

## ***Frost & Sullivan* Recognizes Desert Spring Products for its Pioneering Rotary Disc Humidifier that is Uniquely Efficient, Durable, and Environment Friendly**

Palo Alto, Calif. — September 15, 2008 — Based on its recent analysis of the residential humidity controls market, *Frost & Sullivan* presents Desert Spring Products with the 2008 North American Frost & Sullivan Award for Product Innovation of the Year.

The Award is in recognition of the company's revolutionary Rotary Disc Humidifier system, which has succeeded in brilliantly enhancing the benefits offered by the available steam and evaporative humidifiers while avoiding any deficiencies.

Humidity is a critical factor to indoor air quality, affecting human comfort and health as well as valuable belongings such as artwork, furniture, wooden floors, trims, and molding. Unlike most residential evaporative humidifiers that use absorbent pads and filter media, which can suffer from mineral build-up as water evaporates, the Rotary Disc Humidifier uses non-absorbent plastic media. Minerals left behind from evaporation do not attach to the wet plastic disc surface, but saturate in the water reservoir, reducing replacement, maintenance and operating costs.

"The Desert Spring humidifier is energy and water efficient, requiring only 4 watts of power to operate, having an unmatched water efficiency ratio of 1:1 compared to the 5:1 to 8:1 ratio of most flow-through humidifiers," says *Frost & Sullivan* Research Analyst Alejandra Lozano. "This humidification system also offers higher performance, reduced maintenance, and ease of installation, unsurpassed by alternative humidifiers in the market."

The Rotary Disc Humidifier offers an automatic flush mechanism, AutoFlush, to drain water from the reservoir every 48 hours and add fresh water to avoid stagnation. The self-cleaning features make this product more convenient for the end user. The polycarbonate material of the disc wheel also dries more quickly than the media used by other evaporative humidifiers, thereby reducing the risks of mold growth.

Further, the Desert Spring humidifier discards just one gallon of water to flush out any mineral deposits during each flush cycle, offering tremendous water savings. As it is being a 'closed-loop' system, the unit consumes the energy equivalent of a night light, translating into less operating costs and more money savings for the end user.

The Rotary Disc Humidifier is offered with easy-to-follow installation instructions that eliminate the need to hire a professional – a key concern for consumers. Desert Spring recognized and leveraged this opportunity to gain a competitive edge. The clincher is the pricing of the products – a starting price of \$200 compared to \$500 for evaporative humidifiers and \$1,000 plus for steam humidifiers.

"The Rotary Disc Humidifier's do-it-yourself installation reduces the overall cost to the end user by subtracting the cost of professional installation," notes Lozano. "Its electrical and water efficiency reduces utility bills, while the cleanable plastic evaporative media has a 10-year warranty that drastically cuts replacement and operating costs over time."

The patented design of Desert Spring's product consists of a plastic cylinder with 43 ring-shaped, finely-textured disks enclosed in a drum. Humidification is achieved by rotating the disks to pick up water from the water reservoir at the bottom of the drum and evaporating it as hot air from the furnace blows through. As it rotates, the disks reduce the thickness of the water to cause it to evaporate more quickly and increase the efficiency of the unit.

The system permits a large 15-square feet wet surface area to be housed in a very compact enclosure that allows the unit to humidify even when the furnace is not working. This also allows

the Rotary Disc Humidifier to produce roughly 17 percent more vapor than popular flow-through models of equivalent size under equivalent conditions.

Overall, Desert Spring's effort to create an innovative product has led to the unique design of the Rotary Disc Humidifier. With its water efficiency ratio of 1:1 and low energy requirements, this environment-friendly product offers higher performance with humidity output of 14 gallons per day, reduced maintenance with the AutoFlush mechanism and non-absorbent media, and total ease of installation to enhance its value to the end users.

*In recognition of the combined benefits of this superior system, Frost & Sullivan is proud to present Desert Spring Products with the 2008 Award for Product Innovation in the North American residential humidity controls market.*

Each year *Frost & Sullivan* presents this Award to the company that has demonstrated excellence in new products and technologies within their industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

*Frost & Sullivan Best Practices Awards* recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

### **About Desert Spring Products**

DSP is a private company with the near-term vision of significantly increasing its presence in the North American whole house indoor air quality market. DSP currently develops, manufactures, and markets a patented line of premium humidifiers and related products. Distribution of the Rotary Disc Humidifier began in 1997 in Canada and has since expanded across North America. The Rotary Disc Humidifier is manufactured in the United States. For more information on Desert Spring Products, visit our website at [www.desertspringsproducts.com](http://www.desertspringsproducts.com).

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### **About Frost & Sullivan**

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