



Fresh Ideas for Indoor Air®

P.O. Box 1467 • Madison, WI 53701-1467

www.aprilairecontractor.com

PRSRRT STD  
US POSTAGE  
**PAID**  
MADISON WI  
PERMIT #2944

## Local PR — Building Your Business

When extreme weather conditions hit your local media is covering the story and offering tips on how to stay comfortable and save money. You've probably noticed that the media will often call on a local heating and cooling expert to offer their advice. How can you be that contractor? Below are some tips on getting your name and company in front of the media and, ultimately, in front of hundreds of new customers.

1. Call the local television (assignment editor), radio (program producer) and newspaper (home or business editor) organizations in your community letting them know you are available for interviews or to provide information for a story. Follow up with a letter thanking them for their time and provide your business card. Make sure to give them alternate contact information as they may be working on a weekend or late night story.
2. Utilize press releases on manufacturer's web sites. You can personalize and provide them to the local media. For example, we provide several consumer press releases addressing indoor air quality on [www.aprilaire.com](http://www.aprilaire.com) that you can customize for your particular market.
3. Participate in local home shows and let the media know that you will be available to discuss the importance of indoor air quality, saving energy, and heating and cooling systems.

4. If you are involved in charitable events, whether your own or participating with others, provide the media with the details before the event. This helps build goodwill in the community and get your name out.

Make sure to contact your local media every year in the spring and fall, just before the extreme conditions hit. Wednesdays and Thursdays are usually slower news days and the best time to pitch your story idea.

### Additional story ideas:

- Importance of servicing equipment before winter and summer
- Indoor air quality accessories that make a difference
- Whole-house IAQ products versus portable
- Air cleaners reduce allergens and save energy (see photos inside) ■

## Let Us Know...

We welcome any comments and suggestions that you may have. Please direct them to [ndk@aprilaire.com](mailto:ndk@aprilaire.com) (refer to Dealer Newsletter in the subject line).

June 2004 Volume 2, Issue 6

## Flexible Installation of the Aprilaire Whole-House Dehumidifier

### NEW PRODUCT

One of the design goals of the Model 1700 Whole-House Dehumidifier was to create a single unit that could be installed in most applications. This flexibility allows you to stock a single product that will satisfy the typical home types in your area, giving you the ability to accommodate special situations.

Pictured are examples of some of the installations that have been happening throughout the country.

#### **Photo 1**

In this photo the Model 1700 is installed in a garage and is hung from the ceiling. The unit is installed in a by-pass application, pulling air from the supply and putting the dry air into the return of the system. There is also a backflow damper installed in this configuration.

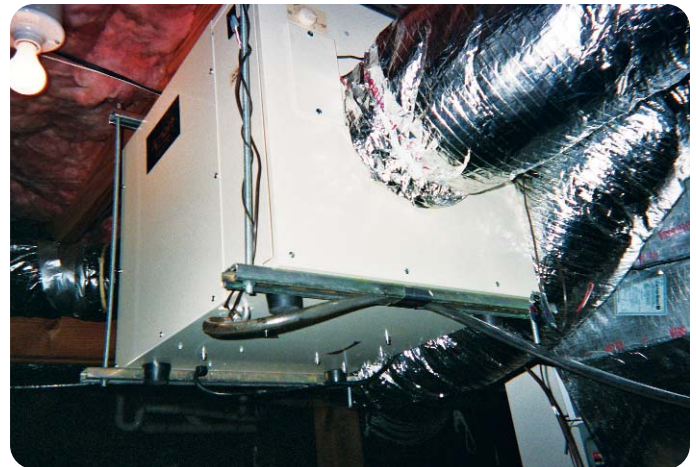
#### **Photo 2**

Given that the Model 1700 is installed in an attic location, there needs to be extra protection for the ceilings from the water the unit removes. The dehumidifier in this photo has been placed into a drain pan with a condensate pump which is standard practice for attic drains. It also uses a properly rated extension cord to reach the outlet.

#### **Photo 3**

The Model 1700 is installed in a basement with three powered dampers. When the air conditioning system is off, it only dehumidifies the air from the basement. If there is a call for air conditioning, the dehumidifier will draw air from the basement and return the dehumidified air to the whole house. ■

#### **Photo 3 - Basement Installation**



**Photo 1 - Garage Installation Hung From Ceiling**



**Photo 2 - Attic Installation**

# Bid Higher and Still Get the Sale?

## IT CAN BE DONE. BUT HOW?

In the case of Zoned Comfort Control, it is easier than you might think. Imagine approaching a builder who has traditionally installed multiple heating/cooling systems to “zone” a home and telling them that you can provide a better solution for their customer and still cost less money. Zoned Comfort Control provides the additional comfort that multiple systems offer with lower up front cost, lower maintenance costs and the opportunity to upgrade the system either in terms of efficiency (higher SEER, variable speed) or adding Indoor Air Quality accessories.

But we said “bid higher and still get the job,” so what gives? Here’s where your salesmanship and solution providing approach come into play.

Survey after survey of homeowners point to the need for energy efficiency, indoor air quality and comfort; yet builders aren’t marketing to them. Give the homeowner the “option” to choose higher efficiency equipment or needed accessories such as air cleaners, humidifiers, UV germicidal lamps, ventilation, and programmable thermostats. Selling them with one zoned system versus two systems cuts their investment in half while still providing all the benefits.

Zoned Comfort Control addresses consumer’s needs: “82.7% of consumers are not happy with the temperature control of their Heating/Cooling system” according to *Contracting Business* survey.

Selling Zoned Comfort Control and Indoor Air Quality accessories are proven methods of increasing profits in the new home market. Why not offer new home buyers what they want? You can’t make the sale if the home buyer doesn’t have the option. ■

### Here’s the dollars and sense:

(see chart below)

### Multiple Systems vs. Zoned Comfort Control

Bid Using Two Separate Systems				Bid Using Aprilaire and a Single System			
Quantity	Description	Average Cost	Extension	Quantity	Description	Average Cost	Extension
2	2.5 Ton 10.0 SEER Condensing Unit	\$450	\$900	1	5 Ton 10.0 SEER Condensing Unit	\$750	\$750
2	2.5 Ton Evaporative Coil	\$100	\$200	1	5 Ton Evaporative Coil	\$150	\$150
2	Line Sets	\$40	\$80	1	Line Sets	\$75	\$75
2	Disconnect	\$10	\$20	1	Disconnect	\$10	\$10
2	Whip	\$5	\$10	1	Whip	\$5	\$5
2	60 MBTUH 80% Furnace	\$400	\$800	1	120 MBTUH 80% Furnace	\$700	\$700
2	B-Vent Flue Connectors	\$100	\$200	1	B-Vent Flue Connectors	\$100	\$100
2	8570 Programmable Thermostat	\$120	\$240	2	8570 Programmable Thermostat	\$120	\$240
2	Wiring	\$20	\$40	1	Wiring	\$20	\$20
2	Condensing Unit Slab	\$15	\$30	1	Condensing Unit Slab	\$15	\$15
2	Sheet Metal	\$500	\$1,000	1	Sheet Metal	\$750	\$750
	<b>TOTAL:</b>		<b>\$3,520</b>	1	6202 Two-Zone Panel	\$85	\$85
				2	6116 16" Round Damper	\$105	\$210
				1	40 VA Transformer	\$10	\$10
					<b>TOTAL:</b>		<b>\$3,120</b>

\$400 Opportunity: Higher end equipment, IAQ accessories, Profit

# Light Commercial Thermostats

## SALES OPPORTUNITY

The "Top 10" reasons to switch to the Aprilaire Model 8570 for all your light commercial applications:

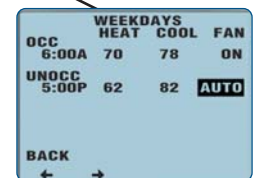
1. "One" model for all of your applications rooftops and splits
2. Key-Pad Lock-out
3. Menu Style Programming
4. Programmable Fan Schedule
5. Auto Change Over
6. Permanent Program Memory
7. Remote Sensor Capability
8. Service Reminders
9. Programmable Contact Information
10. Ease of Installation



Lockout prevents unauthorized programming



Programmed fan helps ensure proper ventilation



Energy savings set-back during unoccupied periods – even holidays.

We have all heard the old saying "If it ain't broke, don't fix it!" Most of us have even used it a few times. We have all learned if you don't look for that better mousetrap now and again, your competitors will and they will be the ones to carry these new innovations to your customers.

The new Model 8570 Electronic Thermostat from Aprilaire is truly the better mousetrap you have been looking for. We all know that there is a cost associated with switching from the "old stand by" to a new product, but this new thermostat will make switching to the Aprilaire Model 8570 not only easy, but profitable.

So remember, even if it ain't broke, you can't afford to not fix it! Contact your local wholesaler or Aprilaire District Sales Manager today to learn more about the Aprilaire Model 8570 Electronic Thermostat, before your competition does. ■

# Aprilaire Media Air Cleaners — Visible Benefits

## SALES OPPORTUNITY

Comfort Experts in Dallas/Fort Worth recently shared this photo with us. These two cooling coils were both installed in new homes on the same street in the Dallas/Fort Worth area 10 years ago. Neither coil was ever cleaned and both were removed the same week.

The coil on the left was protected by an Aprilaire Media Air Cleaner and is as clean as the day it was installed. The coil on the right was protected by a standard 1" filter and has accumulated a significant amount of dirt, providing a home for mold to grow and risking the efficiency and life of the equipment.

This dramatically shows how Aprilaire Air Cleaners can keep your customers' heating and cooling equipment running more efficiently and lasting longer.

Bill Kennihan, owner of Kennihan Plumbing, Heating and Cooling of Valencia, PA contacted us, "I've never had a coil call where an Aprilaire Air Cleaner has been installed." ■



With Air Cleaner

Without Air Cleaner