# Air Curtain

## **Corporate Solutions – Hot Topics**

# How an open door policy can affect your bottom line



Adding an air curtain is a straightforward and simple way of helping maintain your retail margins and keep both staff and customers happy and comfortable The world of shopping has changed dramatically over the past decade and life for the modern High Street retailer is seriously tough.

How you encourage passing trade to actually stop and enter your store has therefore never been more important to the bottom line and retailers need to do all they can to encourage customers inside.

That is why so many have an 'open door' policy, so that they remove a potential barrier from a potential sale.



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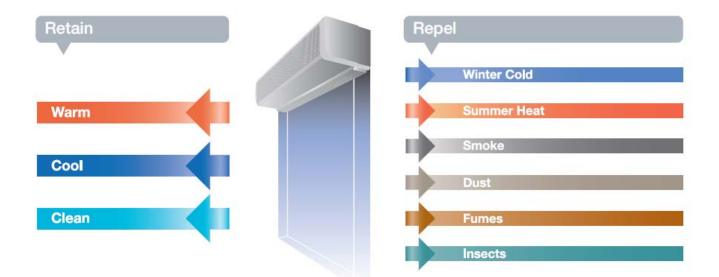
## Air Curtain

An air curtain sits over the front door and blows air downwards to create a barrier between your clean, comfortable store and the outdoors.

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#### Features & benefits

- Keep your conditioned air in & contaminants out
- Allows 'open door' trading to improve customer footfall
- ECA approved
- Increases customer comfort
- Uses heat pump technology to reduce running costs
- Reduces CO<sub>2</sub> emissions
- Short payback period when compared to a direct electric system
- Can be linked to a VRF heat recovery system for further energy savings.
- Reduced power supply required compared to a direct electric system
- Can be controlled simply



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