

Every System = Air Cleaner Opportunity

SALES OPPORTUNITY

The statistics for 2005 are hot off the presses! The industry had a record year, approaching 8 million pieces of unitary equipment - WOW! Here's a reality check - **whole house air cleaners were installed with fewer than 10 percent of these systems.** While we're all busier than ever, and margins are getting squeezed, we walk away from air cleaner revenue and profit on 9 out of every 10 jobs. Smell like an opportunity?

The opportunity is real. Research has shown that less than 5 percent of homeowners are aware that whole-house air cleaners exist. Yet, the millions of portable air cleaners sold each year shows us that homeowners are concerned about the quality of their air, and are paying for a solution. A recent blind study asked homeowners to describe the ideal clean air solution. The key features identified matched an Aprilaire Whole Home Air Cleaner. By informing homeowners of the benefits of whole house air cleaning, you are simply making them aware that you can provide a product they already desire.

The benefits are real. The consumer gets the cleaner, healthier air they're seeking in their entire home. Plus, they protect their HVAC system and reduce dust. You get the up front revenue on the unit, the ongoing revenue (and profit) from the replacement media, and another strong reason for the customer to get a maintenance agreement with you. This is truly win-win.

How can a contractor make this a reality for their business? There are many different ways to build a successful air cleaner business. We've worked with and talked to several successful contractors across the country and pulled the best ideas together for you.

Your Aprilaire Representative is geared up and ready. Whether it is growing your quote activity, improving your close rate, getting a higher percent of EAC upgrades or even retaining more replacement media – we can custom tailor a program for you.

As part of the Aprilaire Spring Air Cleaner Initiative, your Aprilaire Representative will work with you to determine the tactics to grow your air cleaner business that best suits your needs, and provide the tools to help you on the road to success.

- Training (at your location) tuned to your specific objectives, to help your team be as effective in the home as possible.
- Proven in-home sales tools, for that critical moment when presenting the quotation to the homeowner.
- An enhanced co-op advertising program to help promote your business to local homeowners
- A consumer awareness campaign to blanket your market area, growing consumer awareness to make your job in the home easier and more successful.

Call now (800-334-6011) to design a custom program for your business that will significantly grow your air cleaner sales and profits in 2006. ■



Model 2140



Model 2200



Model 5000

Just Around the Corner?...Humidity Control Season!

With spring comes milder weather and April showers - leading to high humidity levels outside and inside. The relative humidity and dew point temperatures we will all see in the coming months will have a number of effects: homes will become clammy and uncomfortable; businesses may experience inventory losses, process down time, or even loss of productivity due to the same sticky, uncomfortable conditions that homes are experiencing. This situation is made even worse by the fact that the beautiful climate temperatures will require only very limited air conditioning run-time, meaning that nothing is being done to lower that moisture level in our homes and buildings.

Just in time for this crisis, Aprilaire has developed a new model of installed dehumidifier, one that is designed to offset this exact condition:



Introducing the Aprilaire Model 1720 high capacity dehumidifier designed for both residential and light commercial applications. The Model 1720 has a capacity of 6.5 lbs/hr or 150 pints/day @ AHAM conditions. The 1720 is complete with:

- Thermal Expansion Valve (TXV)
- 60 percent SHR Evaporative Coil
- High Performance Rotary Compressor
- Dual Access Panels
- Fully Insulated Cabinet
- 3/4" PVC Drain Fitting
- PVC Unit Trap
- Designed to fit into any application: mechanical rooms, closets, or even above T-bar ceilings.
- The 1720 draws 14 amps on a standard 20amp 115 VAC circuit

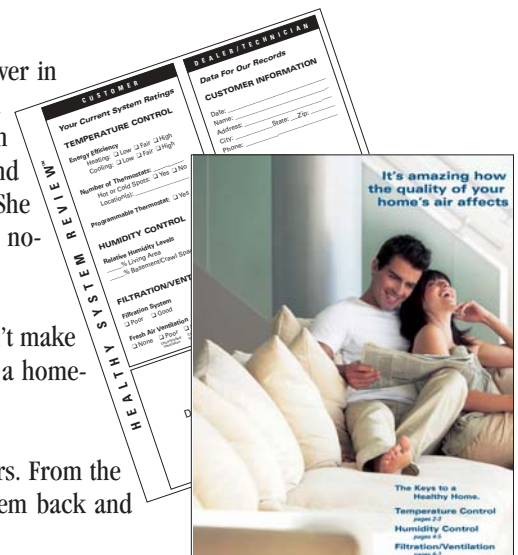
This new model is in stock now and ready for immediate shipment. ■

Healthy System Review Checklist Garneres Increased Humidifier Sales and More...

Ingrid Shaw of Air Design Services Inc. in Merrimack, New Hampshire, is a firm believer in the Healthy System Review Checklist. While calling in to renew her membership as an Aprilaire IAQ Specialist, she shared this story... Since beginning using the Healthy System Review and Checklist in October, Air Design has installed two additional humidifiers and has received many additional calls from consumers to ask about their indoor air quality. She has even had homeowners refer to the checklist a month or two later when making a no-heat, or other maintenance call.

Ingrid's techs tell her that using the checklist is simple, takes very little time, and doesn't make them feel like a "salesperson", but that they're providing important information about a homeowner's system and their indoor air quality.

The checklists also have provided Air Design with additional future leads for air cleaners. From the checklists, she can tell which homeowners report having allergies, so she can call them back and assist them with the right whole-home air cleaner for their needs.



Healthy System Review and Checklists are available by calling 1-800-334-6811 or email sales@aprilair.com ■

Zoning Existing Homes




Zoned Comfort Control is arguably the single most overlooked profit center in an HVAC contractors' product arsenal.

Today, with the reality of 13 SEER upon us, distinguishing your business and adapting your selling techniques will be key. Fortunately this can be done through the added benefits and solutions you provide to your customers, like zoned comfort control.

In survey after survey of homeowners, comfort issues continue to rank at or near the top when asked what they dislike about their

current system. This is due in large part to the fact that a single heating/cooling system, controlled by a single thermostat, simply cannot account for the various load and occupancy patterns present in virtually all homes.

Zoning is the solution. And, Intelligent Zoned Comfort Control from Aprilaire is the best solution for delivering the ultimate in comfort, energy savings and convenience. Plus, it **can now** be profitably applied in existing homes. ■

Photo of 8570	Photo of 6504	Photo of 6706
		
"Easy to use, Easy on the eye"	"Unprecedented Benefits"	"Easy to install"
Model 8570 Thermostat	Model 6504 Intelligent Zoned Comfort Control Panel	Model 6706 Retrofit Damper
Menu-driven for the ultimate in simplicity	Change any thermostat from any other in the system providing unmatched convenience	"Slip-in" design make it easy to install in existing branch ducts
Service monitors and contractor ID on the display- drive service and	Compatible with virtually all types of forced air equipment	Reliable "no gears" design assure long life and minimized call-backs
Attractive styling, backlighting and uncluttered display make it easy to live with	Integrate accessories such as humidifiers and air cleaners for simplified installation and superior performance	Adjustable air bypass to match any application
	Simple, 4-wire connection to all thermostats	LED indicator, let's you know when dampers are open or closed, simplifying installation and troubleshooting
	Built-in ventilation control provides even more value	"No tools" wire connections speed installation even further
	Everything you'd expect in a quality zone system and more	



Fresh Ideas for Indoor Air®

P.O. Box 1467 • Madison, WI 53701-1467
1-800-334-6011

www.aprilairecontractor.com

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New 8570 Light Commercial Features

Original Model 8570	New additions to the Model 8570 for 2006	Benefit
Light Commercial Display Verbiage (Occupied/Unoccupied)	Now includes a Dry-Contact Relay (NO/COM/NC) activated by the event change (Occupied/Unoccupied)	Contractor can now turn-off an economizer during the unoccupied events as well as control other devices based upon event changes
Fixed Deadband 2°	Now a selectable deadband: 2° or 5°	Certain light commercial applications call for adherence to the International Energy Conservation Code (IECC) which mandates a 5° deadband
Keypad lockout	Adjustable temperature override (+/- 20 Degrees) while "locked out"	When the keypad is locked, the user can adjust the temperature to a comfort setting, within limits set by the administrator, then return to the programmed setting at the next event

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).