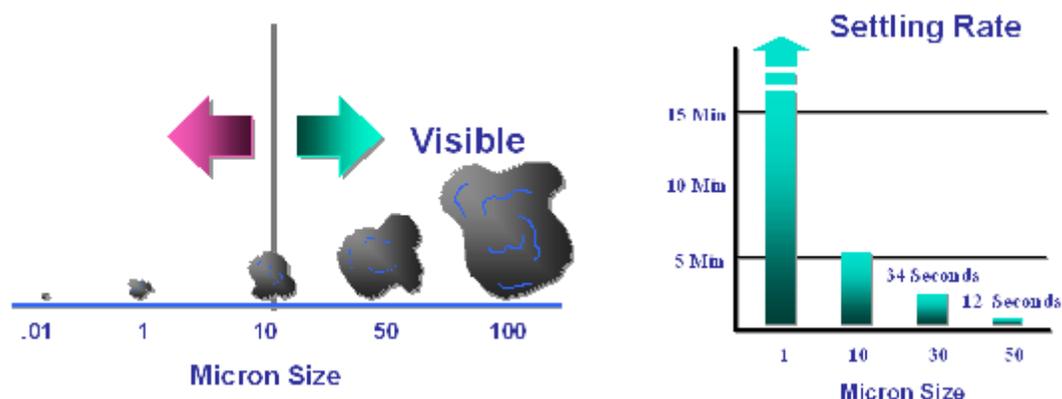


White dust?

The air around us is filled with particles of all sizes. Over 90% of airborne particles cannot be seen with the naked eye. Those particles that cannot be seen are often the particles that cause us the most problems.

Large particles, like most house dust, are heavy and settle out of the air in a short period of time. These particles can be removed from the home by dusting and vacuuming. Small size particles are light enough to be carried by air currents and do not settle out as quickly as large, heavy particles.

The smallest particles can remain suspended in the air almost indefinitely. These very small particles are only removed from the air when they strike a surface and stick to it. You can see evidence of this when you take down a picture and see the lighter wall behind the picture. These particles are sometimes referred to as staining particles. Vacuuming and dusting will not remove staining particles from a surface--washing and laundering is required.



Large particles are fairly easy to remove from the air and a standard furnace filter can do the job. In fact, most large size particles settle out of the air before ever entering into the heating or air conditioning system where the filter can remove the particles. This is what you see as dust and lint on your furniture and nick-knacks. These large size particles are naturally light in color, so why do they appear dark when you wipe them up with a white dusting cloth? That is because the smaller staining particles will adhere themselves to the larger particles. These grey (dirty) particles then blend into the surface color of the furniture and become less noticeable.

In order to remove small size particles, you need a high efficiency filter. These small particles remain suspended in the air long enough to enter the heating and cooling system and pass through the filter. One irony of removing staining particles from the air is that house dust on the furniture stays light in color and becomes more visible. There is no more dust than before, but you can see it better. This is a visible sign of the removal of microscopic particles that can stain your furnishing, draperies and carpeting.