

Cleanair Filter Service

Growing up on the farm and then operating their own farm, Leo and Rosalie Magne know how important it is that farm machinery runs smoothly. As the principals behind Cleanair Filter Service, their goal is to make sure that their customers' heavy equipment continues to run smoothly.

"We clean and service 25,000 filters a year from throughout Manitoba and northwestern Ontario," says Rosalie Magne. "We are also the only filter remanufacturer in the province. We can physically take a filter apart and rebuild it re-using the original metal housing. It's more cost effective than buying a new filter. We do about 8,000 remanufactures a year. Our remanufactured products cost 25%-30% less than new ones and meet or exceed specifications."

She notes that there are 1,400 different types of filters that Cleanair can clean. The company is also able to remanufacture half that number. "You have to educate customers about the different options," Rosalie says.

Leo and Rosalie and their team have also developed their own house brand filter. "We started Maxair three years ago," Rosalie reports. "We have over 200 different filters in the Maxair line.

"We can also custom build filters for customers who are having trouble

finding a filter for a European-made piece of equipment for example. We make them from scratch. We designed and built one filter for a specific kind

Manitoba.

"Our policy is to have the filters in and out of here within a week," Rosalie says. "We provide a full ser-



Rosalie and Leo Magne's Cleanair Filter Service remanufactures 8,000 filters a year and cleans and services over 25,000 more.

of skate sharpening machine."

She states that the business has grown continuously since they bought Cleanair in 1997. "We also had a welding and manufacturing business in Saskatchewan," Rosalie says. "We liked the manufacturing and agricultural aspects of Cleanair."

Cleanair Filter Service has a strong customer-service orientation. The company operates two delivery vans which traverse the province picking up and delivering customers' filters. They also have agents throughout

vice. We put each filter through a dry-cleaning and a centrifugal cleaning process followed by an automatic wet wash dependent on the filter's construction and media type."

Cleanair employs about a dozen full-time workers and two or three part-timers. "While some filter manufacturers provide us with product training, most of it we learn with research."

When the Magnes bought Cleanair, it was located on Wall St. Two years ago, they moved the company to its present location on Century near Saskatchewan Avenue. In the new location, they have added a new automated wash machine and a larger industrial dryer. The new 10,000-square-foot building also has more space which gives Cleanair room for expansion.

"We attempt to build partnerships with our clients," Rosalie says. "The filter industry is constantly changing. But our customers know that knowledge of the industry and new innovations and our standard of quality and service are the best in the business."



Long-time employee Toan Tran and Leo Magne do a final quality check on a remanufactured filter for heavy equipment.