

# From: BioStrike To: Clean Air



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## BioStrike Climbs to the Top of the Social Media Ladder

BioStrike is now a part of the social media world with active consumers as well as create new relationships with potential clients.



Facebook, Twitter, Linked In and Blogger accounts. BioStrike will use the social media Websites to promote new products and keep followers informed of new, ongoing and once in a lifetime promotional deals.

BioStrike frequently searches for ways to remain engaged with consumers so that they can provide their product's users with the best service possible. The company saw that social media was a great way to keep in touch with

"I am amazed at the results something like social media can produce," said Jim Giffin, president of BioStrike. "Creating those four sites is one of the best things a company owner can do for their business.

It creates traffic to your

Website which means business, but the sites also allow you to monitor the business they bring you."

Social media has proven itself to be beneficial in keeping BioStrike in touch with the consumers it depends on the most and what the major retailers are working on themselves so that BioStrike can stay informed.

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## Same Ceiling Fan Air Filters; New Antibacterial Treatment

Our ceiling fan air filters have been our best selling product for years now, but we have recently improved them. The most important feature of the Ceiling Fan Air Filter is its ability to remove unwanted particles from the air while the ceiling fan circulates the air for comfort and now the filters have the added benefit of antibacterial action to combat cold and flu germs. The Ceiling Fan Air Filters with antibacterial treatment have self adhesive strips that attach to the top side of ceiling fan blades. They trap and kill airborne germs and bacteria that accompany the dust and dirt circulating with the air as the ceiling fan operates. The filters are effective both in summer and winter, keeping home air healthy and safe. Our ceiling fan air filters are available on our Website or you can purchase them at local retailers such as Lowe's, Home Depot, Wal-Mart or The Container Store.



# Huge Savings For Pet Owners

The Poof Filtration System for cat litter boxes remains to this date, one of our largest mail and web order items. This product eliminates that foul smell that normally comes with the litter box.

Currently, this product is only offered straight from our warehouse due to the change in the market place's cat litter boxes.

When the Poof System first hit the market place, litter boxes were different than the ones on the market today at major retailers such as Wal-Mart and Pet Smart.

Based on this evolution of design,

BioStrike has been forced to adapt



our product to be compatible with the current litter boxes. As we make way for the new, we must get rid of the old.

The Poof Systems originally retailed for \$39.95. We are now offering them at a discounted price of \$29.95. The best part? You will still be able to use the replacement cartridges with the old design as well as the new design.

The new design will hopefully hit the marketplace early next year.

# New BioStrike Website is Up and Running

Our world has become so dependent on the internet and

we needed to update our Website and incorporate multimedia in

order to gain respect in the online community as well as keep our consumers interested in us as a company and our products.

So out with the old and in with the new.

Our new Website features our products, information about

links to all of our social media sites. This makes it much easier for people to find us and keep up with us on the web.

Our Website has been revamped for our consumers to have a more enjoyable experience whenever they come visit us online.

There are direct links to all of our products which takes you directly to our online store.

Some of our products are exclusively online and we want our customers to have the most



technology within the last decade and has become even more expectant when it comes to having up to date and fully capable Websites.

That being said, BioStrike knew

our company as a whole as well as a What's Happening page that contains information that we have posted on the internet such as news releases and

*Come Visit our Website at*

*[www.biostrike.com](http://www.biostrike.com)*

## Reduce Odor and Shed Hair In Your Home and Office

Does your dog's pet bed smell? Do you have pet hair all over your house from routine shedding?

Let's face it. Where there are pets, there are odors. It can be from their food or outside odors they bring in. They also have a natural build up of body oils that produce an odor. The pet's bed is the catching place for these odors!

Slip in a Bed Magic Odor Removing insert into the pet bed and those annoying odors will disappear!

The insert does not mask odors with a fragrance. The odor control

hinges on a two-part system.

First: Activated Carbon. With million of micro pockets, this natural, chemical free material acts like a sponge to absorb odors.

Secondly, A germ-fighting cover; Anti-Microbial Fiber. This material controls bacteria growth to minimize odors.

Make the shed hair disappear by

placing a package of our ceiling fan air filters with new

*"I feel the Ceiling Fan Filters provide some help considering we live in the middle of corn & soybean fields. I have allergies and take injections as well as oral meds.....thank you for providing some real help to those of us with allergies."*

C. Corzine

antibacterial treatment on each ceiling fan in your home and your pet problems will be solved and you can enjoy the pets without the smells and shedding.

## Improve Your Indoor Air Quality

Whether it is your pet or the flowers blooming outside that make you sneeze and your eyes water, the innovative Ceiling Fan

Filters, manufactured at BioStrike are a wonderful solution to airborne pollutants.

While air-conditioning filters are good at filtering out allergens and pollutants, they only work while the unit is running!

Biostrike's Ceiling Fan Filters work Continually while the fan is on to capture the allergens, smoke, dust, pollen, mold, and pet dander to create a cleaner indoor

environment.

Currently the Ceiling Fan Filter is BioStrike's largest selling retail item and can be found in Lowe's, Home Depot, and Wal-Mart in the ceiling fan department.

The fan filters are retailed for a very reasonable price compared to many "air purifiers" on the market today and we think you will find them very affective!

*"As an asthma sufferer, I am very concerned about cleaner indoor air quality. The fan filters are already making a difference!"*

E. Wheat

## Continuing Relationships with our Customers

We are interested in what you think. We want to know what you think we are doing great and what you feel needs a little work.

On our new Website there is a contact page with a form on it that allows us to easily communicate with our consumers.

We would love if you could give us feedback on our services or products. We would like to hear what you have to say regardless of whether or not it is positive.



We know that not everyone or every company is perfect so we want to hear problems you may have had so that we can fix them and put our best foot forward.

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and Connect with us on:  
Twitter, Facebook, Blogger and LinkedIn



## A Little History About BioStrike

**BioStrike is a registered trademark of Giftech Filter Products, Inc., a private company founded in 1992 with headquarters in Southlake, Texas, engages in the design, manufacture and sale of innovative "clean air" products for the home, pet, office and mobile environments. Giftech markets these products under the trade name BioStrike®.**

**Giftech has obtained patent protection for the Ceiling Fan Air Filter and the Poof® Litterbox Odor Remover. It has registered BioStrike®, ODOR MAGIC®, Trash Magic®, Kitchen Magic®, Cigar Magic®, Bed Magic®, Locker Magic® and Closet Magic® as trademarks and has patent and trademark applications pending on its other products.**

**BioStrike is focused on providing innovative solutions to everyday indoor air quality problems by**



## Join our "Clean Air" Club

**When you join the club, the Fresh Air Club, you get free shipping. PERIOD!**



**The majority of our products; Ceiling Fan Filters, Odor Magic for Kitchen, Trash, Locker, and Poof System Replacement Cartridges, work their best when replaced every 3-4 months.**

**Realizing that months can fly by**

**without a thought, we wanted to offer our loyal customers a program that would automatically ship replacement filters every three months. In return for your loyalty, we will ship your replenishment order to you FREE!**

**If you need to change your order quantity or type, no problem! Just give us a call or email us and we will be happy to update your Fresh Air Club information.**

### How You Join:

**Visit [www.BioStrike.com](http://www.BioStrike.com)**

**Go to the "Contact Us" page**

**Fill out the form with all the required information and in the comment box tell us you would like to be added to the "Clean Air" Club list.**

**We will get you added to the list and you can start receiving the benefits immediately.**

