



CASE STUDY: SPRING AIR SYSTEMS

SPRING AIR SYSTEMS JOINS GREENWIZARD'S DATABASE

Presenting Ventilation Products to an Elite Customer Base of LEED-oriented Users Attracted This Top Company

For more than 20 years, Spring Air Systems has configured and sold high-performance commercial kitchen ventilation systems. Today, the Company takes great pride in offering an elite class of products, which has found a natural user base among HVAC professionals and ventilation system integrators who demand top performance for their high-performance buildings. To date, thousands of Spring Air Systems have been installed throughout the U.S. and Canada, and the Company's sales-and-service network extends from the Atlantic to the Pacific. Satisfied customers of Spring Air Systems products include various chain restaurants (fast-food and sit-down), hotels, military bases, food courts, schools, hospitals, and retirement homes.

The Company typically works with HVAC professionals who are often configuring and installing systems that qualify for LEED points, and indeed many LEED projects today have at their core various ventilation systems and components from Spring Air Systems. Recently, when Spring Air Systems looked to further expand its LEED-user customer base, it found a natural partner in GreenWizard.

GreenWizard is a new, entirely unique, online "expert-system" database that allows architects, engineers, and contractors to cross-search, compare, source, and document products for LEED commercial construction. Users of GreenWizard are actively building LEED projects, and that's good news to companies like Spring Air Systems, because GreenWizard users are also actively buying, and visiting the Green Wizard database at the point-of-purchase for information on top products.

"GreenWizard's online green-products database is ideal for us," said Spring Air Systems' Thomas Christiansen. "The database is designed to show what LEED point categories a product is eligible for in a finished job. But, ironically, we don't actually list the LEED points that our products qualify for."



ABOUT SPRING AIR

Spring Air Systems, established in 1988, specializes in commercial kitchen ventilation systems. The Company directs all its resources to provide the most economical and energy-efficient ventilation systems available. All of Spring Air Systems' products have one or more of the following listings: UL, ULC, CSA.

In addition, Spring Air Systems' products are built in accordance with the current edition of the National Fire Protection Association, (NFPA-96) and the Uniformed Mechanical Code (UMC), IMC BOCA, SBCCI.

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Unlike, say, wood fiber products, where you buy a certain product and get specific LEED points (in categories such as regionality), the kitchen ventilation must be part of a larger whole-building ventilation and IAQ strategy. It's that larger system, where we play an integral role, and that is what gets the appropriate LEED points. In other words, we contribute ventilation components whose performance makes it easier for LEED professionals to achieve those crucial LEED points."

"To be perfectly honest, one of the reasons we are using GreenWizard to display our systems is because GreenWizard generates an elite class of sales leads," Christiansen added.

"We know the caliber of the people accessing GreenWizard, because they are spec'ing and building high-performance systems and buildings. It only follows that they would want to use high-performance products like ours. So, the GreenWizard database is an ideal presentation forum for us. The fact that we can place our products in the database for free only adds to the attractiveness of using GreenWizard."

Spring Air Systems can look to GreenWizard for a rapidly expanding customer base of LEED users. Indeed, GreenWizard has grown by leaps and bounds, fueled by infusions of venture funding, as GreenWizard has become a "destination site" for product specifiers who are eager to maximize their LEED points, while saving time and money around the purchasing and documentation processes. In fact, in just two months, GreenWizard has added over \$250,000,000 in projects seeking LEED certification, spread among 200 design and construction firms.

About GreenWizard

GreenWizard, Inc, is a technology company dedicated to empowering architects, engineers, and contractors to build greener structures for less money in less time. The Company offers the only web-based software platform that allows users to analyze and select green building materials based on a wide array of preferences and inputs, ultimately reducing the time and money spent in the procurement process. The Company employs a Service Oriented Architecture (SOA) software model delivered over the Internet for its process automation tool, communication center, business analytics, and interactive marketplace. The platform allows project participants to efficiently navigate the most comprehensive and up-to-date database of green building products, utilizing the most advanced analytical tools and information available in the market. The Charleston, SC-based company was founded in 2008. More info: www.GreenWizard.com.