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Sales Opportunity Zone Comfort Control as a Profit Center

If you looked at equipment sales (units) as your measure of company success, you would only get part of the picture. Fortunately, we all look at our companies' success, in large part, in terms of revenue.

Increasing revenue can come from several different areas such as increased service sales, new equipment sales or adding accessories to each installation. However, **one of the most overlooked Indoor Air Quality (IAQ) accessories is zone control.** We all know that heat rises and that glass exposure creates heat gain when the sun shines and loses heat when the sun sets, but many of us continue to expect a single thermostat to create comfort. The fact is, in most cases it cannot.

How do we make zone control a profit center? There are two possibilities that limit our revenue - either we do not offer zone control or we are not effectively selling it.

Here are some helpful ideas contractors have followed to add revenue to their bottom line:

- Instead of offering two HVAC systems to provide zoning, use a single system with zone control and IAQ accessories such as air cleaners or upgraded thermostats that add more value.
- Be on the lookout for the tell-tale consumer complaints, 'my bedrooms are always too hot', this room is too cold'. Zone control may be the solution, not a new system that will not address the true problem.
- When given the opportunity to present a proposal ask your customer-'would you like comfort on each floor or would you prefer just the downstairs?' The analogy that usually seems to work is 'you do not have a single faucet or a single light switch, why only one thermostat?'

Do not let a revenue opportunity pass you by.

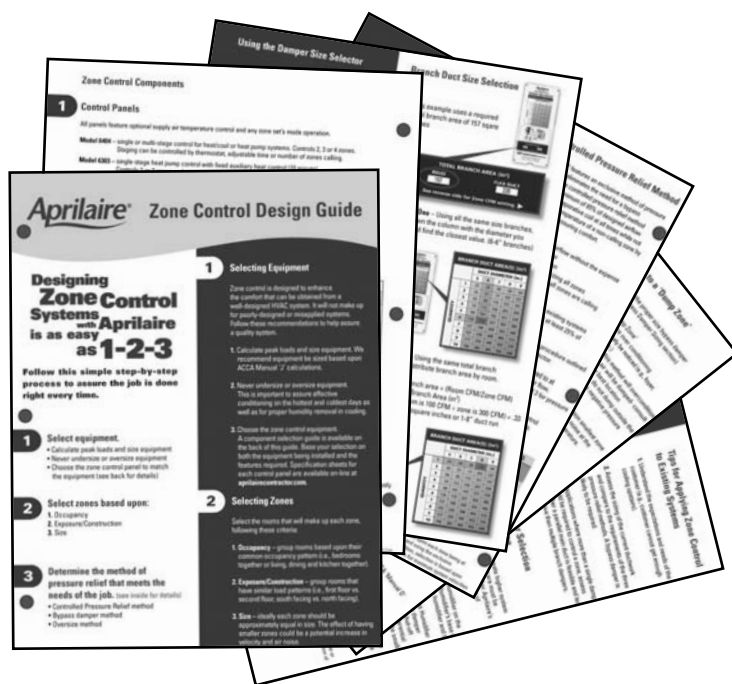
Aprilaire Zone Comfort Control - Easy as 1-2-3

Check out any ordinary zone control system and what you will find is control panels with plenty of features; dampers of all shapes and sizes and all kinds of add on's. But what you probably will not find is a guide to putting it all together.



Finally, someone has put together a comprehensive guide to applying zone control that does not require a rocket scientist to decipher (or hours to read). We have taken our years of zone control know-how and put it into an easy to use guide (Form # 5033) that helps you design zone control systems that do what they are supposed to - provide your customers with comfort.

There are several methods for addressing pressure relief issues when zoning, and our new design guide addresses each. Whether you are interested in lowest system cost for new construction or your retrofitting a home that just is not cool enough on the second floor, the new guide is your indispensable desktop reference that shows you how. **Available in May.**



Dealer Success Story

Mediterranean Heating & A/C

Although Aprilaire's light commercial initiative has really just begun, there are a number of dealers that have been using our products on their light commercial jobs for some time. One such dealer is Mediterranean Heating & A/C in Canoga Park, CA. Mike Gardner, President of Mediterranean, says they have been very successful in using Aprilaire on their residential jobs for years. What many people do not know, is they have also been very successful in adapting existing Aprilaire products into many of their light commercial applications.

One such job was a printing company. When the customer contacted Mediterranean, they had experienced cooling equipment failures, problems in their printing operation and employees had complained about uncomfortable temperatures in various parts of the office. Specifically, many of the cooling systems were loaded with paper dust, typically found in printing operations. Mediterranean realized that equipment was going to have to be changed out and wanted to prevent the same types of problems from reoccurring. They knew that Aprilaire Model 2200 aircleaners would permanently capture the dust and keep it out of the cooling systems. In their printing operation, where they were printing tiny labels, a lack of humidity



was causing the presses to jam. This created maintenance problems and disrupted production schedules. By installing Aprilaire Humidifiers and maintaining proper levels of humidity, this problem was eliminated. Finally, by installing an Aprilaire Zone Control System, complaints of offices that were either too hot or too cold were eliminated. Using these products not only solved the customer's problems; it was also very profitable for Mediterranean.

"Ease of installation and no call backs have played a major role in light commercial profitability" according to Gardner. One of the many reasons Mediterranean Heating & A/C is so successful with Aprilaire IAQ products is the fact that their sales force has been trained to ask the right questions of their customers. If you understand exactly what the customer's problems are, and you can educate them on IAQ solutions, they will typically buy. Not only will you enhance your profit; you will also have a satisfied customer.

If your sales force is interested in learning how to be more successful selling IAQ, and you are looking to grow your business, contact us today at 1-800-334-6011 to set up a sales meeting.

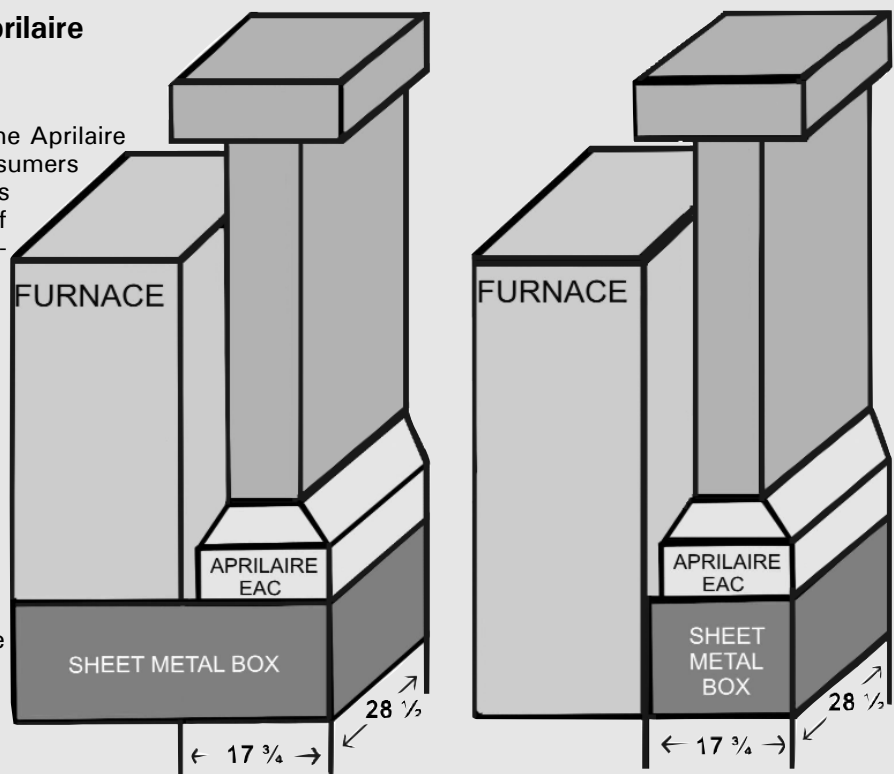
Technical Tip

Installation Flexibility with the Aprilaire Electronic Air Cleaner

Due to the unsurpassed performance of the Aprilaire Electronic Air Cleaner, the number of consumers asking for this product is on the rise. This offers us the opportunity to consider all of the ways it can be installed, even in situations where space is limited. Several innovative contractors in New York and New Jersey have not allowed limited space to become an obstacle when considering the best way to install an Aprilaire Electronic Air Cleaner.

The diagrams to the right offer two optional methods of installation, which in many cases, will allow you to utilize this product in areas where the space is limited.

Consumers are willing to pay for all of the benefits of improved indoor air quality, so don't miss out on an opportunity to increase your profits through the sales of the Aprilaire Electronic Air Cleaner.



2003 Spring UV Promotion

Reminder - 2003 Spring UV Promotion runs through May 15, 2003

The spring allergy season is upon us and this offers you the opportunity to sell products that will improve your customer's indoor air quality by reducing the effects of allergy causing particles in the air stream. The air conditioning coil is the perfect place for mold and bacteria to grow because it is dark, often times there is a food source (particulate in the air stream), and the coil is moist due to water being removed from the air. However, with the installation of an Aprilaire UV Lamp above the coil, this problem is eliminated. The bottom line is that anything growing on the coil will be killed as the coil and drain pan are bathed in UV light. Now is the time to get this important message out to your customers. To assist you with this, we have announced a spring promotion for Aprilaire UV Lamps that runs through May 15. With your participation, here is what you receive:

- 1000 Piece Direct Mail Campaign and 1000 billing stuffers preprinted with your company information, with the purchase of 6 Aprilaire UV Lamps and an advertising investment of only \$200.
- 2000 Piece Direct Mail Campaign and 2000 billing stuffers preprinted with your company information, with the purchase of 10 Aprilaire UV Lamps and an advertising investment of only \$200.

Time is running out so act now. Your local Aprilaire District Sales Manager can assist you in signing up for this offer, and of course, your local Aprilaire Wholesaler is ready to fill your order. For more information on this exciting offer or to sign-up for this promotion, please call us at (800) 334-6011.

Aprilaire Fresh Ideas for Indoor Air UV GERMICIDAL LAMP

Does someone in your home suffer from:

- Respiratory allergies
- Asthma
- Frequent colds & flu
- Headaches
- Runny nose
- Itchy, watery eyes
- Sore throat
- Fatigue

Put your health in a new light!

Your air conditioner's coil provides the perfect environment for mold and bacteria growth which can lead to odors, illnesses and allergies. Ultraviolet light is proven to kill this growth.

Aprilaire UV Germicidal Lamp installed above your air conditioner coil kills harmful mold and bacteria.

APRILAIRE'S #1 CHOICE FOR CLEANER AIR

Control the UV Germicidal Lamp with the Aprilaire 6000 Series air cleaner or controller. Installation by a professional is recommended for best results.

• kills mold and bacteria • eliminates odors • protects your air conditioning • saves energy

Aprilaire Fresh Ideas for Indoor Air UV GERMICIDAL LAMP

\$ or % off

UV Germicidal Lamp

Expires 05/31/03

Improve your environment and peace of mind!

As your authorized Aprilaire dealer and indoor air experts, we're ready to help answer any questions you have about protecting your home and family from harmful bacteria, fungi and molds.

Call us or stop by:

Dealer Name
123 Main Street
Anytown, US 54321
123-456-7890

PROFIT SET
US POSTAGE
PAID
MADISON
PERMIT NO 9791

Clean & Check

Expires 05/31/03

Visit the Aprilaire website at www.aprilaire.com

Aprilaire in the Spotlight

Glenn Haege, Ask the Handyman - Haege addresses a question from a reader on homes being built tight and recommends an Aprilaire Energy Recovery Ventilator (ERV). Ask the Handyman is a syndicated column that appears in newspapers across the country.

Alan Heavens, Real Estate Writer for the Philadelphia Inquirer, featured Aprilaire Air Cleaners and Humidifiers in his March 23, 2003 column. Heavens states "I want to end with a word on something that has made a difference in the way we have weathered the winter from a health standpoint: Space-Gard (Aprilaire) Air Cleaners. Combined with our Aprilaire whole-house humidifier, it made being cooped up bearable."

Tom Feiza, Mr. Fix-It - Feiza addresses a question from a reader on humidity in the home. He recommends an Aprilaire Humidifier stating "They are a premier product with excellent controls that allow you to properly set the interior humidity level for your home based on the exterior temperature." Mr. Fix-It is a syndicated column that appears in newspapers throughout the Midwest.

Aprilaire Implements a New Phone System to Better Serve You

Effective April 21, Aprilaire has a new phone system installed to better serve you. You can now get to the department you need quicker than ever and you will speak with a highly trained Aprilaire employee who has the experience and knowledge to answer your questions. At Aprilaire, we have refined our service by implementing a new call center application designed to recognize your company, identify your needs, and route you to the proper Aprilaire personnel. The more information we know about you, the better we can handle your inquiries and issues - a friendly, effective hands-on approach versus having to press zero several times just to reach a live voice. Currently, Aprilaire Customer Service, Tech Support and Advertising Departments receive as many as 10,000 calls per month. Calls will now be skill-based routed to get the best person available to take your call. We are also using this system to track past calls and anticipate future needs, ultimately creating stronger relationships with you, the Aprilaire dealer. The toll free number, 1-800-334-6011, has not changed. Only the service has.





Fresh Ideas for Indoor Air

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

www.aprilaire.com

Visit Dealer-only Website www.aprilairecontractor.com

Indoor Air Quality Facts

Indoor air pollution is the primary cause in as many as 50 million cases of occupational chronic respiratory disease each year - a third of all occupational illnesses. These are widespread, debilitating and affect people in their social and economic prime of life. They are preventable with a minimum of resources.

WHO's 1999 Guidelines for Air Pollution Control - Revised September 2000

An estimated 17 million Americans suffer from asthma and approximately 40 million have allergies.

Asthma and Allergy Foundation of America Web Site - Centers for Disease Control and Prevention (1998). Forecasted State-Specific Estimates of Self-Reported Asthma Prevalence -- United States

Allergies are responsible for 3.5 million lost U.S. workdays each year at a cost of \$639 million. An estimated two million school days are lost each year due to allergies, with an indirect cost reaching \$4 billion.

Asthma and Allergy Foundation of America Web Site

For adults, asthma is the fourth leading cause of work loss, resulting in nine million lost workdays each year.

Asthma and Allergy Foundation of America Web Site

One out of six people who suffer from allergies do so because of the direct relationship to the fungi and bacteria in air duct systems.

Total Health and Better Health Magazine



Let Us Know...

We welcome any comments and suggestions you may have.

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