

## Competitive Analysis Guide

Honeywell 24V UV Air Purifier with AirBRIGHT™ Odor Absorption		
<b>Product Features</b>	Honeywell Advantage	UV2400U5000
Free from the release of Hydrogen Peroxide into home	<ul style="list-style-type: none"> <li>Honeywell will always avoid introducing new chemicals to the indoor air which the homeowner is forced to breathe unlike some competitive products.</li> </ul>	YES
Pricing	<ul style="list-style-type: none"> <li>Honeywell's lower price makes it easier to get homeowners to start with lamp only.</li> <li>Honeywell's modular design makes it easy to upgrade to AirBRIGHT later.</li> <li>Honeywell's lower price makes product attractive to more customers, increasing sales opportunities.</li> </ul>	\$\$
Internal and external mount with single SKU	<ul style="list-style-type: none"> <li>Honeywell's Universal install capabilities reduces the number of SKUs a distributor has to manage.</li> </ul>	YES
Minimum 5 year warranty	<ul style="list-style-type: none"> <li>Honeywell's longer warranty suggests higher quality and fewer callbacks.</li> </ul>	YES
Odor Control Technology	<ul style="list-style-type: none"> <li>Honeywell's modular design makes it easy to later upgrade to AirBRIGHT.</li> </ul>	YES
<b>Installation</b>		
Powered by 24 Volts	<ul style="list-style-type: none"> <li>Honeywell's low voltage solution will rarely require the need for an electrician saving the customer time and money.</li> </ul>	YES
Easy Lamp Maintenance	<ul style="list-style-type: none"> <li>Honeywell's SnapLamp™ technology makes annual lamp replacements a breeze.</li> </ul>	YES
Compact design	<ul style="list-style-type: none"> <li>Honeywell's compact design is attractive and easy to install in tight spaces.</li> </ul>	YES

Competitors						
Sanuvox	Ultravation	Triatomic	Field Controls	Dust Free	RGF	ActiveTek
Sabre Genius	UltraMAX Gold	APCO	UV-16/24	Bio-Fighter® Lightstick	HVAC-PHI-212-GA	INDUCT 2000
YES	YES	YES	YES	YES	NO	NO
\$	\$\$\$	\$\$	\$\$	\$	\$\$\$	\$\$\$
NO	YES	NO	NO	YES	N/A	N/A
NO	YES	YES	NO	YES	NO	NO
NO	YES	YES	NO	NO	YES	YES
YES	YES	YES	YES	YES	NO	NO
YES	YES	NO	YES	NO	N/A	N/A
YES	YES	NO	YES	YES	YES	NO