

Just a Thought
By Kevin Delahunt

Truth in advertising. Sounds like an oxymoron. Like every industry the filtration industry is not exempt from stretching the truth now and again. I recently went through my local hardware store to see what was being offered in the way of residential furnace filters. The Arm and Hammer Advanced Odor Control Maximum 16000 reduces every known contaminant from pet dander to Volatile Organic Compounds. The Filtrete Ultra Allergen 1500 basically says the same but also includes Bacteria and Viruses. The Garrison Allergen Reduction 11 reiterates what the others claim but the difference between this product and the other two is that it is labelled MERV 11 per ASHRAE standard 52.2. Of the 3 filters the Garrison is the only one that uses an industry recognized standard so you at least have some benchmark or point of reference. Remember every filter will stop a specific particle size but at what percentage is the question.

Room Air Purifiers sold retail, and in late night infomercials are another abuser of the facts. There are some very good reasons for owning Room Air Purifiers but if they claim to have "HEPA like" or "near HEPA" performance be wary. Every High Efficiency Particulate Air filter is tested and labelled with its performance information recorded on the label. A filter is either HEPA or it is not.

The commercial side of our industry is no different. We often try to muddy the waters by suggesting that one product is better than the other because it includes, or doesn't include, a certain component. Suggesting that all filters be labelled MERV (A) per Appendix J in ASHRAE Standard 52.2 is one such claim. Just because it is recognized as an alternative test does not make it mandatory, nor required. When the subject of including appendix J in the main body of the standard was proposed at the ASHRAE spring session in 2014 it was soundly rejected with many good reasons why.

Just because they talk louder and faster in the infomercials doesn't always mean what they are saying is factual!

Kevin Delahunt - BOA Life Member

Contact Kevin at kevindelahun@thefiltershop.com