you. Recently several competitive companies have released filters utilizing PTFE media elements. Flanders has had several of you bring this to our attention and question our ability to compete with such a "magical" filter option. The filter designs that have been released offer ultra low static pressure and above average strength and efficiency. These are common "pro's" of PTFE filter elements. This technology is nothing new. The PTFE media phenomenon has existed all the way back to when the semiconductor industry was at its peak. Companies enjoyed this media option for the other benefits than the one's listed above. PTFE elements have low off-gassing characteristics which are crucial in the semiconductor world; however, these filters tend to sacrifice life (dust holding capacity) to be able to achieve this ultra strength and low resistance. This is not that big of an issue in most semiconductor applications as the air stream minimal or no make-up air being introduced as it often is almost 100% re-circulated in these high classification Cleanrooms. The other issue that was not present in these style applications was oil based aerosols. Most semiconductor applications utilized a manufactured or synthetic aerosol such as PSL. This was again due to the sensitivity of the products being manufactured within these clean rooms and these products being adversely affected by oil based aerosols. These new filter options being introduced target specifically the filters not being used at point of contact. These filters are designed for built up banks, side access housings, or use within the air handlers themselves. These are tested exclusively with oil based aerosols such as PAO (poly-alpha olefin). I have attached for your review and distribution to customers and engineering firms a paper written by Ron Roberts and Dave Arnold while with Bayer HealthCare. They conducted testing and the result of this testing was not favorable for PTFE filters being tested utilizing oil based aerosols. If there is any additional information that I can provide or questions that I can answer, please feel free to contact me directly at (252) 948-3308.

Flanders Website

By: Paige Lewis, Marketing Coordinator

Coy Woolard has joined Flanders Corporation to develop a new website. Long term goal will be to have 1-main website: www.flanderscorp.com. The website for Flanders/CSC and Flanders/FFI will be redirected to the corporate website. Be on the lookout for an announcement of its completion.



New Order Entry Email Addresses

Flanders has implemented 2-new email addresses to help streamline the order process for PrecisionAire, Flanders/FFI and Flanders/CSC. Customers can now scan their orders and email the PDF files direct utilizing the email addresses below:

PrecisionAire: **(ASHRAE Products):**

orders@flanderscorp.com

Flanders/FFI & Flanders/CSC: **(High Purity / Containment)**

orderentry@flanderscorp.com

This will offer a more modern means for placing orders in lieu of the traditional faxing method. The order will be forwarded automatically to one of our customer service personnel to distribute to the applicable sales staff. An email receipt acknowledgement should be received the same day. This email address is now active and ONLY to be initially used for Flanders Filters, Inc. and Flanders/CSC orders. Contact a Flanders Factory Representative if questions arise.

Technological Capabilities

Another order entry option is EDI (Electronic Data Interchange). Contact Ken Deppert if your company would like to discuss this order entry option!

Contact:

Ken Deppert, V.P. IT
Phone:(252) 946-8081

EDI Options:

- INOVIS Package (Unlimited Capabilities)
- FTP Secure Site (File Transfer Protocol)
- AS2 Communications

Flanders/CSC Continued Progress

By: Glen Moore, V.P. Containment Products

Flanders/CSC has experienced challenging times over recent months due to rapid changes within the containment filtration industry. Alongside these industry changes, Flanders/CSC has also dealt with several changes within the marketplace, including continual spiraling increases and then decreases in the cost of stainless steel and other materials.

To address these fluctuations in our product cost, we have adjusted our prices effective October 1, 2009. The new pricing CD can be downloaded from the www.flanderscorp.com website. To access this site, please contact any Flanders/CSC Factory Sales Representative or myself to request a password. New pricing CD's were also mailed to many of our representatives. If you did not receive a hard copy of the pricing CD and would like one, or if you need additional copies of the CS, please let us know.

Flanders/CSC has long been committed to providing first-rate quality products as well as first-rate customer service, and our commitment to these high standards will not alter in any economic climate. We are the leaders in the containment air filtration industry, and to ensure this position, only work with top-notch suppliers who can meet all of our requirements. Presently, we have outperformed our competitors in this market and I'm sure they feel it. Flanders/CSC takes great pride in the quality of our products, but our greatest asset is having satisfied clients.

For this reason, we also make a great effort to provide our representatives and customers with a professional customer service sales staff who are dedicated to serving you. Our customer service sales personnel have years of experience to make every order as accurate as possible based on the information provided by you. They are always ready and willing to review as many topics or suggest as many configurations that apply to your specific containment air filtration needs.

Customer Service Sales Personnel

John Reason - Sales Engineering Manager

Direct: 252.948.3002 - Cell: 252.402.7282 - Email: jreason@flanderscorp.com

Don Skinner - Sales Engineering

Direct: 252.948.3004 - Email: dskinner@flanderscorp.com

Tommy O'Neal - Sales Engineering

Direct: 252.948.3008 - Email: toneal@flanderscorp.com

Mark Smith - Sales Engineering

Direct: 252.948.3007 - Email: msmith@flanderscorp.com

Thank you once again to all of our representatives and customers for your continuous support and interest in Flanders/CSC products and services. If there is any additional information that I can provide or questions that I can answer, please feel free to contact me directly at (252) 948-3342 or on my new cell at (252) 767-1640.

Newsletters

Past issues of "The Flanders Way" can be found on our website:
www.flanderscorp.com

Please contact Paige Lewis (plewis@flanderscorp.com) if you would like to submit an article of interest.



Update List Prices

List Prices have once again been updated on the corporate web-site: www.flanderscorp.com and pricing disc. Contact your Regional Sales Manager or Charlie Kwiatkowski for an updated password.

Revisions / Additions:

- Pre Pleat M13 - Custom Sizes added
- Heavy Duty and EZ Flow I & II Min/Max Custom Sizes revised:
Min. 5" x 5"
Max. 30" x 36"
- Swiss Aire Bag filters:
No longer available
- Paint Booth filters:
No longer available

Please mark this information accordingly as we complete these revisions. Forward this information to all staff members within your organization.

Correction: Model KKM (50055 & 51255)

The Commercial Replacement Catalog (ARWCAT_0608) notes:

Current Qty per Carton = 1
Correct Qty per Carton = 6

Nominal size: 24x24x2
Actual size: 23 ½ x 23 ½ x 1 7/8.

Please mark this information accordingly as we make this running change on list prices and catalogs. Forward this information to all staff members within your organization.

Director of Wholesale

By: Charlie Kwiatkowski, V.P. Commercial Industrial Sales

Bill Cawley, CAFS (Certified Air Filtration Specialists) was named the new Director of Wholesale on September 15, 2009. Bill has extensive air filtration experience with most recently holding the Flanders Eastern Regional Sales Manager position. Other past experience comes from 7-years with Flanders /Airpure of Philadelphia and 20-years sales management experience in the medical device field. We feel this experience has given him the knowledge to support and service all of your air filtration needs.

We would also like to announce the reorganization of the internal Wholesale Sales and Filter Sales & Service Support Team. John Lane has been named Internal Sales Support Leader, while Vicky Lanier and Carol Seamon will add valuable support to John and the Distributors and Representatives. The internal support team is located in the Washington, NC Corporate office at 531 Flanders Filters Road.

Flanders Regional Sales Managers, Elwood Jefferson and Tim Robinson will work directly with the Manufacturers Representatives in their respective territories. Both Elwood and Tim have extensive knowledge in manufacturing, sales, and service of all air filtration products.

Bill will be contacting you personally to introduce himself and answer any questions you might have regarding this reorganization. You may also contact Bill, Elwood or the Support Team directly utilizing the information below:

Bill Cawley - Director of Wholesale

Cell: 610.715.0419 - Email: bcawley@flanderscorp.com

John Lane - Internal Wholesale Support Leader

Phone: 252.946.8081 Ext. 33622 - Email: jlane@flanderscorp.com

Vicky Lanier - Internal Wholesale Sales Support

Phone: 252.946.8081 Ext. 33561 - Email: vlanier@flanderscorp.com

Carol Seamon - Internal Wholesale Sales Support

Phone: 252.946.8081 Ext. 33564 - Email: cseamon@flanderscorp.com

Elwood Jefferson - Central / Western Regional Sales Manager

Cell: 619.921.3535 - Email: ejefferson@flanderscorp.com

Tim Robinson - Eastern Regional Sales Manager

New Cell: 727.331.0302 - Email: trobinson@flanderscorp.com

We are committed to giving you the type of service you need and expect. Feel free to contact me should you have any questions regarding this correspondence.

2010 AHR Expo

By: Paige Lewis, Marketing Coordinator

Flanders will exhibit in Booth #4929 during the upcoming AHR Expo in Orlando, FL on January 25-27, 2010. We will also hold our hospitality suite on Monday, January 25, 2010 at the Rosen Shingle Creek Hotel. More details will be forthcoming. As last year, the Flanders Management Team will be on hand to meet all distributors and representatives. We look forward to seeing you in January!





Super-Tech Filter

By: Jack Smith, Super-Tech Filter

On January 1st 2000, Maureen Quandt and I purchased Super-Tech Filter. Recent changes by Flanders have been very positive for overall growth.



Despite the down economy, this has been possibly our best and exciting year. We purchased a new 12,000 square foot facility which allows us to stock plenty of belts, polys, pleats, box and bag filters to satisfy our contractor needs. Our show room allows us to demonstrate and present the best product for each individual application. Our experienced sales staff is always available to conduct filter surveys and help our customers with products that provide longer filter life and energy savings when applicable.

Super-Tech Filter supplies and supports filtration products to a large number of mechanical contractors and many end users throughout Colorado and Wyoming. We provide customized service to each individual customer.

Having a large inventory on hand and working with Flanders UT (previously Flanders - Dallas) for weekly truck load deliveries, enables us to provide product to the customers in a timely manner.

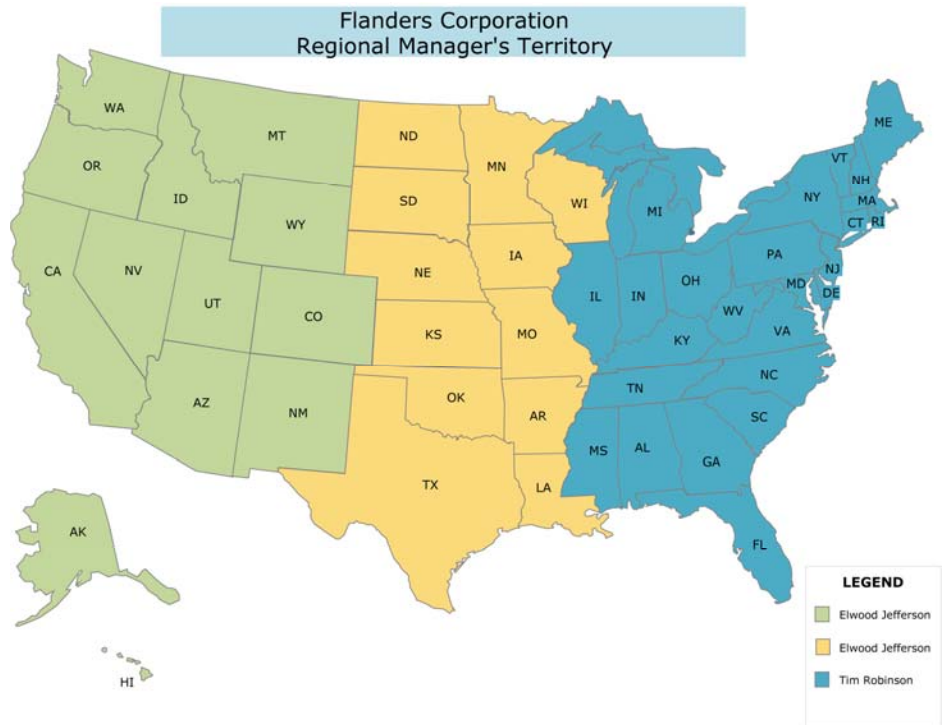


Besides and Maureen and myself, Super-Tech's staff includes counter, warehouse, delivery, service and outside sales. A majority of our customer base includes contractors, hospitals, aerospace, office buildings, pharmaceuticals, semi conductor and military facilities.

East Coast Regional Sales Manager

By: Charlie Kwiatkowski, V.P. Commercial Industrial Sales

Flanders is pleased to welcome back Tim Robinson as the East Coast Regional Sales Manager. Tim was employed with Flanders for a number of years before his resignation of one year ago. He will be responsible for Filter Sales & Service and Wholesale Sales within the East Coast territories shown in blue on the below Regional Manager's Territory map.



Bill Cawley, former Eastern Regional Sales Manager, accepted the Director of Wholesale position in a recent Flanders reorganization. Tim's past knowledge and experience makes him the perfect choice in filling the Eastern Regional Sales Managers position. I know you will welcome Tim as he works again to provide the highest commitment, quality and customer service within the filtration industry.

It is our pleasure to welcome Tim back to Flanders Corporation. You may contact him directly utilizing the information below:

Tim Robinson
 New Cell Phone: (727) 331-0302
 Email: trobenson@flanderscorp.com





Marketing Support

Flanders offers a variety of printed material for product support. Contact Paige Lewis or your Regional Sales Managers for your copies.



From top to bottom:

- Products Guide
- Newsletter - found on website
- Products Guide for LEED
- Filter Efficiency Guide
- CSC: All Products Guide
- Air Seal: Products Guide
- Pricing & Catalog Disc- (ASHRAE/ High Purity available)

Flanders® / Air SEAL

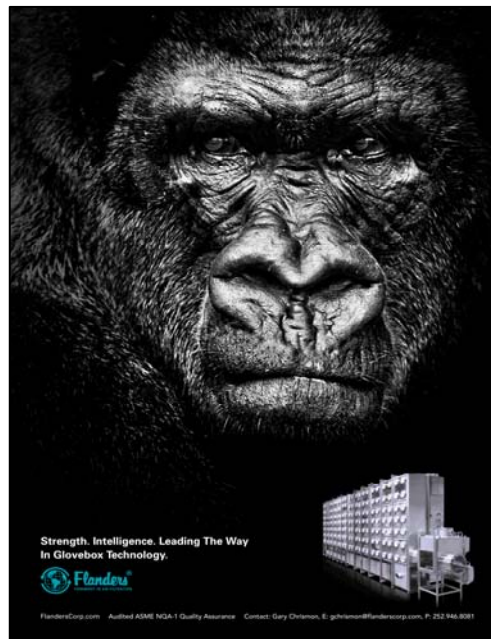
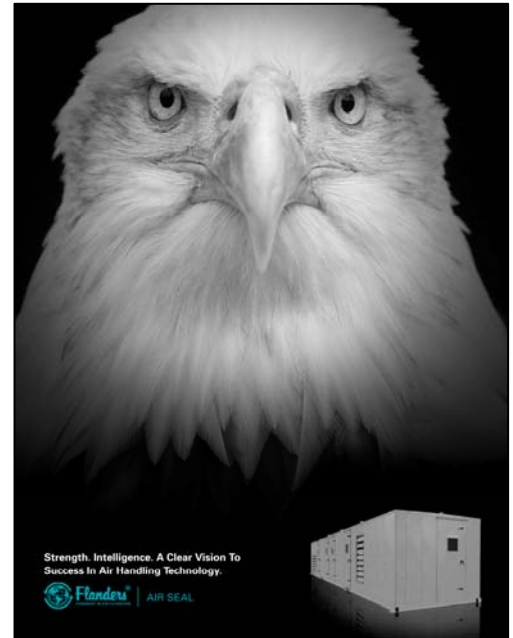
New & Exciting Things from Air Seal!

By: Charlie Kwiatkowski, V.P. Commercial & Industrial Dales and Gary Chrismon, Dir. Air Seal / Isolator and Glovebox Sales

Gary Chrismon, Director of Isolator & Glovebox Sales has been named Director of Air Seal Sales. Roger Stamper will be assisting Gary with growing sales and awareness of the Air Seal product line.

The Flanders / Air Seal's new marketing catalog and product line will be revealed at the AHR Expo in Orlando, FL on January 25-27, 2009. We will also announce its availability through email and web site www.flanderscorp.com.

Flanders / Air Seal will begin running its first marketing campaign January 2010 utilizing the ad (upper right). "Strength, Intelligence, A Clear Vision to Success in Air Handler Technology"



The Glovebox and Isolator Division ran its first advertisement (left) in an Online Article for Shaw Areva. "Strength, Intelligence, Leading the Way to Glovebox Technology" Link to online advertisement below:

www.bus-ex.com/magazines/october2009.html

Flanders / Air Seal will utilize the advertisement (right) in future publications.

Contact Gary or Roger for Flanders / Air Seal or Glovebox / Isolator sales assistance or questions.

Gary Chrismon
gchrismon@flanderscorp.com
Direct: 252.948.3318
Cell: 252.944.1171

Roger Stamper
rstamper@flanderscorp.com
Direct: 812.944.3529
Cell: 252.943.8913