



Fresh Ideas for Indoor Air®

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Value of a New Customer

New customers are the life blood of any business. There are many ways to acquire new customers, most of which involve various forms of advertising. It's easy to get turned off by today's high advertising costs and lose sight of the potential value a new customer can bring. But when a new customer becomes part of your database, they have effectively been pulled out of the competitive arena through your service, support, and offers - they have no reason to look elsewhere. Informative newsletters, special offers, and discounts on linked services are the keys to keeping customers in your camp and coming back to you for all their HVAC needs. ■

New Customer Revenue Opportunities

Future system replacement	\$1000's
Maintenance agreements	\$100's
Accessory sales	\$100's
Replacement parts	\$100's

Bonus round:

- Referrals
- Database for future marketing, duct cleaning, fireplaces, plumbing

Gaining a customer for life — Priceless!

In the Spotlight

The Sunday January 18 issue of *The News York Times* features an interview with Aprilaire Product Manager, Joe Hlavacek, concerning the Aprilaire Carbon Monoxide Alarm. The article also mentions the Aprilaire CO Detectagas. (Circulation 1,672,965)

The December issue of *Remodeling Magazine* showcases the Aprilaire Ventilation Control System. (Circulation 81,000)

Glenn Haege, home improvement columnist for **Gannett News Service**, mentions the Aprilaire Humidifier in his question/answer column that has been appearing in newspapers across the country.

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).

Marketing Campaign

DEFEND YOUR BUSINESS FROM RETAIL MEDIA

Many Aprilaire products incorporate replaceable components that ensure continued high levels of performance for the homeowner, and profit opportunities for you after the initial installation.

For example, Aprilaire Air Cleaners require that the media be replaced annually. And Aprilaire Humidifiers require a new water panel every season. Each time this occurs the homeowner may be wondering if they can get a lower price by buying those items elsewhere. As you know, your best counter to this is to not have them ever thinking about media or water panels because you've taken care of them with a maintenance agreement.

To help you realize more of the replacement component business and maintenance that is rightfully yours, we are launching the "Use Genuine Aprilaire" program. This is a new message that will appear in many places, designed to encourage your customers to buy from you, their Genuine Aprilaire parts contractor. The "Use Genuine" message, which will appear on the reminder postcards, owners manuals and the consumer web site, and will convey these important points to help you keep your business growing.

1. Get the Performance You Expect

When you purchased an Aprilaire product, you purchased the best, so stay with the brand you know and trust. Only by using Genuine Aprilaire replacement parts can you be assured that your equipment will continue to deliver the superior performance that you expect. Off-brand replacement parts may not give the performance you have enjoyed to date.

2. Keep Your Aprilaire Investment in Top Condition

Avoid potential damage that might result from ill-fitting or non-performing off-brand replacement parts. Stick with genuine Aprilaire replacement parts that are designed to work with, and maximize the performance of your Aprilaire equipment.

3. Guaranteed to Fit Your Aprilaire Equipment

Why wrestle with ill-fitting off-brand replacement parts whose fit is close but not close enough? Will the off-brand replacement parts waste your valued time and cost you lost sleep worrying?

By presenting yourself as THE source of Genuine Aprilaire replacement parts you can further strengthen the value of your



maintenance agreements and service calls. You will also retain more of your customers instead of losing them to off-brand replacements, which don't do them or you any good. ■



Available Now! The newly designed reminder postcard for Genuine Aprilaire air cleaner media. Ask your District Sales Manager about our reminder program.

New Product

ZONED COMFORT CONTROL

At the recent AHR Expo in Anaheim, California, Aprilaire unveiled its new expanded Zoned Comfort Control product line, with the capacity to control **up to 12 zones**. With the ability to work with single or multi stage heat/cool or heat pump systems, a Plenum Temperature Sensor option and now over 110 standard round and rectangular dampers, this new product line is designed for use in all light commercial and residential applications.

The system is designed around the proven and reliable Aprilaire Model 6404 4-Zone Base Panel, with the capability to support up to four 2-zone expansion panels for a maximum of 12 zones of control. In addition to the expandable feature, Aprilaire is also expanding its line of flexible by-pass control strategies with the addition of a line of 24-volt motorized modulating static pressure controlled

bypass dampers. Available in round sizes 10"-18" in 2" increments, these new dampers provide a more positive and precise way to control pressure in a larger zoned system (available May). Aprilaire has also expanded the Zoned Comfort Control damper offering to include round sizes 6" - 20" in 2" increments (as well as 7" & 9") and rectangular sizes 8"x8" - 30"x30".

With this latest "expansion" to the Aprilaire Zoned Comfort Control product line, Aprilaire is truly your best source for all of your residential & light commercial zoning needs. ■



Application

UV GERMICIDAL LAMPS

UV lamps provide many benefits. The following factors are critical to ensure a great installation, and ultimately, a satisfied customer that will look to you for future maintenance and new equipment business:

1. UV Germicidal Lamps provide real benefits:

- A clean coil helps to maintain the equipments original operating efficiency.
- They eliminate the need for chemical coil cleaning.
- Eliminate odors caused by growths on the coil and in the drain pan.
- Provide you with a revenue opportunity through the required annual lamp replacement.

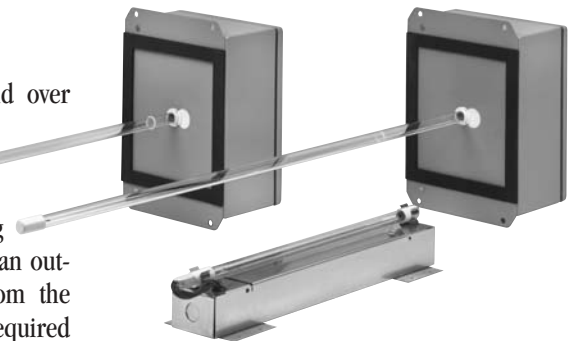
2. Understand the application:

- UV Germicidal Lamps are designed to keep the cooling coils clean, eliminating mold and other microorganisms and biological growth that can grow on the coil and in the drain pan.
- Coil eradication is the function of two things, lamp intensity and exposure time. UV Germicidal Lamps are designed to be

installed at the coiling coil and over drain pans and are designed to illuminate the coil 24 hrs per day, 7 days per week, providing unlimited exposure time. With an output of 560 $\mu\text{W}/\text{cm}$ at 18" from the lamp, this provides both of the required items for proper coil eradication.

3. An improper or poorly installed UV Germicidal Lamp will undo the best application:

- UV Germicidal Lamps will cause the **deterioration of plastics**, this includes, plastic drain pans and electrical wire casings. The solution is very simple, shield (metal or foil tape works great) these items from direct exposure to the lamp. If the lamp can't see it, it's protected!
- Use the proper number of lamps. Use Manufacturers guidelines to help you determine the number of lamps required, based on coil size. If coil obstructions are present, (like blowers or filters), you may need to use additional lamps. Always consult with the



- manufacturer if you are unsure.
- Install the lamp within the manufacturer's guidelines. A range of 3"-12" away from the coil is typical. Installing too close can cause lamp failure due to moisture carry over or blow by through the coil. Installing too far away could cause the lamp intensity on the coil surface to be too low and therefore ineffective.

A properly applied and installed UV Germicidal Lamp will provide you with a satisfied customer and repeat business through lamp replacements. Replacement lamps are a great item for your maintenance service agreements as well. ■

Advertising Value

APRILAIRE CO-OP PROGRAM

The Aprilaire Co-op Advertising Program can assist you in getting your message out about your business. What's in it for you?

1. Co-op **increases your advertising budget**. We pay half of all advertising that qualifies. How else can you purchase advertising at 50¢ on the dollar?
2. Co-op advertising **helps you build the value of your company's name** by associating it with a quality brand name that consumers know — Aprilaire.
3. Advertising with seasonal promotions allow you to **leverage our national**

advertising power, so you get more bang for your advertising buck.

5. Every Aprilaire dealer starts out with \$250 of available co-op per product family. Additional money adds up quickly as you purchase units.
6. In short, Co-op advertising helps you grow your business.

Use Co-op Advertising Dollars for...

- Newspaper ads for seasonal promotions
- Local TV and radio ads
- Direct Mail post cards
- Promotions on savings on service,

accessories or replacement parts.

- Imprinted brochures, stuffers, newsletters, mailers to send with invoices, put in your showroom or insert in your local newspaper.
- Post Card Reminders for Media and Water Panel Replacement
- Website advertising
- On-Hold messages

HAPPY NEW YEAR! YES, MARCH BEGINS THE NEW YEAR FOR CO-OP ACCOUNTS. START BUILDING YOUR ACCOUNTS FOR SUCCESSFUL SELLING IN 2004. ■

New Construction Opportunity

VENTILATION AND THE "RIGHT BUILDERS"

If you are looking for a way to increase your ventilation business it is important to match the right builder with the right products. By learning where products are being sold in other parts of the country, we can help you translate that success into your business.

Currently, the Aprilaire Ventilation Control System is generating success with builders who are interested in energy efficient homes and indoor air quality products. Many of these builders participate in the Energy Star Program. The Ventilation Control System is considered a "Supply Ventilation System" which is approved by the EPA's Energy Star Program. There are also several state **Green Building** programs that function similarly.

The Energy Star Program grants points for energy efficient items such as windows, duct sealing, and efficient heating equipment. One of the ways an Energy Star

builder can get points is by including indoor air quality improvements such as ventilation.

If you have builders that are associated with Energy Star or Green Building, you have a product that will bring them valu-

able points today. By including the Ventilation Control System as standard in newly built homes, your builders can not only bring all the benefits of fresh air in the home and improve indoor air quality, but they can gain valuable Energy Star and Green Build points at an economical price. ■



Aprilaire Ventilation Control System Model 8126