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New & Exciting The Best Just Got Better

For over 60 years Aprilaire has been manufacturing products to improve the quality of indoor air in the home. RP became a leader in the indoor air quality arena with the introduction of Aprilaire humidifiers, 50 years ago. Since then, it has maintained a constant focus on designing products that provide benefit to the homeowner and generate profit for the installing contractor. In 1990 Aprilaire introduced the first fully automatic humidifier designed to provide maximum humidity based on outdoor temperatures. This allowed the customer to set the humidistat and forget it. So how can you improve on a product that is already the best? By introducing the next generation of Automatic humidifier control. Providing the same superior accuracy and reliability it offers the following new features which generate additional profits on every installation:

- **Water Panel Change Indicator** that tells your customer when it's time to call you for a new water panel. This ensures maximum performance during every humidification season and it will generate additional profits for you
- **Dealer Diagnostic light** that checks the circuitry to confirm the system is functional, which results in fewer call backs
- **Single Piece Housing** for faster and easier installations
- **Easy access door** to wiring terminals and three times as much clearance means 6 or 8 conductor wires can easily be attached to the control
- **Mode switch** that replaces the shunts means a faster installation when you upgrade customers with manual Aprilaire Humidifiers to all the benefits that Automatic units provide

The new humidifier control is being rolled out as a part of the 2003 Aprilaire Fall Humidifier Promotion



and will be featured in the newest Model 400, as well as the Models 600 Bypass humidifier and 700 Power humidifier.

The best just got better again with a change to the scale control insert. Many times Aprilaire humidifiers are installed on the supply plenum in conjunction with an Aprilaire UV Lamp. To maintain the integrity of the scale control inserts in all furnace mount units, they are now being made of a UV resistant black plastic. This is another example of the ongoing effort to offer the very best humidifier available today. It is anticipated you will begin seeing these new scale control inserts in units by the end of July.

Aprilaire continues to be the humidifier of choice for homeowners across the United States because it offers the very best in comfort, well-being, preservation and energy savings. To learn more about these changes, contact Aprilaire at (800) 334-6011 or visit www.aprialairecontractor.com.

2003 Fall Humidifier Promotion

See the enclosed flyer to find out more about the promotion that promises to move product and increase your profits!

You are just now preparing to get your fall selling season in order and we're here to help kick it off in a big way. The Aprilaire Fall Humidifier Promotion offers you outstanding advertising packages to help you move product and get the word out about your business.

Not only can you take advantage of co-op-funded local advertising at national advertising rates, you can also talk to your customers about the best new automatic humidifier on the market. And they're easier than ever to install. Aprilaire automatic humidifiers now feature a new control that includes a diagnostic indicator to ensure proper connection, a water panel change indicator, so your customers know when to call YOU for a replacement panel.

Register online www.aprialairecontractor.com

Light Commercial Case Study

In this office building (right), the Model 2200 air cleaner is installed in the horizontal position in the return duct of a Trane split system. It may be installed horizontally or vertically, making it extremely versatile and adaptable to virtually all applications.



In this building (left), four Model 2250 air cleaners have been installed in the return duct of the rooftop unit. These units are fully serviceable through the ceiling grille, eliminating the need to access the units above the ceiling.

In the Spotlight

The June issue of *Contracting Business* features the new Aprilaire Ventilation Control System as well as the new Zoning Reference Guide.

"It's all about Zoning," a supplement to the June 16th issue of *The News*, featured comments and expert information from Joe Hlavacek, product manager for Aprilaire.

A newspaper article titled **"Spring Home Improvement Spending Grows,"** features the Aprilaire EAC and has been appearing throughout the country.

The Aprilaire 8300 Thermostat is featured in **"Product Spotlight"** section of the May issue of *Qualified Remodeler*.

From the Web

Recent contractor questions taken from www.aprilairecontractor.com

Question:

Why does the electronic air cleaner no longer come equipped with an air flow sensor in the power supply?

Answer:

We switched from the air flow sensor to a direct electrical interface for two reasons. One, the air flow sensor had a brief warm up period after the initial installation. This sometimes caused confusion with installers and homeowners. Second, on multispeed furnaces, sometimes the speed that was associated with the continuous fan setting would not cause the EAC to come on.

By powering the EAC from a junction box wired to the EAC terminals or, if necessary, using the Model 51 current sensing relay, the EAC will run consistently whenever the blower is running.

Question:

What is the difference between a HEPA filter and Aprilaire Air Cleaners?

Answer:

HEPA filters are very efficient at removing extremely small particles from small volumes of air. However, HEPA filters restrict airflow in addition to pollutants, so these systems can not typically be used to filter all of the air going through a residential furnace, due to their resistance.

Aprilaire's air cleaner uses the same types of filtration as HEPA filters, but with a lower restriction to airflow. This means you can filter all the air moving through the furnace. Air can be cleaned throughout the entire home, not just a single room. The complete line of Aprilaire air cleaners offers units for general air cleaning needs and an electronic air cleaner that is the most efficient whole home residential air cleaner on the market.

Successful Dealer

Nelson Brothers Heating & Cooling

"We don't bid low and never ask to see a competitive proposal," said Pete Hassman, owner of Nelson Brothers Heating & Cooling in Maderia, Ohio. We advise our customers up front regarding the quality of the HVAC equipment and components included in the bid. As with most things - with quality comes a cost. Hassman compares a Pinto and a Mercedes Benz. "They both will get you to your destination however there is quite a difference in the ride."

With each in-home consultation, customers are presented with an energy saving HVAC package including ventilation, zoning, air cleaners, humidifiers / dehumidifiers, UV Germicidal lamps, and electronic thermostats. Recently Nelson Brothers has become more involved with HVAC automation and "Smart Home" technology.

"Our close success is extremely high and we attribute this to the training and product knowledge of our staff. Training is an ongoing practice for anyone having contact with our customers. With our local wholesaler and the Aprilaire District Sales Manager, we have access to on-site training as new products come to market. We rely heavily on our suppliers and vendors to assist with training our people," said Hassman.

Within the last four years, the company has started offering an "Energy Service Agreement" to their customers. This agreement provides twice per year



visits to maintain peak efficiency of the equipment, diagnostic and preventative maintenance checks and allows priority service in case of a system failure. Nelson Brothers has experienced an acceptance rate of over 75% on these agreements. The service is presented at the time of equipment start up or service by the technician. "Technicians are employed to service and advise," said Hassman. "They simply review the service performance check list with the customer and explain the Energy Service Agreement."

"This part of our business has grown from 300 in 1999 to over 1200 service agreement customers," said Hassman. To support this customer retention growth, they have incorporated a dealer identification program on all thermostats installed. According to Hassman, Energy Service Agreement customers contribute to year around employment for their installers and technicians. In addition, the technicians make a little more money with each new service agreement customer as well as renewals year after year.

Aprilaire Featured on The Weather Channel & Weather.com

We all know that your HVAC business is often times weather driven. We also know the number one place homeowners turn to, to get accurate weather information, is The Weather Channel. This is why Aprilaire has teamed up with The Weather Channel and www.weather.com to promote and educate homeowners on the benefits of several indoor air quality products.

For the next several months, Aprilaire will be running a series of commercials, each including tags that link viewers to both www.aprilaire.com and www.weather.com. Ultimately, these viewers will end up as your customers through the **Aprilaire Dealer Locator** - found on the Aprilaire web site.



[weather.com](http://www.weather.com)

Kicking off the campaign in June was air cleaners. Starting in July, the campaign features Aprilaire's Zoned Comfort Control System. There is no better time to educate homeowners on why their home is unevenly cooled than in the dead of summer! All commercials and web messages, through August, will focus on the benefits of zoning a home, including comfort and energy savings.

The same integrated approach follows through the rest of the year -with coverage of air cleaners in September/October and humidifiers in November/December.

Aprilaire®

Fresh Ideas for Indoor Air

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www.aprilaire.com

Frequently Asked Questions New Ventilation Control System

Q: Can I use the Ventilation Controller as a timer to cycle the HVAC blower?

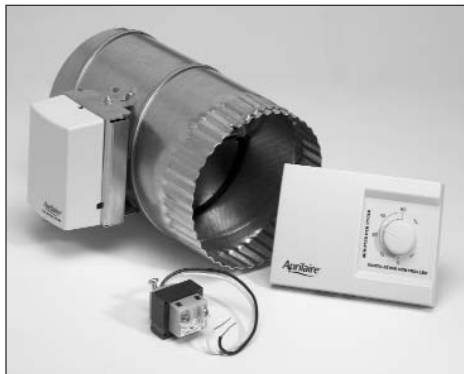
A: Yes. The Ventilation Controller can be used with the included "Time Only" resistor. The resistor allows the unit to operate the blower a specified amount of time within each cycle, improve temperature balance throughout the home and increase air cleaner and/or humidifier run times.

Q: How do you set the Ventilation Time and Cycle Time?

A: The Ventilation Time is based on the amount of ventilation required for the home and the amount delivered by the fresh air intake. For example: If code requires 50 CFM of ventilation and your fresh air duct can deliver 150 CFM, you would only need to have the Fresh Air Duct bring in air for 20 minutes per hour. The Ventilation Time would be set for 20 minutes per hour. If you wanted the equipment to run longer, but less often you could select 40 minutes of Ventilation Time over a two hour cycle or 60 minutes over a three hour cycle.

Q: Why would I use the Ventilation Control System over a less expensive straight pipe or barometric damper?

A: With a barometric or straight pipe, ventilation will occur any time that the HVAC blower operates. This means that during peak load times (winter and summer) you may receive more ventilation than you need and pay the highest energy penalty. During the spring and fall you have the least amount of ventilation even though the energy penalty is the least. With the Aprilaire Ventilation Control System you are assured the proper amount of ventilation, no more - no less. Plus you have the ability to restrict outdoor air during temperature and humidity extremes.



Let Us Know...

We welcome any comments and suggestions you may have.

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