



Fresh Ideas for Indoor Air®

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

www.aprilairecontractor.com

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2004 Fall Humidifier Program SEASONAL PROMOTION

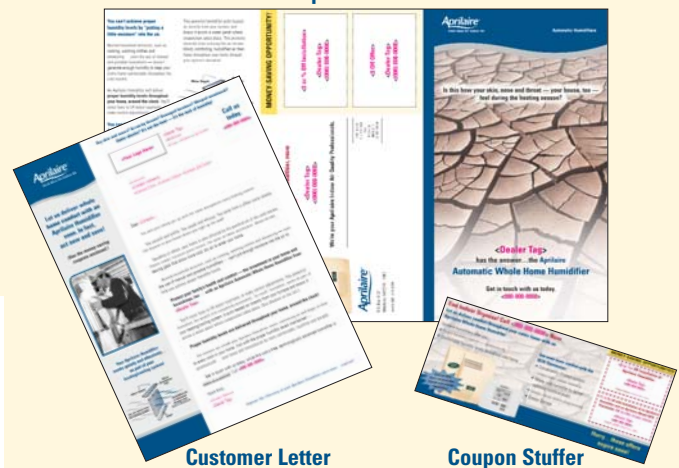
Very shortly, the 2004 Fall Aprilaire Humidifier preseason program will be introduced. This year's program consist of an impactful direct mail campaign using a one-two punch approach to get your name in front of a select group of homeowners. There will be two mailings sent to as many as 4500 homeowners directing them to you! In direct mail, repetition is key and so a high quality oversize tri-fold consumer guide highlighting the problems associated with a lack of humidity and the solution, an Aprilaire Automatic Humidifier, will be mailed to a targeted group of homeowners or it can be sent to your customer list. Ten days later, a personalized follow-up letter will be mailed to the same group of homeowners to remind them of the opportunity to make their home more comfortable.

It gets even better! You can receive free Weather Channel advertising tagged with your company name, simply by signing up before August 15th. **Act now to receive as much as \$250 worth of advertising, at no charge.** Contact your local Aprilaire Wholesaler or District Manager to learn more about how you can sign up. ■

Top Three Reasons To Participate

1. It's the best advertising value to reach homeowners, use the buying power of Aprilaire.
2. It's a great way to find new customers.
3. Position your company as the local indoor air quality/comfort expert.

Six-panel Brochure



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).

Intelligent Zoned Comfort Control A PATH TO SELLING AN ENTIRE IAQ SYSTEM

Few new products harness technology and provide new opportunities quite like Intelligent Zoned Comfort Control. Whether you have been zoning for years or just starting to, you are looking for the same things.

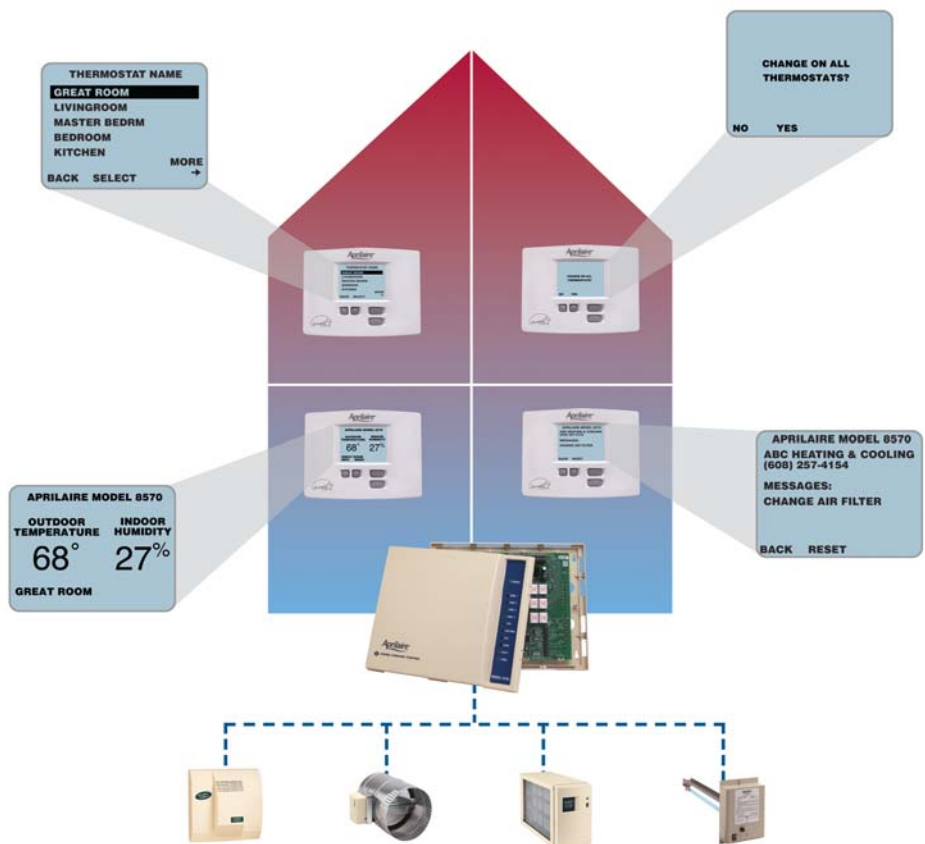
Simple For You

- One panel for all residential applications and offers your customers more benefits.
- Works exclusively with the Aprilaire Model 8570 “all-in-one thermostat” — wires the same every time, just four wires.
- Built in test feature confirms each thermostat is connected properly.
- The system will even send a message to the thermostat display if a set up selection is missed.
- Test features sequentially activates each control panel output to confirm operation.

We’ve designed the system to maximize the efficiency of the installer, shortening installation time and when you leave, you leave a fully operating system - every time.

Simple for the Homeowner

- The plain language menu-driven programming provided by the Model 8570 Thermostat assures that your customers can easily operate their system—minimizing nuisance callbacks.
- It is so simple to operate, your customers will actually be able to achieve the energy savings afforded by a programmable thermostat.
- Comfort through the proper temperature in each zone.
- Convenience through the ability to control any or all zones from any one zone, view outdoor temp and indoor RH, see when their humidifier is operating, know when and what to service, and who to call — you.
- Your customers will see more value in a



system that lives up to its promises of comfort, convenience and energy savings.

Make Selling Easier

Selling a system with multiple accessories is easier when they provide more value together than when alone. Intelligence is the key.

- A system, rather than a list of components, allows for maximum impact on the customer in a minimum amount of time.
- A system assures the customer that components have been researched by the dealer and are designed to work together.

- When installed with an automatic humidifier the system provides convenient viewing of the outdoor temperature and indoor RH along with enhanced humidification through extending operation.
- The system offers built-in ventilation control, just add a ventilation control damper.

The Aprilaire Intelligent Zoned Comfort Control System is the right choice to offer on every application. It provides the benefits that both you and your customers are looking for and more importantly the value they are willing to pay for. Make it the system you offer everyone of your customers. ■

Keep a Customer for Life

REPLACEMENT MEDIA

- When was the last time your customer bought an Aprilaire replacement media from you?

Every time you install an Aprilaire Air Cleaner you have the opportunity to keep that customer for life. This customer is an excellent profit opportunity. When it is time to replace their filtering media make sure your customer comes to you (for the genuine article) and not the big box retailer down the street (for an off-brand knock-off).

Replacement media can generate a significant amount of revenue for your business by simply reminding your customer when and where to buy. When you think of all the air cleaners you install over the years, and the repeat business they represent, the money really starts to add up. This chart shows the opportunity available to you when you install 100 air cleaners a year (only two a week), for 10 years.

On top of this comes the opportunity for the homeowner selecting you to do their annual maintenance and other equipment repairs.

It's not hard to do, and doesn't require a sophisticated computer system. We offer a number of **free** sales tools to help you realize this potential with Genuine Aprilaire Replacement Parts. For a nominal fee we can even imprint your contact information on them.

- Media replacement reminder postcards (form 2245) designed to help you remind your customers to call you for a new media.

- Plenum stickers (form 141) that help the homeowner track their maintenance history and provide them with information to call you for new media and all their HVAC needs.

To order call us at 800-334-6011, fax us at 608-257-4357, or go to our web site www.aprilairecontractor.com and we'll ship them straight from our stock. ■

Act now and *Keep a Customer for Life.*

Year	Number of Air Cleaners Sold that Year	Cumulative Number of Air cleaners sold	Unit Sales of Replacement Media each year.	Revenue generated per year at \$40 each
1	100	100	---	---
2	100	200	100	\$4,000
3	100	300	200	\$8,000
4	100	400	300	\$12,000
5	100	500	400	\$16,000
6	100	600	500	\$20,000
7	100	700	600	\$24,000
8	100	800	700	\$28,000
9	100	900	800	\$32,000
10	100	1000	900	\$36,000
			Ten-Year Total:	\$180,000



Plenum Sticker — Form 141



Media Replacement Reminder Postcards Form 2245



Whole-Home Dehumidifier

SALES OPPORTUNITY

The Aprilaire Model 1700 Whole-Home Dehumidifier increases the comfort level within a home by maintaining an optimum humidity level in every room. When selling the Aprilaire Dehumidifier, there are several questions you can ask the homeowner:

- Do you ever find the air in your home stuffy?
- Have you ever reduced the temperature setting because you're uncomfortable?
- Do you use a portable dehumidifier?
- Have you ever found that your floors and surfaces feel sticky or clammy?
- Are you concerned with mold and mildew growing in your home?
- Do you have musty odors in any area of your home?
- Do you have condensation on your water pipes?

If your customers answer yes to any of these

questions, they will benefit from use of the Aprilaire Dehumidifier. The dehumidifier eliminates the stuffy, uncomfortable feeling in a home by removing excess humidity without having to adjust the thermostat. Reducing the temperature setting in a home only makes the home cooler than is desired.

The Aprilaire Model 1700 is more efficient and convenient than a portable dehumidifier due to its ability to control humidity in the entire house instead of just one room. A whole-home dehumidifier also protects homeowners from unhealthy contaminants by removing just the right amount of humidity within the home. Maintaining a desirable level of humidity within a home minimizes the growth of mold and

mildew that can be harmful to the homeowners. The Aprilaire Whole-Home Dehumidifier is an essential addition to consumer home to creating a more comfortable indoor environment. ■



Model 1700 Whole-Home Dehumidifier

Aprilaire Intelligent Ventilation Control System

PRODUCT ADVANTAGES

The advantages to using the Aprilaire Ventilation Control System over other ventilation options are numerous:

There are benefits to limiting ventilation under 20°F

- Any air being delivered to the living space of a home that is below body temperature (98°F) will feel cold to a homeowner. Our control logic helps reduce call backs due to cool air being delivered during the heating season.
- In climates that have temperatures between 0-20°F, there will be enough run time of the furnace to ensure proper ventilation.
- When temperatures go below 0°F, Stack Effect provides additional natural ventila-

tion within a home so that there is little need for mechanical ventilation.

Only the Aprilaire 8126 ensures consistent operation

- Each home will receive a consistent amount of ventilation within each cycle time (1, 2 or 3 hours), based on the actual HVAC system run time.

The Aprilaire pricing is affordable

- The model 8126 provides more benefits than similarly priced products.

The Aprilaire Model 8126 meets the ASHRAE standard

- To meet the ASHRAE 62.2 standard for ventilation, the Ventilation Controller can



be set up to time-based ventilation, overriding the temperature and RH controls.

The Aprilaire 8126 is the only system that is endorsed by Building America

- In the Building America Review Plan, Building Science Corporation (BSC) recommends the Aprilaire Ventilation Control System, model 8126 to its network of builders all over the country. ■