

June 2003 Volume 1, Issue 6

Sales Opportunity

The Aprilaire Ventilation Control System: A Refreshing Idea for Indoor Air

The trend toward building tighter homes to save energy on heating and cooling bills has created more environmentally and resource friendly homes, but it has also contributed to indoor air pollution. This unfortunate side effect is creating the opportunity to market ventilation as an essential component of the HVAC system. As more homeowners and builders are taking notice of the issue, and are beginning to understand the problem, it is important that they learn about the solutions available to them in the HVAC marketplace.

Studies prove that ventilation improves the quality of indoor air. In fact, 60 percent of indoor air quality problems are associated with ventilation, as stated in The Journal of Allergy and Clinical Immunology (August, 1994). Homeowners are becoming increasingly aware of the negative health effects from indoor air pollutants, such as off-gassing of building materials-from the carpet to the

wood-and pollutants from other sources, such as using common household cleaners or simply cooking the evening meal. The issue is being discussed more and more in health journals and is being addressed by environmentally responsible building programs.

The EPA's Energy Star home program states: "Reduced air infiltration combined with proper ventilation in a home not only reduces contaminants but also improves the quality of your indoor air." Atlanta's EarthCraft House, which is a Green Home Program administered by the Greater Atlanta Home Building Association, also includes "controlled house ventilation (0.35 air changes per hour)" on its checklist. The current ASHRAE standard also calls for .35 air changes per hour. This trend toward creating voluntary codes that build healthier homes and indoor environments also creates a growing opportunity for HVAC dealers to capture revenue through providing homeowners and builders with the best product to meet their customer's indoor air quality needs.

New Product A Better Ventilation Solution for Today's Homes

Introducing the Aprilaire Ventilation Control System, Model 8126, the only ventilation system that allows you to manage the quality and quantity of air coming into the home. It offers a cost-effective solution to meet the growing ventilation needs of today's tight homes.

Working in conjunction with an Aprilaire Damper, the Ventilation Controller makes decisions regarding when and how long to ventilate. It does this through continuous monitoring of indoor relative humidity, outdoor temperature and a user-adjusted timer setting.

Indoor relative humidity is monitored to help prevent high humidity conditions inside homes. The Aprilaire Ventilation



Controller will not open the damper to outside air if there is a chance of raising the humidity inside the house to high levels. The Aprilaire Ventilation Controller is designed to prevent indoor relative humidity levels from increasing beyond 60 percent, due to ventilation.

If the outdoor air temperature is below 0°F or above 100°F, the motorized, normally-closed damper to the outside will not be opened.

There are two settings that are adjustable; the cycle time and the ventilation time within the cycle. This allows you to customize the time the damper is open to meet the ventilation requirement of any sized home.

Offer your builders the benefits of ventilation and add profit.

Light Commercial Case Study

Two of the largest needs for proper humidification in the light commercial market are inventory preservation and process control.

Inventory preservation is fairly straight forward. By protecting inventories, businesses can protect their investments and assets.

Process control, when raw materials turn into the finished products, is a little more gray. If proper humidity is not maintained, these processes can fail, ruining product and damaging equipment.

Printing facilities, like many other applications, deal with these issues on a daily basis.

Inventory Needs

These facilities stock raw paper that will be used on upcoming projects, as well as finished goods that are stored for their customers.

If humidity is not maintained several things can happen:

- Paper will curl: this limits its ability to be used during any of the processes.
- Ink will dry improperly: this causes color issues and creates handling and storage problems.

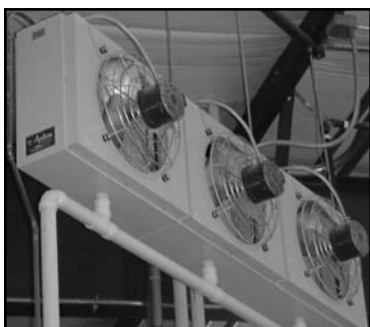
Process Needs

Printing processes are greatly affected by the paper. Curled paper jams the press, creating down time. If the air is too dry, the paper can stick to the drum in the press, causing the paper to be printed twice. This can have several effects:

- The page will be printed twice causing it to be darker than the customer requested, therefore ruining the finished product.
- The paper can stick to the drum, jamming the press and creating downtime.

The only way to prevent these types of problems is through the use of a properly sized humidifier.

An excellent example of this type of application is Kramer Printing in Waunakee, Wisconsin.



Three Aprilaire Model 1120 Humidifiers installed at Kramer Printing in Waunakee, Wisconsin



Kramer Printing storage area for finished products



Kramer Printing main press-note paper stack in the feed bin



New and Exciting Carbon Monoxide Video

Now Available - Training Video - Why and How to Sell CO Alarms with Jackie Rainwater

Carbon Monoxide, the #1 poison killer in the U.S., is a potential threat year-round; not just in the winter. Your customers have attached garages and gas appliances that produce CO all the time, so they deserve the year-round protection of an Aprilaire CO Alarm.

Jackie Rainwater, a 43-year veteran of the HVAC industry and former Contractor of the Year, has successfully sold CO alarms since the mid-1990's. Rainwater hosts this short instructional video that shows you the importance of offering Aprilaire CO Alarms and how simple they are to sell, install and test.

Learn from the pro. To order this important tool, free of charge, use the enclosed postage-paid reply card, visit www.aprilairecontractor.com or call 1-800-334-6011.

Dealer Success Story

"If we can sell 600 units per year, over the course of 20 years, I can actually retire on the repeat media business alone," states Mark Lea, co-owner of Lea Heating in Dundee, Illinois.

600 units x 20 years = 12,000 customers x \$10.00 profit on each media = \$120,000 profit per year

Lea Heating currently sells well over \$100,000 in just filter media alone. Lea says the secret to creating and maintaining repeat media and water panel business is not just a strong focus on selling air cleaners and humidifiers at a fair price, but also using tools to maintain and grow their customer database.

Tips from the Pros:

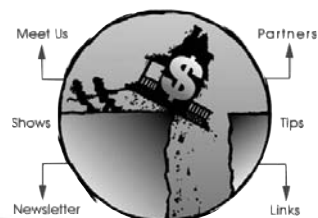
1. Have monthly training meetings to discuss what is working and what is not working. Utilize each employee who comes in contact with a customer.
2. Either include a humidifier or air cleaner in almost every equipment advertisement. Take full advantage of Aprilaire co-op each year.
3. Offer a price break if an air cleaner is going in with new equipment.

Aprilaire in the Spotlight

Aprilaire's efforts in educating contractors on the benefits of zoning and the different systems available, is featured in the May 26 issue of *The News*, page 12.

Newspaper article "**Cleaning the Air in Your Home**," featuring the Aprilaire Electronic Air Cleaner, has appeared in 192 newspapers in 20 different states with a readership of 6,761,920.

The new Aprilaire Ventilation Control System was showcased in the May 12 issue of *The News*, Page 8.



Aprilaire is proud to announce its sponsorship of "**The Money Pit**," a nationally syndicated home improvement radio program hosted by Tom Kraeutler and Mary Barretta. To find a local radio station that carries the program or to listen to past programs, visit www.888moneypit.com.



HEATING & AIR CONDITIONING
COMPANY, INC.

LEADING THE WAY IN HI-EFFICIENCY EQUIPMENT

4. Print customer labels twice per year. Mail to all non-maintenance contract Aprilaire humidifier and air cleaner customers, prior to the busy season, with a special clean and check offer.

5. "We recently switched our thermostats to the Aprilaire 8363 Thermostat because of its intelligence capabilities. The 8363 alerts homeowners when it is time to replace the humidifier water panel and air cleaner filter change. The thermostat has our name and logo printed directly on it. We have already received phone calls from customers who need media replacements as a result of this thermostat."

6. Recommend the Aprilaire Electronic Air Cleaner whenever there is someone in the house with allergies.

7. Always tell customers to either run their fan continuously or to turn it on and leave it on one to two hours during and after vacuuming and dusting.

By doing a combination of all these things, Lea Heating has been able to build a solid and profitable business.

From the Web

Recent contractor question taken from www.aprilairecontractor.com



Question:

Product Type: ERV

Model: 8100

Comment: We are installing two fresh air exchanger systems now in a new home. One unit in the basement zoned for the basement and first floor. One unit in the attic for the second floor. Is one fresh air exchanger sufficient, or do I need to install one on each furnace? The total square footage, including the finished basement, is 4,500 square feet.

Answer:

The Aprilaire ERV is designed to provide 0.25 air changes per hour in a home up to 3,600 square feet with 8' ceilings. This means that in a 3,600 square foot home the air would be removed and new air added to the home every 4 hours. In your 4,500 square foot home, one ERV would provide .20 air changes per hour (with an 8' ceiling). The air change requirement will determine if you require one or two units for your home.



Fresh Ideas for Indoor Air

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

www.aprilaire.com

Tech Tip:
**The Indispensable Model 8052
Temperature Sensor**

Have you taken a look at the versatility of the Aprilaire model 8052 temperature sensor recently? Many of you may use it as an outdoor air sensor displaying its temperature on an 8500 series or 8870 communicating thermostat. However, inserting the thermistor into either the supply plenum or return of forced air system provides a means of monitoring the supply, return or mixed air temperatures. With the introduction of the new Plenum Temperature Control feature on our zone panels, the 8052 sensor has been given a new job-the protection of HVAC equipment. The optional 8052 sensor is used to monitor the plenum air of the HVAC equipment preventing it from attaining a temperature that would be detrimental to the equipment. As you can see, the Aprilaire model 8052 sensor is rapidly becoming one of the more important members of the Aprilaire product line.



8052 Temperature Sensor

- *Outdoor temperature on thermostats*
- *Plenum temperature control for zoning*

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.)