

Filtrete™
Brand



**The deep pleat filter from
the most trusted brand of
air filters in America*.**

The right fit for your shopper:

- A full line of 4" and 5" deep pleat filters designed to fit the most popular HVAC filter housings: boots, slots and cabinets
- Filters replace unbranded and most branded OEM filters, including Honeywell®, Trion® Air Bear, Lennox®, Carrier®, Aprilaire® and more
- Deep pleat filters that are engineered for optimal particle capture and airflow and work in both standard and high-efficiency HVAC systems



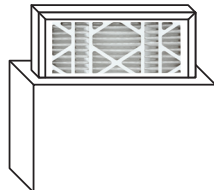
The right fit for your market:

- Proprietary "Right Size, Right Market" intelligence drives customized planograms that fit your market's most popular sizes
- Clear, simplified packaging and in-store merchandising create an easy shopping experience
- Brand communications support programs drive shoppers to retail for their replacement filters

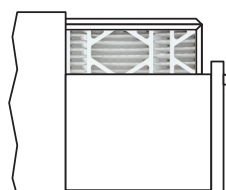
*2016 TNS Brand Health Tracking Study.

Filtrete™ Brand provides category leadership with proprietary technology, product mix and marketing investment.

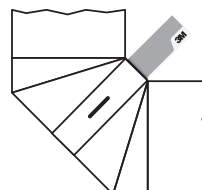
Engineered to fit into the most popular types of housings and HVAC systems. Filtrete™ Filters are leading the way in emerging filter trends.



FILTER SLOT



FILTER CABINET



FILTER BOOT



TECHNOLOGY



PULLS
PARTICLES IN



TRAPS
SMALL PARTICLES

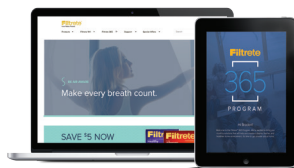


DELIVERS
CLEANER AIR

Consumer communications programs drive shoppers to retail.



TELEVISION



DIGITAL & FILTRETE™
365 PROGRAM



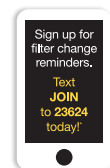
PRINT



INSTORE



ONLINE WEATHER
TRIGGER PROGRAM



TEXT REMINDER
PROGRAM

Find the filters that fit at Filtrete.com.

MPR	Product Description	Size	CAT#	Product#	Billing Unit	Unit/Case	Filters/Case	Packout Size
1550	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter	16 in x 25 in x 4 in Slim (40,6 cm x 63,5 cm x 10,1 cm)	NDP01-4S-4	70-0069-6132-3	Each	4	4	Single
1550	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter	20 in x 25 in x 4 in Slim (50,8 cm x 63,5 cm x 10,1 cm)	NDP03-4S-4	70-0069-6131-5	Each	4	4	Single
1550	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter	16 in x 25 in x 4 in Slim (40,6 cm x 63,5 cm x 10,1 cm)	NDP01-4S-2P-2	70-0069-6138-0	Pack	2	4	2-pack
1550	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter	20 in x 25 in x 4 in Slim (50,8 cm x 63,5 cm x 10,1 cm)	NDP03-4S-2P-2	70-0069-6152-1	Pack	2	4	2-pack
1550	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter	16 in x 25 in x 4 in (40,6 cm x 63,5 cm x 10,1 cm)	NDP01-4IN-4	70-0069-6266-9	Each	4	4	Single
1550	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter	20 in x 20 in x 4 in (50,8 cm x 50,8 cm x 10,1 cm)	NDP02-4IN-4	70-0069-6346-9	Each	4	4	Single
1550	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter	20 in x 25 in x 4 in (50,8 cm x 63,5 cm x 10,1 cm)	NDP03-4IN-4	70-0069-6264-4	Each	4	4	Single
1550	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter	20 in x 25 in x 5 in (50,8 cm x 63,5 cm x 12,7 cm)	NDP03-5IN-2	70-0069-6265-1	Each	2	2	Single
1550	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter	16 in x 25 in x 5 in (40,6 cm x 63,5 cm x 12,7 cm)	NDP01-5IN-2	70-0069-6122-4	Each	2	2	Single
1550	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter	16 in x 25 in x 4 in (40,6 cm x 63,5 cm x 10,1 cm)	NDP01-4IN-2P-2	70-0069-6102-6	Pack	2	4	2-pack
1550	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter	20 in x 25 in x 4 in (50,8 cm x 63,5 cm x 10,1 cm)	NDP02-4IN-2P-2	70-0069-6103-4	Pack	2	4	2-pack
1550	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter	20 in x 25 in x 4 in (50,8 cm x 63,5 cm x 10,1 cm)	NDP03-4IN-2P-2	70-0069-6104-2	Pack	2	4	2-pack
1000	Filtrete™ Allergen Reduction Deep Pleat Filter	16 in x 25 in x 4 in (40,6 cm x 63,5 cm x 10,1 cm)	NADP01-2PK-2	70-0069-6261-0	Pack	2	4	2-pack
1000	Filtrete™ Allergen Reduction Deep Pleat Filter	20 in x 20 in x 4 in (50,8 cm x 50,8 cm x 10,1 cm)	NADP02-2PK-2	70-0069-6262-8	Pack	2	4	2-pack
1000	Filtrete™ Allergen Reduction Deep Pleat Filter	20 in x 25 in x 4 in (50,8 cm x 63,5 cm x 10,1 cm)	NADP03-2PK-2	70-0069-6263-6	Pack	2	4	2-pack
1000	Filtrete™ Allergen Reduction Deep Pleat Filter	16 in x 25 in x 4 in (40,6 cm x 63,5 cm x 10,1 cm)	NADP01-4IN-4	70-0069-6119-0	Each	4	4	Single
1000	Filtrete™ Allergen Reduction Deep Pleat Filter	20 in x 25 in x 4 in (50,8 cm x 63,5 cm x 10,1 cm)	NADP03-4IN-4	70-0069-6120-8	Each	4	4	Single

See external broadcast for full spreadsheet details including old CAT and Stock numbers.



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