

Nebraska Air Filter

Specializing in Filtration Sales, Service, and Customization

A leaking water main in the dead of winter was the last thing John Jackson expected on his first day as the new owner and manager of Nebraska Air Filter. Faced with a Metropolitan Utilities District order directing the immediate repair of the eight-inch water main that connected to the building's sprinkler system, Jackson found himself deeply immersed in discussions with plumbers and the utility company over liability issues.

"For a first day, it was a bit harrowing," Jackson recalled. "But it was a great lesson on what it means to be out on your own as a business owner."

Founded as Nebraska Coal Company in 1940, the business evolved as an independent distributor of air filters to commercial and industrial customers throughout Nebraska, with limited sales in parts of Iowa, South Dakota, Kansas, and Missouri. The company also manufactures customized



Nebraska Air Filter maintains a 30-day inventory of filters from leading manufacturers, as well as specialized filters that are manufactured in-house.

filters that are shipped to businesses operating on both coasts.

"Nebraska Air Filter was the first company in the area to provide filtration sales and services of every type to commercial and industrial business," according to Jackson. "In recent years, as attention has focused on environmental and indoor air quality issues, businesses have become much more conscious of the air filtration they're using in their buildings."

As a member of the National Air Filtration Association (NAFA) and the American Society of Heating, Refrigerating and Air Conditioning Engineers (ASHRAE), Jackson understands the importance of proper air filtration in maintaining heating and air conditioning equipment.

"A dirty filter can stress the motor in your air conditioning unit," he emphasized. "Whether you are a homeowner or you manage a large commercial operation, good filter maintenance can help you avoid costly repair bills and use energy more efficiently."

Over the years, Nebraska Air Filter has expanded its footprint from its original location near 30th and Leavenworth Streets in Omaha to other sites around the city. Fifteen years ago the company moved to its current 25,000-square-foot office and warehouse at 4221 S. 90th St.

"Our warehouse maintains a 30-day inventory of air filtration products purchased from leading manufacturers, as well as specialized filters that we manufacture in-house to meet the specific needs of our customers," Jackson explained. "Our filters range in



Jackson credits environmental and air quality issues with making people more conscious of air filtration in their homes and businesses.

size from less than a cubic inch costing pennies apiece to large industrial filters for specialized applications that are priced upward of \$1,000 each."

Jackson credits the company's success to a knowledgeable sales and distribution staff and experienced service technicians who operate out of five specially equipped trucks to replace filters at customer locations.

"Our staff collectively has more than 100 years of experience in air filtration," Jackson observed. "When a customer has a tricky problem, we can almost always help them solve it."

Jackson also values his relationships with trusted partners in areas like accounting,

law, insurance and banking. Among those partners is First National Bank.

"With First National Bank's online banking, we can check the balances on our accounts and transfer and make payments online," Jackson acknowledged. "We can also make all our deposits remotely from here in the shop, so the bank is sophisticated enough to make things easy for us."

Jackson added, "Nebraska Air Filter has much in common with First National Bank in terms of length of service within the community and our shared emphasis on always putting our customers first by providing them what they need and helping them solve problems."

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