

## Sales Opportunity

### **The Aprilaire UV Germicidal Lamp**

UV Germicidal Lamps offer an opportunity for you to increase profit on every call you make. According to the ACHR News, "A dirty evaporator coil creates an excellent breeding ground for bacteria and mold that can impact a building's indoor air quality." They recommend keeping the evaporator coils clean "through the application of UV lights" as part of a maintenance program to prevent the spores of bacteria and mold from increasing in the HVAC system.

The Aprilaire UV Germicidal Lamps (models 1910 and 1930) are designed to be installed above the air conditioning coil, because this is where they will provide maximum benefits for your customers. The intense UV light generated by the lamps will kill any mold or bacteria growing on the air conditioning coil and drain pan.

There are a number of benefits a UV Germicidal Lamp provides:

- Helps reduce the risk of illness and allergic reactions to biological growth within the air conditioning system. The air conditioning coil of a heating/cooling system provides an optimum environment for mold and bacterial growth; UV is proven to kill these organisms.
- Helps eliminate odors in your customer's home caused by biological growth on the air conditioning system's evaporator coil.
- Protects the air conditioning equipment from reduced efficiency and burnout due to biological growth on the evaporator coil. In addition customers can save money because a clean evaporator coil uses less energy to operate than a dirty coil.

## Special UV Germicidal Lamp Promotion

In an effort to help you sell UV Germicidal Lamps to your customers, we have developed a **new Spring Promotion**. The promotion has two components – a direct mail piece sent to single family households and a bill stuffer that you can use to educate your existing customers.

Starting April 1 and running through May 15, we will be offering the following:

- Purchase six UV Germicidal Lamps and for \$200 receive a 1000 piece direct mail campaign as well as 1000 bill stuffers pre-printed with your contact information.
- Purchase ten UV Germicidal Lamps and for \$200 receive a 2000 piece direct mail campaign as well as 2000 bill stuffers pre-printed with their contact information

Contact your District Sales Manager for more information.



## **Learn How To Make Profits Soar — Building your Service, Replacement and IAQ Business**

Do not miss out on these exciting opportunities to build your business with the help of HVAC industry icon, Jackie Rainwater. For more details ask your Aprilaire District Sales Manager or call 800/334-6011.

### **Seminar Dates & Locations:**

April 8 - Chicago, IL  
Hyatt O'Hare

April 14 - Denver, CO  
Gateway Embassy Suites

April 16 - Detroit, MI  
Hilton Novi

April 9 - Washington D.C.  
Bethesda Marriott

April 15 - Cleveland, OH  
Cleveland Marriott Airport



## **New & Exciting**

### **Aprilaire Zone Control Products**

We are pleased to continue the Aprilaire tradition of on-going product improvement with exciting new features for the Aprilaire Zone Control System.

Aprilaire now supports all popular methods of pressure relief including use of a bypass damper ducted to the return or a dump zone. Aprilaire two and three zone control panels now have "Supply Air Temperature Control" built in.

The new Supply Air Temperature Control assures that safe operating temperatures are always maintained in the HVAC system.

This feature operates by sensing the temperature in the supply and reporting this information back to the control panel.

As unacceptable temperatures are approached, the control panel cycles the burners or compressor off



In addition, we are now offering several new sizes of barometric bypass dampers. With sizes from 8" to 16" all your resi-

#### **Other new features include:**

- 20-minute timed mode change over
- Ability to use 4-wire thermostats in all zones for heat pumps
- Selectable fan purge
- Control for dual fuel heat pumps

dential and light commercial systems are covered.

Of course, we have maintained the key system features that have made Aprilaire one of the top selling zone control systems on the market including:

- Any zone sets mode operation
- Zoned fan control
- Easy installation
- Most reliable dampers on the market
- 24 hour shipping
- Unsurpassed technical support

Learn more about the Aprilaire system at

### **Light Commercial Literature Now Available**

The Aprilaire Light Commercial literature is designed with you, the dealer, in mind. The literature has been developed for six separate product groups that include the appropriate information for your light commercial business needs.

For each product group we have created a product brochure, product specification sheet and a product



submittal sheet. In the case of HVAC Automation and Zone Control, the specification sheet is designed to allow you to provide the customer with information on all of the component products that would

make up a complete job. The individual submittal sheets conveniently ensure proper assembly to show exactly what products you offer.

Installation, operation and maintenance manuals also are available on [www.aprilairecontractor.com](http://www.aprilairecontractor.com).

### **Aprilaire Thermostat Imprinting Promotion**

We are once again offering you the opportunity to have your name and phone number Imprinted on Aprilaire thermostats. This promotion runs from April 1<sup>st</sup> through June 30<sup>th</sup> and offers free imprint plate and imprinting at no charge.



A minimum order of 60 units of the 8300 series or 40 units of the 8500 series thermostats is required for participation. The imprinting, coupled with the 8300 series "water panel" and "filter" change indicators, is a great way to ensure service and replacement business is directed to YOU.

Call us at 800/334-6011 for a participating wholesaler in your area.

## **Successful Dealer** **Farnen & Dermer**

Farnen & Dermer is an Aprilaire dealer specializing in the residential service and replacement business in Baltimore, Maryland and surrounding suburbs. Farnen & Dermer has thirteen crews and two salesmen.

Their success is attributed to their long-standing reputation for quality work. As a result, much of their business comes from referrals and word-of-mouth recommendations. To expand upon their customer base they also advertise on radio and television, and participate in the Aprilaire humidifier and air cleaner advertising programs. Farnen & Dermer also offers duct cleaning; although not a largely profitable segment, it gives them the additional opportunity to get in front of the customer and present indoor comfort accessories.

When making a sales presentation, they sit down with the customer to ask about their needs and conduct a comfort survey prior to looking at the job and giving them a quote. They find that their customers are more knowledgeable, but that they still rely on the salesman to educate them on what is available. The salesman's recommendation based on their needs help them to close the sale. That is why they offer programmable thermostats, humidifiers, air cleaners, and UV lamps as part of their total indoor comfort package. Their experience is that they sell at least one accessory item on 60% of the jobs they close.

## **Sales Opportunity** **New Air Cleaner Catalog Sheet and EAC Upsell Presentation**

To assist you with the sales of Aprilaire Air Cleaners, a new consumer catalog sheet has been developed. This new format will help you and your customers identify problems in the home and deliver the appropriate solution. The new sheet helps you educate consumers on the best line of whole-home air cleaners available. To order this sheet (Form 2289), e-mail us at [www.aprilairecontractor.com](mailto:www.aprilairecontractor.com) or call us at 800/334-6011.

With the spring allergy season just around the corner, there is a huge opportunity to upgrade customers who are considering purchasing a High Efficiency Air Cleaner to the Aprilaire Electronic Air Cleaner (EAC). To help you increase profit dollars for your company, a new presentation has been developed.

The Aprilaire EAC presentation highlights potential problems in the home, provides credibility for the need for high efficiency air cleaning through third party sources, and it teaches you how to use the new catalog sheet to close the sale. Your Aprilaire District Sales Manager is available to put on this presentation for your employees. Please contact us at 800/334-6011 to set up this meeting.



## **FARNEN & DERMER**

**ELECTRICAL · PLUMBING · HEATING  
& AIR CONDITIONING CONTRACTORS**



### **Aprilaire in the Spotlight**

Update on the **Home & Garden Television (HGTV) Special** – The NextGen03 Demonstration Home will be featured during a two minute segment on a program, titled "Homebuilders Show 2003", airing Saturday, April 13th at 9 p.m. EST (6 p.m. PST). The show will repeat that night at midnight EST (9p.m. PST) and again on Saturday, May 3rd, at 5 p.m. EST (2p.m. PST).





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### Frequently Asked Questions Aprilaire Electronic Air Cleaner (EAC)



**Question: Does every EAC perform about the same?**

**Answer:** No, the Aprilaire EAC far surpasses the performance of any whole-home air cleaner on the market. The biggest performance differences are in the removal of very small particles. For example, on a particle the size of airborne viruses (0.01 microns in size), it is 80 percent efficient, whereas old technology, plate-type air cleaners can only reach efficiencies of up to 20 percent on this size particle.

**Question: Does the Aprilaire EAC require monthly maintenance?**

**Answer:** No, the air cleaner media should be replaced annually, representing an additional profit opportunity.

**Question: Does the Aprilaire EAC make snapping and popping noises during operation?**

**Answer:** No, the Aprilaire Electronic Air Cleaner is silent in operation. The snapping and popping in plate-type electronic air cleaners is caused by particles, which arc between the ionizing wires and the electronic plates. Because of the distance between the ionizing wires and grounded media in the Aprilaire Electronic Air Cleaner, arcing does not occur.

### Let Us Know...

We welcome any comments and suggestions you may have.

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