

Cleanair Filter Service

The past twelve months were a particularly busy time for Cleanair Filter Service in Manitoba, the province's only filter remanufacturer. During that time, Cleanair has introduced an array of new customer services and expanded into Saskatchewan through the purchase last February of a smaller existing-company in the same field in Regina.

"They used to be one of our customers," says marketing manager Rosalie Magne.

"It's a win-win situation for both of the companies."

She notes that the Regina company's previous owners have stayed on with Cleanair Filter Service Saskatchewan as the new managers. In January, the Regina operation moved into a new building which is double the size of the previous location.

Cleanair Filter Service cleans air filters for industrial equipment, remanufactures air filters, and sells new air filters including Maxair, their own in-house brand. "We can physically

tured filters cost up to 30% less than new ones and meet or exceed specifications."

Cleanair operates through more than 50 distributors in Manitoba and Northwestern Ontario and now has—as a result of the acquisition

of filters that we clean."

To improve customer service, Cleanair has introduced a new job designation. A technician has been made available for customers who phone in for specific information or to source a new filter. As well, the company

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in Regina—more than 20 distributors in Saskatchewan. The company has a fleet of three delivery vans in Winnipeg and two in Regina that travel throughout the region picking up and delivering customers' filters.

"Maintenance people are usually strapped for time and have to keep an eye on cost," Rosalie Magne notes. "Our policy is to have the filters in and out within a week. We can

now has designated team members responsible for keeping track of the paperwork for specific customers to make sure that everything is flowing smoothly.

Last winter, Cleanair adopted a new computerized tracking system to monitor the progress of each filter from the first time it comes in to the point of replacement.

"We encourage employee input," Rosalie Magne says. "We want their ideas based on their knowledge and experience with filters that may be more difficult to clean, or on ways to improve productivity and customer service."

Cleanair has a staff of 12 in Winnipeg and three in Regina. "We have our own in-house training sessions," Rosalie says. "We see what's available and what tools we can use."

In April, Cleanair will welcome a major new piece of equipment to its Winnipeg plant. The new custom-built machinery will allow the company to service larger filters of 36" and more. The company had to build a special room to accommodate it.

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www.cleanairfilterservice.ca



Cleanair Filter Service's Winnipeg staff. Thorough in-house training of personnel enables the company to offer its clients one-week turnaround on remanufactured filters.

take a filter apart and remanufacture it using the original metal housing," Rosalie Magne says. "For the customer, it's more cost effective than buying a new filter. Our remanufac-

process each filter in a dry-cleaning and centrifugal cleaning process or an automatic wet wash dependent on the filter's construction and media type. There are over 1,400 different types