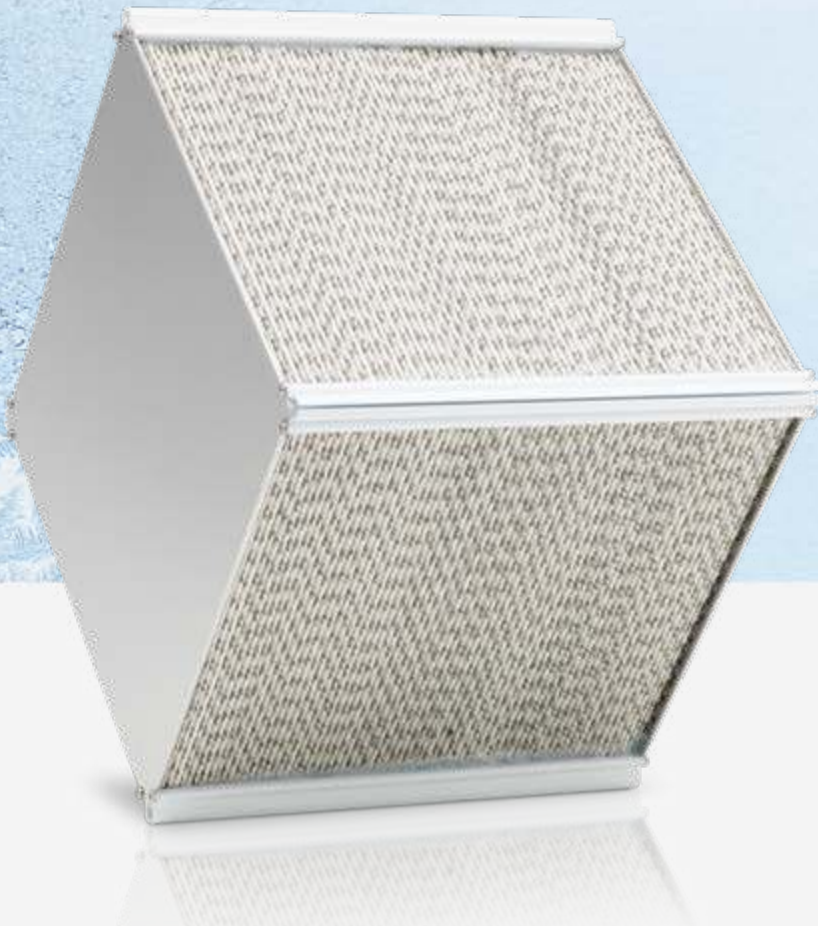




Not all cores are created equal



**Winters in the Northern United States really put heat and energy recovery ventilators to the test**

As the experts in Fresh Air Systems for residential construction, BROAN sets the bar in the standards of innovation and excellence. We are continually seeking ways to provide the best quality, technology, efficiency and care for our customers. Our harsh winters really put heat and energy recovery ventilators to the test, especially the all-important ventilation core. Venmar core technology deliver outstanding efficiency and performance even in our extreme conditions. Our track record for quality and reliability is the envy of the industry—a source of considerable pride.

# BAD CORES ARE BAD FOR BUSINESS—AND YOUR REPUTATION

Time and time again, Broan's benchmark tests have shown that cores in lower-cost competing products can fail prematurely, even in the first year of mild winters. Core failure has serious consequences for you and your customers:

- Reduced heat and humidity transfer efficiency
- Cross-contamination between indoor and outdoor air
- Product failure

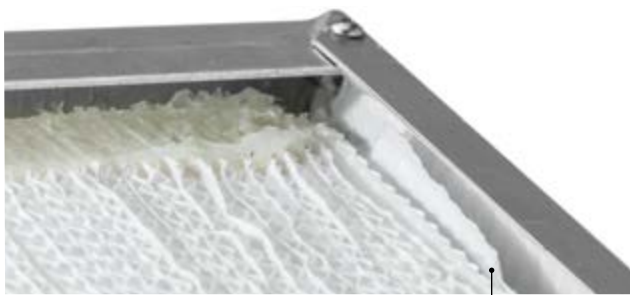


Premature service calls that directly impact your bottom line and professional credibility

## Core failure warning signs

How can you tell when an HRV or ERV core is starting to fail? Watch for these telltale warning signs.

### Competing core tested in real-life winter conditions



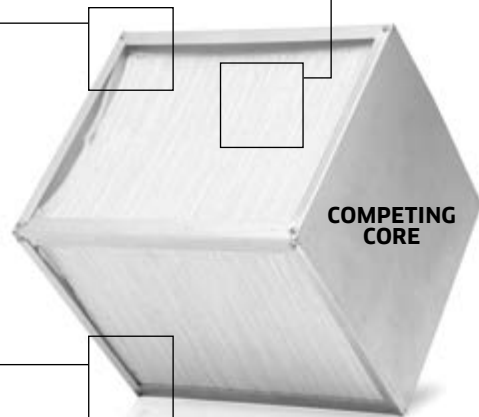
Tears and holes develop in the membrane.



Core layers start to separate.



Membrane detaches in the corner, breaking the seal.



COMPETING CORE

## THE BROAN DIFFERENCE

- Patented membrane delivers superior low temperature performance
- Unique polymer desiccant prevents frost build up
- Aluminum mesh optimizes humidity transfer

## BROAN: RELIABLE TO THE CORE

Broan offers homegrown expertise in quality ERV and HRV systems geared for any United States climate zone. So why settle for less? Complete customer satisfaction and peace of mind with the brand you can trust: Broan.

# BROAN®

**Broan.com**

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