



Plasma Air to Keynote at the ASHRAE Southern Piedmont Chapter Luncheon

*Plasma Air Vice President, Larry Sunshine, to Discuss the ASHRAE IAQ Procedure and Its Potential for Reducing Costs, Improving Efficiency and Enhancing Indoor Air Quality*

Stamford, CT, USA, November 3, 2015 – [Plasma Air International](http://www.plasma-air.com/), the leading innovator in indoor air quality solutions, announces today that its Vice President, Larry Sunshine, will present the keynote at the [ASHRAE Southern Piedmont Chapter \(SPASHRAE\) Luncheon](http://www.spashrae.com/). The presentation, titled [“Using ASHRAE’s IAQ Procedure to Reduce Outside Air Intake, Corresponding AC Tonnage and Energy Use”](#), will take place at 11:30 AM on November 5, 2015 at Byron's South End, 101 W. Worthington Avenue, Suite 110 in Charlotte, North Carolina.

During his presentation, Mr. Sunshine will explore the underutilized ASHRAE Standard 62.1 Indoor Air Quality (IAQ) Procedure, which meets the Ventilation Exception of the International Mechanical Code (IMC). He will examine how breakthrough ionization technology and the IAQ Procedure can be deployed to help building owners and operators improve IAQ and decrease the required amount of outside air. By reducing the air conditioning tonnage and heating equipment required, companies can effectively lower first costs and the ongoing energy use for the life of a building.

“At Plasma Air, we are dedicated to providing customers with the latest technology and resources to help them save money, reduce energy use and enhance overall air quality,” explains Mr. Sunshine. “I am excited to offer my expertise during this presentation, helping attendees understand and unlock the true potential of the IAQ Procedure to create superior environments while reducing costs. Through bipolar ionization technology and a clear understanding of the IAQ Procedure, building owners and engineers will learn how to reduce outside air intake while still remaining compliant with international codes and regulations.”

Utilizing cutting-edge bipolar ionization technology, Plasma Air’s proven solutions vastly improve the IAQ of commercial, residential, institutional and industrial buildings. These comprehensive solutions are specifically designed to eliminate air pollutants, generating a healthier and more productive environment.

For more information about Plasma Air International, visit <http://www.plasma-air.com/>.

To learn more or register for the SPASHRAE Luncheon on November 5, please visit <http://www.spashrae.com/event-2045493/Registration>.

###

**About Plasma Air International**



Plasma Air International is the leading innovator in indoor air quality. Plasma Air International manufactures air purification products that result in healthier, more productive indoor environments in institutional, commercial and industrial applications. The company uses highly efficient bipolar ionization technology that supports the engineering community in utilizing ASHRAE's Standard 62.1 IAQ Procedure to reduce outside air intake. The Plasma Air System has been proven in hundreds of applications to provide the highest level of air quality improvement for schools, churches, casinos, arenas, airports, offices, and waste water treatment plants. Plasma Air International delivers its innovative solutions for eliminating jet fuels toxins at airports, purifying air quality for our children's schools, removing harmful pollutants from smoke filled casinos, and neutralizing odors from waste water facilities. Additional information can be found at <http://www.plasma-air.com/> or by following Plasma Air International on [Twitter](#) and [LinkedIn](#).

**MEDIA INQUIRIES:**

iMiller Public Relations for Plasma Air

Tel: +1 866 307 2510

[pr@imillerpr.com](mailto:pr@imillerpr.com)

**Janice Burke**

Plasma Air International

Tel: +1 203 662 0800

[jburke@plasma-air.com](mailto:jburke@plasma-air.com)