

Filterbuy, Inc. Introduces High-Performance 20x25x4 Air Filter for Enhanced Indoor Filtration

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Talladega, AL - January 28, 2026 -
Filterbuy, Inc., a manufacturer of residential and commercial air filters, has introduced an enhanced line of high-performance air filters to address indoor air quality challenges faced by American households.

The Talladega, Alabama-based company announced the expansion of its filter offerings, with particular emphasis on the Filterbuy, Inc. 20x25x4 air filter model, following EPA data indicating indoor air can contain two to five times more pollutants than outdoor air. The new product line addresses filtration needs for particles, including pollen, dust, pet dander, smoke, and microorganisms.

"Indoor air quality has become a critical health consideration for families across the country," said David Heacock, spokesperson for Filterbuy. "Our expanded line of high-efficiency filters provides homeowners with professional-grade filtration that improves air quality while enhancing HVAC system performance and longevity."

The filters incorporate Minimum Efficiency Rating Value (MERV) technology, with ratings from 1 to 20. Residential applications typically utilize filters rated between MERV 6 and 13, which capture household pollutants while maintaining airflow through heating and cooling systems. The filters are engineered to withstand humidity and temperature variations across different climate conditions.

Proper filtration helps prevent mold and mildew growth within air duct systems, reducing potential repair costs and health concerns. Regular filter replacement reduces strain on HVAC equipment, potentially extending system life and reducing energy consumption. Industry studies indicate that clogged filters can increase energy costs by up to 15 percent, making regular replacement a factor in home maintenance budgets.

The product line expansion includes increased availability of sizes such as 16x25x1, 20x20x1, and 16x25x4 filters, along with custom sizing options for non-standard systems. All filters are manufactured in the United States and designed to last up to 90 days under normal operating conditions. The manufacturing process incorporates quality control measures at multiple stages to ensure consistent performance across production runs.

The company has introduced a subscription service that delivers replacement filters at predetermined intervals. This service maintains consistent filtration performance while offering a five percent discount on regular pricing. The subscription model addresses consumer research showing that 82 percent of homeowners forget to replace filters at recommended intervals, potentially compromising air quality and system efficiency.

Filterbuy serves residential and commercial markets with filtration solutions, including rigid cell filters for high-volume applications and whole-house air filtration systems. The family-owned company operates from its Talladega facility, manufacturing filters for distribution nationwide. The company maintains an inventory of standard sizes for immediate shipment while offering custom manufacturing capabilities for specialized applications.

The expansion comes as respiratory health and indoor environmental quality remain priorities for homeowners. Recent market analysis shows increased consumer awareness of indoor air quality, with filter sales growing 12 percent annually. The company continues developing filtration solutions to meet consumer needs while maintaining manufacturing quality standards.

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Filterbuy, Inc.

Filterbuy is a leading manufacturer of HVAC filters that ship direct from our factory to homes and businesses across the country. American-made, quality products.

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