

March 2003: Volume 1, Issue 3

Sales Opportunity

The Aprilaire Electronic Air Cleaner - the Air Cleaner for Everyone

In June of 2000, Aprilaire established a new standard in the whole house air cleaning category with the introduction of the Aprilaire Electronic Air Cleaner (EAC) Model 5000. This product offers the very best whole house air cleaning available today with unsurpassed performance.

Even the best plate type electronic air cleaners do not come close to providing the performance of the Aprilaire EAC. For example, on particle sizes of .35 microns, the typical size of tobacco smoke, the Aprilaire Electronic Air Cleaner is 94 percent efficient, whereas plate type electronic air cleaners publish efficiencies of 70 percent. When considering particles substantially smaller, the performance difference becomes even greater. Virus size particles (typically .01 microns) are removed at the rate of 80 percent and no other manufacturer can make this claim. These particles are 1,000 times smaller than what can be seen by the naked eye!



What does this performance mean to you? Performance equates to a new sales opportunity!

It is quite typical to pick up the newspaper and see another article on the effects of poor indoor air quality. But now you have the opportunity to offer your customers a product that can reduce the amount of dust in the home, remove allergy causing particles from the air stream, and provide the best overall indoor air quality available today. It's not only for the allergy sufferer, it is the best air cleaner choice for every homeowner with a forced air heating and/or air conditioning system. For you, this selling opportunity means:

- **Increased profits by selling a higher ticket item.**
- **Profits from replacement filtering media sales.**
- **You position your company or organization as the indoor air quality expert.**
- **Differentiates you from other contractors as you are offering the very best whole house air cleaner on the market.**
- **Allows you to stay in contact with your customers on an annual basis providing the opportunity to sell additional products.**
- **Promotes satisfied customers because of the products simple operation.**

The key to taking advantage of this profit opportunity is to quote the product on all your jobs. Don't miss out on the opportunity to have your customer ask about the benefits delivered by the Aprilaire Electronic Air Cleaner. To learn more about this product and schedule sales training for your personnel, call 800/334-6011 to set up a meeting with your District Sales Manager.

Spring Air Cleaner Promotion Announcement

The 2003 Spring Air Cleaner Promotion consists of a brand new advertising campaign featuring the Aprilaire Electronic Air Cleaner. This advertising is designed to get your customer to pick up the phone and call you for a quote on the installation of the Aprilaire Electronic Air Cleaner, Model 5000. This air cleaner offers unsurpassed performance and whole-house filtration as it removes airborne virus particles at the rate of 80 percent. Ask your District Sales Manager for more information.

Sales Opportunity

Carbon Monoxide Alarm

Carbon monoxide poses a risk that homeowners simply can't ignore. Many contractors have found tremendous success selling a high quality, professionally installed Aprilaire Alarm. These companies are making homeowners aware of our product and using our high quality literature. Many times, getting technicians to use literature can be difficult. It is imperative that as HVAC professionals, we educate consumers and provide them every opportunity to protect themselves and their families!

Following are some tips to help the technician talk with the homeowners.

- Change your current invoice or add a decal on the invoice for the homeowner to sign off that they've been made aware of carbon monoxide alarm issues.

Alarm installed?	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
Alarm tested?	<input type="checkbox"/>	PASS	<input type="checkbox"/>	FAIL
Purchased alarm?	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
Homeowner's Signature: _____				
Date: _____				



- Provide the homeowner with a checklist of CO sources and where alarms should be located.
- Relate stories and facts about the dangers of carbon monoxide. As homeowners increasingly are shown the dangers, they will be more likely to protect themselves and their loved ones with a carbon monoxide alarm.

Aprilaire CO Alarms provide the opportunity to differentiate your business and protect your valued customers. See how other contractors are taking advantage of this opportunity in a featured story on the cover of the February 10, 2003 issue of **The News**.



Kevin Multhaupt of Harker Heating stands by their new sign, which is a real eye catcher. He states that the sign has caught the attention of many potential customers passing by and that "this has provided many new sales opportunities for both furnaces and Aprilaire products".

Aprilaire in the Spotlight

- Model 5000 EAC is in the March 2003 edition of **Smart Homeowner Magazine**, page 48.
- Carbon Monoxide Alarm is in the February 2003 edition of **The News**, cover story.
- Communicating Thermostats are in the March 2003 edition of **Audio/Video Interiors Magazine**.
- Model 400 Humidifier is in the February 2003 edition of **Professional Remodeler Magazine**, page 25.
- New Plenum Temperature Control (Zoning) and Model 8120 Ventilation Control are in the February 17 issue of **The News**, page 12.
- Model 5000 EAC and UV Germicidal Lamp are in the February 17 issue of **The News**, page 32 & 33.
- Newspaper article "**Save Energy and Stay Healthy**" featuring the Aprilaire Automatic Humidifiers has appeared in 128 newspapers with a combined circulation of 1,359,676.

HVAC Automation / Zone Control Case Study

Products: HVAC Automation/Zone Control
Building Use: Day Care Center
Location: South East / Tennessee
System: Two residential split systems (one in each level)
Building Size: One story with in-use basement (4,800 ft²)

The owner has three main concerns:

1. Control Costs
2. Correct Uneven Temperature Situation
3. Centralized Control

Each concern represents a very different problem.

- **Control Costs**- Thermostats are often neglected and end up being left with occupied settings during unoccupied times and during holidays and weekends resulting in higher energy bills that can be avoided.

- **Temperature Situation**- Given the variety of occupant ages present and staff, every room has a very different need. In addition, the floor plan features a large common area in the middle of the building with classrooms around the perimeter. The lower level is a large common area with a small kitchenette and dining area. There are currently two thermostats, one controlling each piece of equipment. The upper level thermostat is located in the large common area. This results in the staff adjusting the thermostat up or down to attempt to control the perimeter classrooms. This leads to the common room either being too hot or too cold. The lower level is laid out very similar to the upper level, the thermostat is located in the large common area, and although the problem is not as dramatic it still exists.



- **Centralized Control**- The day care has a variety of people in and out of the rooms throughout the day.

Each class has a primary teacher and several assistants. Due to employee schedules there is no common person in the room all day and during the day some rooms become unoccupied.



Solution:

The application required two solutions, zone control systems to control comfort and HVAC automation to provide the centralized control and energy cost reductions.

Each furnace system was retro fitted with zone control to solve the issues caused by floor plan and lay out. The upper level was zoned using the Aprilaire Model 6404 zone panel and a series of round dampers, creating 4 zones in the space. The lower level was zoned using the Aprilaire Model 6202 zone control panel and two rectangular dampers, creating two zones in the space.

To provide the centralized control and energy cost reductions, we installed the Aprilaire HVAC Automation system consisting of 6 – 8870 Communicating Thermostats, 1-8818 Distribution Panel, 1-8811 Protocol Adapter, and 1-8824 System Controller. The daycare director now has a PC connected to the system.

Benefits:

Aprilaire Zone Control has allowed the facility to reach the comfort levels needed to satisfy not only the children, but also the teachers. It has also prevented the overheating and cooling of the upper level spaces, due to the perimeter classrooms and common center space.

Aprilaire HVAC Automation has allowed them to set a master schedule to control the basic requirements of the building and have also been able to program local overrides to allow for the changing needs of the daycare. They have also been able to remove their unsightly lock boxes and have prevented system tampering by the many staff people that are present during the day.

The total retrofit has achieved their goal of reducing energy costs by lowering their annual energy costs approximately 15% and an estimated payback within a year.

Aprilaire Launches Contractor Website to Help Serve You Better

- Easy access to technical documents, specifications
- Organized the way you are: Residential, Light Commercial, HVAC Automation
- Order literature online
- E-mail support from our technical staff
- Stay tuned for more...

www.aprilairecontractor.com



Frequently Asked Questions **UV Germicidal Lamp**

Q: If I install the lamp on the coil – what about the drip tray/drain pan?

A: If properly installed, the Aprilaire Germicidal Lamp should illuminate the drain pan and eliminate microbial growth in the drain pan. Drain pans are typically made with thermoplastics that have some resistance to UVC (germicidal) light. As long as the Aprilaire UV Lamp is installed more than 8" away from drain pans that are made with UV resistant thermoplastics there should be no problem. If the drain pan is not made with one of these types of plastics or if the UVC resistance of the drain pan material is unknown, the drain pan should be shielded with aluminum tape.

Q: What size coils can each unit be used on?

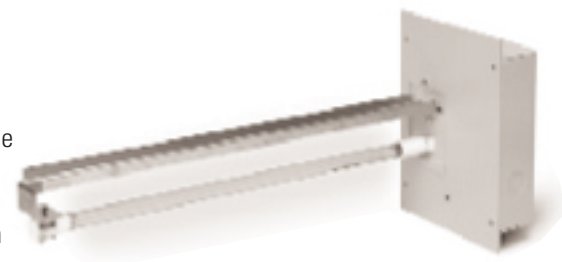
A: 1910: 16" in height or less for front installation; 21" or less for side installation; also for horizontal coils 24" in height or less.

1930: Over 16" in height for front installation; over 21" for side installation; also for horizontal coils over 24" in height.

Note: If either an A coil or horizontal coil is greater than 21" in width then UV lamps should be installed on opposite sides of the duct so that the coil is adequately illuminated (refer to installation manual).

Q: Does the UV germicidal light get through the fins of an AC coil so that the inside of an A-coil gets UV germicidal light, too?

A: Yes, if an Aprilaire UV Germicidal Lamp is properly installed, the inside of the coil should receive some illumination. Aluminum that is used in the heat transfer fins of the coil reflects UV germicidal light. The light that illuminates the top or back of the coil will be reflected by the heat transfer fins to the back of the coil. Note: if the coil has bent heat transfer fins or is fouled with dirt, the ability of the germicidal light to illuminate the back of the coil will be hindered and the effectiveness of the lamp will be compromised.



Let Us Know ...

We welcome any comments and suggestions that you may have.

Please direct them to ndk@aprilaire.com (refer to Dealer Newsletter in the subject line).