Hello [NAME],

[Personal Intro]

I am writing to tell you about a new product I am representing called ElectroLIFE. This is a “green” solution for preventing and removing scale, rust and microbes in new or existing HVAC Systems. We offer the first proven “green” solution that works for large scale commercial use. Our customers are also enjoying a significant savings in efficiency, chemical costs and electricity usage.

The patented technology has been available in Japan for the last 7 years and we have over 550 production units deployed as of today. The customer list includes over a dozen major auto manufacturers, boating manufacturers, chemical companies and some of the largest Japanese steel companies.

You might already be aware that commercial HVAC boiler and chiller systems using traditional methods experience gradual decreases in thermal efficiency and increases in operating costs due to scaling. Scaling creates a layer of calcium and metals that reduces the efficiency of the boiler or chiller. This requires the HVAC unit to work increasingly harder over time to maintain the same cooling or heating efficiency decreasing its life.

Today, toxic chemical additives are typically used to counteract the scaling effects. Up until now chemicals were the best method available. The challenge with chemicals is that they do not remove the calcium or metals but try and suspend them within the boiler or chiller water so there is an extended time before it adheres to the pipes. Using this method you still need to remove the calcium concentrated water, loaded with chemicals, with relative frequency. But, over time there is scale buildup anyway and the pipes will eventually need to be systematically drilled, acid washed or worse.

Our solution takes a much different approach. We use high voltage electrolysis to remove the calcium, microbes and metals from the water. This creates an environment where there can be no scaling because the elements that scaling needs is no longer present in the water. We can even clean out old scaling without using any chemicals at all. Our customers have experienced incredible benefits from this including increased efficiency, none of the traditional chemical maintenance costs, and significantly lower electric usage costs.

The same holds true for rust and microbes. Traditional chemical treatments can minimize rust or remove microbes at the cost of toxifying the water, requiring significant manual maintenance, risk and cost. Our chemical free solution prevents rust and kills microbes in the water preventing issues before they happen by eliminating the elements that rust and microbes need to survive and thrive.

In as little at 90 days we can show significant improvement to your HVAC system without chemicals. Do you have some time on [Date/Time]? I would be happy to review our solution with you and answer any questions you may have.

Best Regards,

Vogel-Brown, Inc.