

## Sell Greater Comfort and Moisture Control - Aprilaire Model 1700 Whole Home Dehumidifier

When the Model 1700 was introduced last year, the response was overwhelming, showing that there is tremendous consumer demand for whole home dehumidification. As the temperature starts moving back up the dial, homeowners will again be receptive to the message of greater comfort and moisture control. Be ready with these proven selling points:

### Greater Comfort

1. Eliminate the need to over-cool the house.
2. Turn a damp and uncomfortable basement into a useable space.
3. Deliver homeowner comfort, ESPECIALLY WHEN the temperature is not hot enough for the air conditioning to operate.

### Moisture Control

1. The Model 1700 can remove 90 pints (that's over 11 gallons) of water per day from a home.
2. The Model 1700 can be installed in a number of different ways to maximize moisture removal in the most troublesome spots in the house.

Start quoting the Model 1700 today. Remember that your customers are looking for a comfortable home environment. By giving them control over the humidity as well as the temperature in their home, you provide to them the best possible solution to their problems.

"I took advantage of the opportunity to install the Model 1700 in my house last year. It has made a tremendous difference, not only in making our home far more comfortable, but it has saved us hundreds of dollars on our energy bill by not overcooling with our air conditioner."

"Having experienced the difference the Model 1700 can make - I am telling all my customers about it!" ■

*John Graves, Graves & Associates*

Model 1700 Dehumidifier



### Objections and Answers.

Two common objections have emerged. Be ready with answers so you can give your customers what they want - greater comfort.

#### ➤ *Doesn't my air conditioner take moisture out?*

Yes it does, but only a limited amount and only when it is running. When it isn't hot enough for the air conditioning to run (mornings, evenings, cool days) it won't remove any moisture at all. (And with the new 13 SEER air conditioners the moisture removal will be even less).

#### ➤ *I can just buy a portable dehumidifier for \$200. Why do I need to spend more?*

The Model 1700 delivers comfort to every room in the entire house, not just one area.

**Performance:** Removes 50% more water than leading portables using only half the electricity. Maintains efficiency across wide range of temperatures in basements, attics and crawlspaces.

**Convenience:** No tanks to be emptied, quiet (about the same as a refrigerator), set it and forget it control.

**BONUS! Indoor Air Quality:** The Model 1700 has built-in ventilation and fan cycling. You can deliver controlled fresh air, improve air filtration, and reduce hot/cold spots for free.

# Aprilaire Steam Humidifiers Protect Valuable Artwork

## LIGHT COMMERCIAL

Dave Morningstar of Denny's Heating and Cooling in Walled Lake, Michigan attended a recent meeting sponsored by Wholesale Heating Supply in Pontiac, MI. He learned about the benefits of the new Models 1150 and 1160 Aprilaire Steam Humidifiers and quickly realized that the Model 1160 would meet the needs of one of his customers - The Detroit Institute of Art.

Specifically, The Detroit Institute of Art warehouse stores the paintings and artwork that will eventually be on display in the Main Art Gallery. Without proper humidity control, damage to expensive paintings and other artwork would be likely.

The 40' X 60' Art warehouse room was constructed with steel beams and plywood walls within a larger warehouse. In addition:

- Has vapor barriers to control humidity levels in the space
- Has design conditions of 70 – 72 degrees
- Requires relative humidity of 40 – 50 percent
- Is conditioned by a 7-1/2 ton Carrier unit
- Requires a minimum of 15 lbs. of moisture per hour to satisfy the need

When first taking on this project, Morningstar realized that more humidity would be needed to maintain the proper conditions for the storage of the valuable artwork. They originally got the specifications for a canister style humidifier to put in the warehouse. However, after attending the Aprilaire Commercial Humidification Workshop and seeing Aprilaire's product offering, Morningstar decided that the Aprilaire Model 1160 would be the best choice for their customer.

*"The Aprilaire Model 1160 seemed much simpler, of a better design, required less maintenance, was available immediately, and was more affordable for my customer", said Morningstar.*

Since year round humidity control is critical in the warehouse, Denny's Heating & Cooling also installed the Aprilaire Model 1700 Dehumidifier for those times of the year when humidity needs to be removed.

Finally, for complete and accurate temperature control, they installed an Aprilaire Model 8570 Thermostat to not only control the heating and cooling of the Carrier Gas/Electric Rooftop unit, but also to view relative humidity on the thermostat. ■



Steam Humidifier Model 1160

**Aprilaire Steam Humidifiers are designed with your customer's needs in mind by:**

- Protecting materials and inventory
- Protecting manufacturing processes
- Maintaining workplace comfort.

**For more information, contact Aprilaire at (800) 334-6011 or visit [www.aprilairecontractor.com](http://www.aprilairecontractor.com).**

## Zoned Comfort Control - "Better Buildings: Better Business" ~

### UNTAPPED SALES OPPORTUNITY

*This was the title of a recent presentation at the Wisconsin 2005 "Better Buildings: Better Business" conference.*

The conference, attended by builders and remodelers, focused on better understanding the science, tools and technologies needed to design, build, remodel and repair residential buildings for comfort, safety, durability and energy efficiency.

#### Oh, what a fit for Zoned Comfort Control!

We've long touted the consumer benefits and profitability of zoning to HVAC contractors, but get a bunch of energy conscious, premium builders in the room and forget it, "it's a no-brainer".

Believe it or not, most attendees had no idea that they could economically install a single HVAC system, with multiple thermostats and provide area to area comfort in a home (we've got some work to do as an industry).

But one of the things that caught our attention for those builders that don't currently zone their homes, none of their contractors had even approached them about zoning. They had all been sold on high efficiency equipment, sold on the benefits of proper ventilation and sold on other IAQ products, but not a word about the one product that would address the single most prevalent problem identified by homeowners relating to their HVAC equipment -comfort! And don't forget energy savings.

Overwhelmingly, the audience was beside themselves that they were not made aware of zoning.

**One builder asked, "My contractor never mentioned zoning, is this a new technology?"**

This builder is simply dealing with contractors that have broken the simplest rule of selling - not giving the customer the opportunity to buy. So don't wait for your builder to ask you call them today to set up a meeting to present zoned comfort control for all their homes. ■

## Intelligent Ventilation Provides Energy Efficient Solution ~

#### Don't depend on blower operation for ventilation

Straight pipe ventilation provides fresh air but doesn't control the amount of air entering the home. It can easily under-ventilate during milder spring and fall weather when the blower doesn't run at all.

#### Don't pay for ventilation homes don't need

Choosing the Ventilation Control System Model 8126, allows you to customize the fresh air to the house size. It monitors blower operation and only opens the ventilation damper if the home needs fresh air. This ensures the home is never over-ventilated, exhausting air that was costly to heat/cool.

#### Monitor temperature and humidity to increase comfort, reduce callbacks

The Aprilaire Ventilation Controller continuously monitors the humidity levels in the home and outdoor temperature, not allowing air in that is above 100°F, below 0°F or if indoor humidity levels increase above 60% RH.

Give your builders and homeowners the energy efficient solution found with the Aprilaire Ventilation Control System. ■



# Aprilaire®

*Fresh Ideas for Indoor Air®*

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## Survey Says Aprilaire Air Cleaners - Not Just for Allergies Anymore

Spring is on its way, and with it will come hay fever and other airborne allergens. Although it is easy to think of quoting Aprilaire Air Cleaners only to allergy sufferers, the market for air cleaners is much larger, with much greater potential.

In a recent poll 88 percent of the respondents were concerned about how air affected their health or the cleanliness of their homes. Offering an Aprilaire Media Air Cleaner as part of every system replacement is simply a matter of offering customers what they are asking for.

**Over 90 percent of the homeowners in the same survey were unaware of whole home air cleaners.**

This is a huge opportunity for you to inform and educate the consumer about air cleaners and their benefits.

It shows that you are serious about improving their indoor air quality. And, by offering the Model 5000 Electronic Air Cleaner as an upgrade option, provide your customers the opportunity to buy the best.

**Act now to build Aprilaire Air Cleaners into every quote, giving your customers what they are asking for. ■**

### 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).