

# INTRODUCING

# Air Mail

from **AmericanAirFilter**<sup>®</sup>

*Better Air Is Our Business*

[www.americanairfilter.com](http://www.americanairfilter.com)

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# Welcome to Air Mail

Air Mail is a new, quarterly newsletter that American Air Filter is launching to help us keep in touch with you, our valued customers, on a regular basis. We'll be sending Air Mail out on a seasonal schedule, filled with tips, advice and information about controlling allergies, lowering energy use and fuel costs at home, keeping your indoor air clean, and helping your HVAC system operate more efficiently, with lower maintenance costs.

What's more, each issue will offer an exclusive Subscriber's Discount to save you money on your next purchase of American Air Filter products. Sign up to receive a FREE quarterly e-newsletter and special subscriber discount.

If for some reason you no longer want to participate in this program, you can unsubscribe by going to your customer profile and opting-out of it.

# New Option for Ordering Your Filters.

For some time, you've been able to order filters for your home, from your home, conveniently online through [www.americanairfilter.com](http://www.americanairfilter.com). Now we've added some new features to make your life even easier.

## Re-Order Program:

The re-order program is designed so you don't have to think about ordering filters ever again. If you choose to subscribe to the re-order program, you will receive a replenishment stock of filters at your door step just before you need to replace your current filter. Not only will these filters show up without your having to lift a finger, you will also receive a 15% discount on all re-ordered filters for participating in this program.

During the checkout process, you will be able to add specific items to your re-order profile. Once the order has been processed you will receive a receipt showing which items were selected for this program. These items will then be able to be viewed in your customer profile along with the quantities and re-order date(s).

If an order fails due to an expired or invalid credit card, you will be emailed the reason for the failure, the item that was supposed to be re-ordered, and the instructions on how to replace the order manually online.

If for some reason you no longer want to participate in this program, you can unsubscribe by going to your customer profile and opting-out of it.





# Reminder Program.

You know you need to do it. You may even know how often you need to do it. But remembering to change your air filters when you should isn't easy, and forgetting could be costly to your HVAC system. The reminder program is designed to help you remember to change your filter.

If you choose to subscribe to the reminder program, you will be able to manage your participation and reminders via your customer profile. Every three months from the time you purchase your filters, you will receive a notice by email, reminding you to change out your dirty air filter. Every time you purchase a box of filters from our web-store, you will have the opportunity to sign up for these reminders during checkout in your shopping cart. Once selected, the reminders will automatically be added to your customer profile.

If for some reason you no longer want to participate in this program, you can unsubscribe by going to your customer profile and opting-out of it. This will immediately end any reminders you have scheduled for later dates.

## Special Subscriber's Discount!

Every issue of Air Mail will bring an exclusive discount code, available only to subscribers. When you go to [www.americanairfilter.com](http://www.americanairfilter.com), you'll just select the **Filters For Your Home**, and when prompted, enter the promotional code provided in the newsletter. Your discount will be automatically calculated into your purchase price.

No other discounts can be combined with this offer. Discount applies only to Residential filters. Each discount promotional code will also have an expiration date.