



Breathe Safe, Better Living



## Build Trust, Loyalty, and Revenue

With more than 50 million Americans experiencing allergy symptoms in the last year and concerns over viruses and germs persisting, hotel cleaning and hygiene practices rank second in priority only to price when selecting a hotel.\* The RZ AIRflow® offers hotels an affordable, high performing solution that shows your commitment to cleaner air for your guests.

\*AHLA State of the Hotel Industry Report 2021

### Benefits to Adding the RZ AIRflow to Your Hotel Clean Practices

- ✓ Increase revenue from upsell potential and improved customer brand loyalty
- ✓ Improves health and retention of staff
- ✓ Reduces common nuisance odors like cleaning products and smoke
- ✓ Affordable purification with recognizable HEPA filtration for top performance

“

I loved this new air purifier — it works so well. I no longer had itchy watery eyes, and no dry throat and cough. It was that amazing for my first use — I recommend this product for travelers.”

—Jennifer B., California,  
*focus group participant*

# Hotel Upsell Revenue Potential

Below is an estimate for revenue potential based on the cost of one unit with replacement filters used for 3 years and 300 total rental days.



Revenue from 300 Nights Rented Over 3 Years:	\$4,500.00
Cost of 1 RZ AIRflow Over 3 Years:	- \$ 264.86
<b>Total Net Revenue Per Unit:</b>	<b>\$2,735.00</b>

Topline Revenue:	\$75,000.00
Cost:	- \$ 6,621.50
<b>Total Net Revenue:</b>	<b>\$68,379.00</b>

## What do travelers think of the RZ AIRflow?\*

\*Based on consumer focus group of frequent travelers with chronic allergy/asthma.



### Increased Brand Loyalty

Users rated likelihood to choose a hotel with clean air quality offerings like the RZ AIRflow a 9/10.



### Improved Room Experience

Respondents noted a significant improvement in room air quality after installing the RZ AIRflow.



### Willing to Pay

On average, respondents would pay over \$15/day for use of the RZ AIRflow in their hotel room.

## Marketing Support

- ✓ Check-in station counter card
- ✓ In-room table tent promoting features/benefits
- ✓ Staff training materials for product knowledge, installation and maintenance