

Bulletin: 55-21

TO: Greenheck Mechanical Representatives
FROM: Tyson Sargent
Segment Manager, HVLS Fans
DATE: October 12, 2021
SUBJECT: An exciting addition to the AMPLIFY™ line:
New Northern Light® UV-C Technology



Greenheck recently entered into a strategic alliance with Nordicco A/S, a Danish manufacturer of Northern Light®, a patented technology that combines HVLS fans with UV-C light. Greenheck is bringing this technology to North America with the help of you, our valued rep network.



UV-C, a proven technology recommended by the CDC, ASHRAE, and other third-party organizations as an effective solution to reduce the risk of COVID-19 transmission, has been used for decades to help control airborne pathogens. While this technology is beneficial on its own, studies have shown that the effectiveness of UV-C can be enhanced by increasing air movement through the light source. The patent-pending design of AMPLIFY overhead fans with Northern Light technology takes advantage of this fact, resulting in a unique product that is superior to competitor UV-C offerings. Here's why:

- Non-ozone generating UV-C bulbs are installed inside AMPLIFY fan blades and positioned toward the tips of the blades where the majority of air movement occurs for the most effective inactivation of pathogens.
- The upright design directs UV-C light away from occupants and into the upper-room where air is being circulated by the fan, minimizing UV radiation exposure, for safer system operation.
- Blue indicator lights are projected onto the ceiling when lights are in use versus competitor products with no operation indicators.
- Interchangeable UV-C irradiation dampers physically reduce the size of the opening in the fan blade for UV-C light to shine through, effectively reducing the UV-C radiation intensity by as much as 95%, providing effective yet safe pathogen inactivation.
- Backed by independently validated UV-C inactivation data (Danish Technological Institute). AMCA air performance testing is currently underway.

AMPLIFY with Northern Light® technology will initially be available on DC-5 HVLS fans in four diameters ranging from 6.5 feet to 16.5 feet. More models and sizes will be added in the future.

AMPLIFY with Northern Light training webinars are scheduled for October 20 and 21. [Click here](#) for details.

Coming soon! Educational marketing materials are being developed including a technical sales sheet, videos, social media assets and product photography to help you boost your AMPLIFY with Northern Light® sales. We'll let you know when these materials are available. The AMPLIFY with Northern Light® launch will be supported by an advertising campaign in targeted trade media and social media.

Thank you for your continued dedication to selling AMPLIFY overhead fans, and we're excited to work with you in launching this game-changing technology!