

In-O-Vate Technologies, Inc.

Jupiter, Florida

In-O-Vate Technologies, Inc. recently expanded their dryer venting product line with the LintAlert, a smart home safety device that monitors and displays the back pressure levels in the dryer's exhaust. As airflow gets restricted, five LED lights progressively illuminate, alerting users to have their dryer vent cleaned.

The LintAlert has been adopted by vent and air duct cleaning companies as an easy up-sell item that adds value to their service. The LintAlert boosts profits by offering a product with minimal installation requirements.

NADCA interviewed Cliff Budnick, In-O-Vate's product manager, about the company's experiences as an Associate Member and exhibitor at the Annual Meeting & Exposition.



Photos, from left: Cliff Budnick, In-O-Vate's product manager, represented the company and its products during NADCA's 22nd Annual Meeting & Exposition, in Las Vegas, NV.

LintAlert is a smart home safety device that monitors and displays the back pressure levels in a dryer's exhaust.

What led your company to join NADCA as an Associate Member?

Though our company has specialized in dryer venting accessories for 15 years, we just started to work directly with companies that clean dryer vents. We've known NADCA to be a well-respected association that emphasizes quality and commitment to those in the field.

For us, joining NADCA as an Associate Member was a logical decision to make a great impact on our sales while continuing to educate companies on the importance of offering dryer vent cleaning.

Please describe LintAlert and how it fits in with NADCA's members and the HVAC cleaning industry as a whole.

The LintAlert is a dryer safety alarm that lets homeowners progressively monitor their dryer's efficiency. When lint accumulation or any sudden change in venting efficiency creates blockage, the LintAlert triggers an audio/visual alert letting the homeowner know their vent needs to be cleaned again.

Knowing the LintAlert should be installed and calibrated when the dryer vent is clean, NADCA's member companies are the perfect fit for the product. After all, the hardest part of an installation is cleaning the dryer vent. Why not offer a value-added product that provides significant profit in the 3-5 minutes it takes to install—with no tools required.

You exhibited at NADCA's Annual Meeting earlier this year in Vegas. Did you have any expectations for the show before you headed out there? How did your experiences at the show match up to your expectations?

The LintAlert had a phenomenal debut at the NADCA show in Vegas. On the surface, we sold more units than expected. But the value in the show had little to do with sales, and A LOT to do with the relationships formed and solidified during the event.

Selling products at a "show special" is great, but forming relationships with key players in the industry goes a lot farther than a simple purchase order. I was thrilled to see the camaraderie amongst NADCA members, and I'm proud to say many of them are not just business partners, but friends.

Would you recommend that other companies in the industry exhibit at NADCA's show?

Absolutely. The NADCA shows offer a great way to introduce new products and help push existing brands. Other perks include networking opportunities, fun events, and even the occasional free drinks!

Do you sell any other products that would be useful to NADCA members?

In-O-Vate Technologies has delivered the industry's most efficient dryer venting products for 15 years. Aside from the LintAlert, other products we manufacture include the DryerBox, Dryer-Ell, DryerJack, DryerPlacard, Dryer Wall Vent, and the DryerFlex.

Do you have any plans to release more products related to the HVAC cleaning industry?

Just recently, we introduced a type of dryer venting transition hose called DryerFlex. DryerFlex combines the ease of use and flexibility of wire bound foil flex, with the fire resistance and airflow efficiency of semi-rigid aluminum flex.

From the perspective of a supplier, what is your view of the HVAC cleaning industry?

In our industry, education drives sales, which in turn support the majority of HVAC companies. On the flip side, uneducated consumers neglect to take care of the basics like periodically cleaning their air ducts and dryer vents. These families often need significant restoration jobs when disaster strikes since they failed to maintain a clean home. Being a NADCA member provides the credibility needed to get into the homes of proactive consumers or reactive (and uneducated) families, regardless of the job at hand.

Do you have any information about dryer vent cleaning that NADCA members would be able to use when marketing it to their customers? What is a good approach for marketing dryer vent cleaning?

Our website (www.lintalert.com) and product support materials are filled with information to help educate consumers on the importance of maintain a clean dryer vent.

When marketing your dryer vent cleaning services, be sure to emphasize the cost savings/efficiency of a clean dryer vent, while using a hint of scare tactics like shocking images or alarming statistics. After all, more than 15,000 dryer fires occur in the U.S. every year, and the leading cause is a lack of maintenance.

Are there any other services (like dryer vent cleaning, etc.) that you think would be a good fit for NADCA members?

More and more, we're seeing vent cleaning companies offering dryer vent re-routes to ensure every home is code compliant. We totally support this approach since it adds value to the service, boosts ticket prices, and ensures that every home is venting as safe as possible.

Please share some thoughts about what you hope to gain from NADCA Associate membership in the future.

Overall, I'd love to see a decrease in dryer fires across the U.S. During the next year, I'd like to see more air duct cleaning companies increase their scope of service and offer dryer vent cleaning. We hope to build awareness about the LintAlert to all NADCA member companies in an effort to mitigate the incredible amount of dryer fires that happen every day. ●