

The newest, *best solution* to humidity problems in your basement.

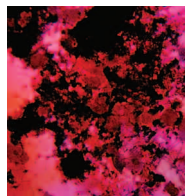
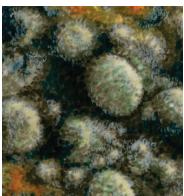


Is your basement the loneliest part of your home?

Excess humidity in the air can cause basements to be smelly, musty and noticeably damp. Nobody wants to go there, play there, be there. Excess humidity can damage basement furniture and furnishings, causing wood to swell and fabric to rot. Stored items grow mildew and wall paneling peels.

High basement humidity can lead to health-threatening conditions too. Any basement with relative humidity regularly above 60% can become the perfect breeding ground for a variety of pathogens like molds, mildew and fungi. Dust mites, another leading allergen, need as little as 50% relative humidity to thrive and infest your home.

Common portable dehumidifiers are a weak answer. They don't perform well in cooler basement environments and you typically need more than one to treat your entire basement.



THE SOLUTION: A dehumidifier designed exclusively for basement use.

The Aprilaire Model 1710 High Capacity Dehumidifier:

• More capacity

• More efficiency

• More convenience

More powerful than a portable— and backed by the best name in the business.

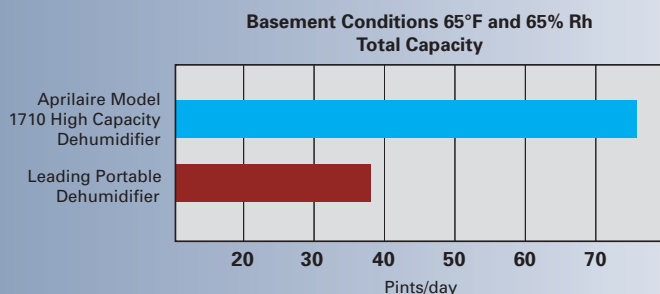
More than your standard portable unit, the Model 1710 High Capacity Dehumidifier is in a different class altogether:

- ▶ 100% more capacity
- ▶ 300% more efficient

than the leading portable dehumidifier.



More Capacity



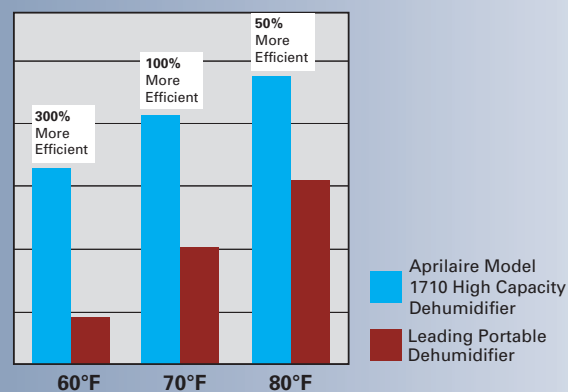
Published portable ratings are based on optimal conditions. At these conditions, portables remove up to 65 pints of water from the air daily, while the Model 1710 can remove up to **90 pints each and every day**.

At typical basement ambient conditions of 65°F and 65% Rh:

- The capacity of Aprilaire Model 1710 is 74 pints/day.
- At the same ambient conditions, the capacity of the leading portable dehumidifier is 37 pints/day.
- The Aprilaire Model 1710 outperforms the leading portable dehumidifier by 100%.

Unmatched Efficiency

Designed to work effectively at the air temperature found in most basements, the Model 1710 can be up to **300% more efficient** than portables in the same conditions, which means it costs less to operate.



Aprilaire Model 1710 Free-Standing Dehumidifier versus leading portable moisture removal per kilowatt-hour of electricity used at 60% relative humidity.

Unparalleled Convenience

Portables are messy, noisy and have tanks that require frequent emptying. The Model 1710 has no tank to empty. Your Basement Systems contractor will connect the drain line directly into your home's water drainage system. No mess, no cleaning, no problems.

**Order your Aprilaire Model 1710 High Capacity Dehumidifier today
for just \$_____ plus \$_____ delivery and installation
and take back your basement!**