



## **HERRMIDIFIER Repositioned as Sub-Brand of TRION IAQ**

The addition of HERRMIDIFIER products to the TRION portfolio will expand both of the brand's commercial, industrial, and humidification product offerings

**SANFORD, NC (February 20, 2018)** — [TRION](#)<sup>®</sup>, an Air Filtration brand of Johnson Controls Inc.'s Building Technologies & Solutions business unit, is pleased to announce the addition of HERRMIDIFIER commercial and industrial humidification products to its brand portfolio. An improved, more complete portfolio will strengthen both brands to make them more valuable and will grow HERRMIDIFIER brand's position in the marketplace. More attention will be focused on the brand with investment on product updates and marketing. As Johnson Controls' sole humidification brand, and with the growing importance and demand for humidification equipment nationwide, we expect to increase our footprint in commercial and industrial applications.

David Hanks, Director of Sales & Marketing, said, "The repositioning will transform HERRMIDIFIER, further diversifying our portfolio into a stronger and faster-growing indoor air quality category. We believe TRION's experience in operating nationally as a leading indoor air quality brand has the opportunity to pull through additional HERRMIDIFIER business opportunities and positions HERRMIDIFIER for long-term success. We are excited to continue providing innovative products to our customers with an uncompromising focus on clean, safe, and comfortable indoor air environments."

The HERRMIDIFIER brand is a legacy. For over 50 years, HERRMIDIFIER has designed and produced high quality solutions to indoor air humidification problems. "With this repositioning, we plan to maintain the iconic and recognizable HERRMIDIFIER brand as a sub-brand of TRION," said National Sales Manager Russell Van Steen. "Therefore, the HERRMIDIFIER name and all of the product family names that make the brand unique [Herrdraulic, Herrmidicool, Herrtronic, Herrmersion, Herrricane, and Herrmidisteam] will remain intact. The HERRMIDIFIER logo will continue to be visible on our products and marketing materials."

The business and manufacturing location in Sanford, North Carolina, phone numbers, and email addresses for HERRMIDIFIER will not change. You can now find HERRMIDIFIER online at [www.trioniaq.com](http://www.trioniaq.com).

### **About TRION**

TRION Indoor Air Quality (IAQ) provides innovative products across the commercial, industrial, and residential markets. Specifically, TRION manufactures air cleaners, air filters, humidifiers, dehumidifiers, kitchen exhaust units, mist precipitators, and smoke eliminators. Our solutions are engineered specifically to provide a clean, safe, and comfortable indoor air environment. TRION IAQ is a brand within Air System Components, Inc. (ASC). ASC is a subsidiary of Johnson Controls Inc. For more information about TRION IAQ solutions, contact your local representative or visit us on the web at <http://www.trioniaq.com>.

### **About HERRMIDIFIER**

Since its founding in 1945, HERRMIDIFIER has been designing and producing high quality solutions for indoor air humidification. During this time, product offerings have evolved to integrate the latest technologies and bring you the most efficient and effective humidification products in the market today. Products range from in-duct atomizing systems to steam humidifiers. HERRMIDIFIER products will not only satisfy occupant conditions and application requirements, but they can also be retrofitted to correct and improve environments that may not be properly humidified.

### **Press Contact**

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