

A STAR IS BORN

Ventilation company Air Star has made a market breakthrough with its patented ventilation unit. Important deals with construction companies that will reduce energy consumption and improve the climate in office and site cabins lie behind the lift.

TEXT & PHOTO ANDERS LÖVGREN

Air Star has recently realized a deal worth SEK 5.5 million with the major developer Skanska. A patented ventilator will be used to cut heating costs and improve the air in site cabins.

"Anyone who has been in these workplaces knows that there is a lot of running to and fro in the cabins. The radiators are working at full power, and you frequently open the window to air the cabin. Not really a sound environment. Our ventilation unit is the perfect answer to change this," says Peter Björs, CEO of Air Star.

THE COMPANY HAS won an order to equip 1,250 office and site cabins with its ventilation unit, which is designed on the principle of taking in fresh air from outdoors, heating it and exchanging it with the used air that is removed once the heat has been recovered.

Tests made by the client Skanska have shown that by using the Air Star unit it is possible to lower energy consumption and make savings of up to 50 percent on operating costs for the cabins.

An important function is that the ventilator is connected so that it controls the radiators

in the cabins and lowers the output at night and weekends.

The deal has caused the waters to ripple and Air Star has after the deal also negotiated a contract with site cabin rental company Ramirent.

"This deal is important to us and opens up new possibilities. We are also in discussions with customers in Poland, Ireland and France about deliveries," says Peter Björs.

Besides construction companies Air Star's customers include house manufacturers, offices, day-care centers and private persons.

The history behind Peter Björs and Air Star really started in a sauna. The disc jockey and building salesman Björs was visited by a friend and they decided to relax in a warm sauna.

THE CONVERSATION TURNED to an interesting object fitted to the wall outside of the sauna, a ventilation unit developed by Peter Björs' neighbor, but which was proving difficult to sell.

"One thing led to another and we ended up buying the rights and started a new company, to accelerate both development and sales. The basic idea is the same, but we have attracted more owners and put the resources into place to both develop functionality and the design as well as to increase sales," says Peter Björs.

Air Star has built up a network of dealers in Sweden and also has agents in Norway and Finland and Estonia.

"It is important for us to win over prefabricated house manufacturers. To install the unit during production at the factory makes everything a little bit easier," explains Air Star's CEO. ■

AIR STAR

The unit with the patented technology can ventilate and heat a space of 20-35 square meters. Up to six ventilators are needed for a home of 120 square meters, depending on the size of the rooms. According to the manufacturer this installation is sufficient for a new well-insulated house, but some form of additional heating is recommended to deal with cold waves.

The price of the unit is SEK 4,500-6,000.

