

What's in YOUR toolbox to boost sales this winter?

If it's not humidifier tools, you may be missing out on a big opportunity to keep your name in front of homeowners when the air in their home is bone-dry. You are the I.Q. solution-provider and your customers should know it!

Did you know that Aprilaire can help you pay to advertise this expertise? Co-op advertising dollars are a great way to make cost-effective advertising choices. Aprilaire pays up to 50% of all the qualified advertising you do. PLUS we can provide the tools to help you do it.

Tools like:

1. Newspaper Ad Slicks and Inserts - Ready-to-go artwork for newspaper ads or inserts; add your company logo, dollars-off coupon or other offers
2. Direct Mail Postcards - Proven effective approach to advertising your special offers.
3. In-Home Sales Tools
 - "While I'm Here" Flyers - Lets your installers offer a humidifier while they're in the home - and a "today-only" savings when they install a humidifier while there - avoiding another trip.
 - Plenum Stickers - Provide maintenance reminders for water panel replacement, or a place-holder reminder message to add a humidifier later, both with your company name to call.
 - Healthy System Review - This important tool provides a profile of a homeowner's indoor air. Humidity levels, particulate counts and temperature variations are all recorded when a service tech is in the home, then given to the homeowner with a copy sent back to your sales staff, who can then follow up with the homeowner to assist them with their specific needs.
4. Recordings - We have audio scripts for on-hold message recordings, radio and TV commercials.
5. Reminder Post Cards - Remind your customers that it's time to change their water panel. They will appreciate the reminder! It gets you in the door and keeps your customers' humidifiers running smoothly.
6. Bill Stuffers - Send with quotes, invoices, and other mailings. Easily fits in your existing mailer.
7. Door Hangers - every time you're in a neighborhood, leave these at the neighbors'. Chances are if your customer needs service, many in the neighborhood will as well.
8. Consumer Literature - Detailed, high-quality literature explains the need for indoor air quality control and the whole-home solutions you provide with Aprilaire products. Use at home shows, in the home, in your showroom, or attach to quotes.

9. Marketing Training Tool - Special phone training manuals, DVDs and programs for your computer - turn your phone people and your sales staff into more effective humidifier customer service and sales people.



10. Photos, logos, artwork to use on your website - did you know that we pay you to include Aprilaire product information on your site?
11. WWW.APRILAIRECONTRACTOR.COM - You'll find tons of information on Aprilaire advertising and marketing programs, all designed to help you sell.

In addition to these tools, Aprilaire can also:

- Customize literature, direct mail and other print items for you
- Mail, in complete confidence, to your customers or others in your area
- Provide qualified mail lists in your area
- Print and ship flyers to the newspaper of your choice ■

LET US HELP YOU GET THE WORD OUT ABOUT APRILAIRE HUMIDIFIERS



Purchase Aprilaire Humidifiers— Get FREE Water Panels!



| Level | Units Purchased | = | FREE Water Panels | = | Your Total Profit |
|-------|-----------------|---|-------------------|---|-------------------|
| 1 | 100 | = | 200 | = | 100% |
| 2 | 150 | = | 400 | = | 100% |
| 3 | 200 | = | 600 | = | 100% |
| 4 | 250 | = | 800 | = | 100% |
| 5 | 300 or more | = | 1000 | = | 100% |

When each humidifier purchase level is achieved, send or fax proof of purchase and this form to Aprilaire – water panels will be shipped immediately upon receipt. **Humidifiers are purchased through your distributor; water panels will be shipped directly to you from Aprilaire.** Offer valid for product ordered between 10/1/06 and 12/15/06 and shipped by 12/15/06. FREE water panels are shipped in quantities of 200.

Today's Date: _____ My initial order is for _____
 Aprilaire Humidifiers under P.O.# _____ for immediate delivery from wholesaler _____. For my FREE water panels, I would like part # 10 / 35 (circle one) to be sent to the address below.

*Call your Aprilaire District Manager
for more information.*

Send my FREE Water Panels to:

Company Name: _____
 Contact Person: _____
 Street Address: _____
 City: _____ State: _____ Zip: _____
 Phone No.: _____ Fax No.: _____
 Email: _____ Website: _____

Send or Fax This Form
and Proof of Purchase To:

Aprilaire
 PO Box 1467
 Madison, WI 53701-1467
 Fax: 1-608-310-6549
 Phone: 1-800-334-6011

**FORMS MUST BE RECEIVED BY
12/15/06!**



Thank You!

Aprilaire Saves Your Customers Money

SALES OPPORTUNITY

With energy costs at record highs this winter, your sales message should include much more than the energy rating of your equipment. As a solutions provider, you owe it to your customers to recommend the best overall system to meet all their needs, and energy savings is sure to be tops on the list. Obviously the energy efficiency of the equipment is a key part of the energy value equation, as is a quality programmable thermostat. What else can you offer?

Aprilaire Humidifiers Will Save Your Customers Money

An often overlooked benefit to whole home humidifiers is energy savings. Proper humidification allows you to feel warmer at lower temperatures. A few degrees on the thermostat translates into a big number on the energy bills this winter! And, don't forget Aprilaire humidifiers still deliver on the benefits of comfort, health and preservation.

Like all good things, there is a balance when it comes to humidity. Aprilaire Automatic Humidifiers optimize the relative humidity level by compensating for changing outdoor temperatures. This eliminates frequent manual adjustments and over/under humidification due to changing conditions.

The Perfect Match For Energy Savings

The Aprilaire Model 8570 Premium Programmable Thermostat is the best choice to accompany **EVERY** Aprilaire Humidifier.

- Shares information to display the indoor RH and the outdoor temperature, indicates when the humidifier is operating, and even extends the humidifier run time if the humidity setting is not achieved through the normal course of a heat call.
- Eliminates the need for a model 50 relay, saving you installation time
- Menu-driven programming is so simple, your customers will actually use the thermostat to get the energy savings they desire

What should your energy efficiency message be?

- Aprilaire Humidifiers are a great way to save energy AND feel more comfortable this winter.
- An Aprilaire Model 8570 Thermostat saves even more money. It is so easy to use, your customers will actually program it and get the energy savings they desire.
- Together, they deliver maximum energy savings while providing benefits found nowhere else. ■



Aprilaire in the News

Actor **Dom DeLuise** contacted Aprilaire with concerns over the high humidity levels he was experiencing in his home. Dom heard about Aprilaire on the nationally syndicated radio program, **On the House with the Carey Brothers** which was addressing high humidity levels in homes & the Model 1700. Aprilaire's Mimoun Abaraw and Nikki Krueger visited Mr. DeLuise's home along with reporter Barb Checkett-Hanks from **The News** on Sept. 20. Barb will be covering the story for **The News** through a series of articles that will appear over a couple months period. Barb attended the installation of the Model 1720 and Model 5000 Air Cleaner in Dom's house on Thursday, November 16th. ■



Is it a Cold or Indoor Allergies?

The first frost is a good sign for seasonal allergy sufferers but, for those who have indoor allergies, it is a sign that the suffering is about to get worse.

Wintertime allergies are usually triggered by allergens trapped in the home, where they pose a risk to respiratory health. These irritants are always present but, during the winter months, they tend to multiply because people keep their windows closed and there is little circulation of fresh air. It is estimated that up to 72 trillion allergens make their way into the home every day.

Allergies affect millions of people in the United States. In fact, more than 50 percent of the U.S. population tested positive for one or more allergens, according to the National Health and Nutrition Examination Survey.

Allergy symptoms such as stuffy or runny nose, itchy eyes, sneezing and wheezing are similar to those of a cold. So how can you tell if you are suffering from allergies or a cold? According to the American Academy of Allergy, Asthma & Immunology, here are the major differences:

Colds

- Result from a virus infection.
- Symptoms may also include a fever and aches and pains.
- Usually take a few days to hit full force.
- Symptoms should clear up within several days to a week.

Allergies

- Symptoms begin almost immediately after exposure to an allergen.
- Symptoms last as long as they are exposed to the allergen.
- If the allergen is present year-round, symptoms may be chronic.

A whole-home air cleaner, such as the Aprilaire Model 5000, is an efficient and effective way to reduce all airborne contaminants in a home, including dust, pollen and bacteria. ■

Added Sales Opportunity with Steam

Rounding out an entire line of the best in indoor humidity control - Aprilaire Steam Humidifiers for Residential and Light Commercial

Residential:

- Capacity for larger homes
- Perfect alternative for homes with radiant heat
- Expands your offering for more applications

Light Commercial

- Capacities of 12, 24 and 48 lbs/hr.
- Easy and flexible installation - Everything you need is included; installs in tight-duct configurations
- No Water Supply Hassles - Compatible with standard tap and softened water
- Carefree Maintenance - Stainless steel chamber requires no cleaning for up three seasons with soft water usage
- Long Service Life - Robust, industry-proven, internal components designed for reliability and durability ■



Let Us Know...

We welcome any comments and suggestions that you may have.

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