



ADS Air Filters

is a member in good standing for the year

2026

and has agreed to conduct its filtration sales business in accordance with the
NAFA CODE OF ETHICS

NAFA members shall, at all times, act in full compliance with all state and federal laws and regulations and all NAFA policies and procedures. NAFA members and their personnel shall observe the law, including all building codes and the Uniform Mechanical Code, and make all required disclosures expected by the law and the profession. NAFA members shall require that all employees of their firms practice filter sales and service in accordance with all local, state and federal laws, rules and regulations affecting the air filtration industry, NAFA Guidelines, and the Code of Ethics.

NAFA members shall, at all times, serve their clients with integrity, competence, honesty, and objectivity.

- NAFA members will provide their clients with accurate inspections and evaluations of the cleanliness and physical condition of their HVAC systems and indoor environment, using this information to determine the type of filtration services required, if any.
- NAFA members will assign their personnel to projects who are qualified by knowledge, experience and character, and will utilize the services and products of those who possess specialized skills, tools or trades not possessed by NAFA members when circumstances call for work to be done which NAFA members are unable to perform.
- NAFA members shall advise client personnel of any problems or concerns encountered on a project and make subsequent recommendations as required.
- NAFA members shall be accessible to customer inquiries, comments or complaints on a completed service and shall be willing to reach mutually acceptable terms under which any complaints can and will be addressed.

NAFA members shall observe fair business practices and avoid conflicts of interest in their dealings with clients, the public, and other industry members.

- NAFA members shall not accept commissions or allowances, directly or indirectly, from other
- parties dealing with clients or employers of the NAFA member in connection with work for which the member is responsible.
- NAFA members shall not participate in any activity or relationship that may impair or be presumed to impair the unbiased performance of their professional work. This participation includes those activities or relationships that may be in conflict with the interests of the organization.
- NAFA members shall review the work of another member only if requested by the client but shall notify the member of the fact that they have been asked to conduct such a review.

NAFA members shall be honest, accurate and forthright in their communications, advertising and promotions.

- NAFA members shall avoid the use of statements containing a material misrepresentation of fact or omitting a material fact.
- NAFA members shall accurately represent the intended purpose of a service or product and shall abide by established guidelines, laws and regulations for the practice of services and use of products in the industry.


NAFA President

Company President